**CINEFORUM**
ISSN: 0009-7039
Vol. 66. No. 3, 2026 (Regular Issue 3)

# Influence of Eco-Friendly Practices on Guest Satisfaction: The Role of Hotel Image and Guest Trust in LEED-Certified Hotels.

**Jyoti Gaur [1] , Dr Sandeep Raheja [2], Dr Rakesh Sharma [3], Dr Gurucharan Singh [4]**

[1,2,3]MMICT&BM (Hotel Management), Maharishi Markandeshwar Deemed to be University, Mullana, Ambala, Haryana, India.
ORCHID : 0009-0005-3061-5924, 0009-0007-1680-5924, 0000-0002-3762-1500
[4]University School of Tourism, Airlines and Hotel Management (USTAHM), Rayat Bahra University, Mohali, Punjab, India.
ORCHID : 0009-0006-3432-6270

**Abstract**
The growing emphasis on environmental sustainability has encouraged the hospitality industry to adopt eco-friendly practices that reduce environmental impacts while enhancing guest experiences. Leadership in Energy and Environmental Design (LEED)-certified hotels are a vital part of sustainable hospitality, where the practice of energy and water conservation is a part of the hotel's operations. This study investigates the impact of eco-friendly practices on guest satisfaction, and investigates the mediating role of hotel image and guest trust in this relationship in LEED-certified hotels. The quantitative, cross-sectional research design was used, and data was gathered using a structured questionnaire from 217 guests of selected LEED certified hotels in North India. Partial Least Squares Structural Equation Modelling (PLS-SEM) was used to analyze the proposed relationships. The results show that the use of eco-friendly practices has a significant positive impact on the image of the hotel, trust of the guests and satisfaction of the guests. The results show that the hotel image and guest trust also positively affect guest satisfaction, suggesting that they are significant explanatory factors in connecting environmental responsibility and positive evaluations of the hotel. The results point out that sustainable methods go beyond the environmental advantage and have the ability to boost guests' perceptions, confidence, and satisfaction. The study offers practical suggestions to hotel managers in LEED certified properties to highlight the importance of environmental actions that are visible and credible to reinforce the image of the hotel, establish trust and improve guest satisfaction...
**Keywords:** Eco-Friendly Practices; LEED-Certified Hotels; Guest Satisfaction; Hotel Image; Guest Trust; Sustainable Hospitality

## Introduction

Over the past few years, the global hospitality sector has undergone a major shift with the integration of environmental sustainability into hotel operations and business strategies. The demand for the awareness of the environment, tougher environmental laws and the rising demand for responsible tourism have spurred hotels to implement eco-friendly measures to reduce environmental impacts, improve their operational efficiency and guest experience (Berezan et al., 2013; Han et al., 2019).

Leadership in Energy and Environmental Design (LEED) is a one of the most widely adopted worldwide rating systems for sustainable building design and use. In the hospitality industry, LEED-certified hotels highlight their sustainability efforts by implementing various green initiatives, including energy-saving lighting systems, the use of renewable energy, water management, waste reduction and recycling programs, sustainable procurement, enhancing indoor environmental quality, and green building design. These efforts not only minimize environmental footprint but also contribute to the comfort, safety, and health of guests.

Travellers' awareness of the environment has had a significant impact on their choice of hotel. There is a growing trend among guests for hotels to show their true commitment to environmental sustainability and corporate social responsibility. Eco-friendly practices have been found to positively affect guests' perception of the quality of the hotel (Lee & Heo, 2009), hotel image (Martínez, Pérez, & Rodríguez del Bosque, 2014), customer trust and overall satisfaction (Lee & Heo, 2009; Martínez, Pérez, & Rodríguez del Bosque, 2014). Sustainability efforts can foster a positive perception of a hotel, which can boost guests' trust in the services provided by the hotel, and transparency in reporting on sustainability efforts can also help to build trust among guests.



OPEN ACCESS © CINEFORUM

Although the number of studies on sustainable hospitality has grown, few empirical studies have explored how the relationship between sustainable practices and guest satisfaction in LEED-certified hotels can be explained by hotel image and guest trust. The hotel image and guest trust have not been explored in this particular context to the same extent.

Thus, the current study examines the impact of green practices on guest satisfaction in the selected LEED certified hotels. The study also explores the mediating mechanisms of hotel image and guest trust in these relationships. The results will be relevant to the literature on sustainable hospitality, as well as offering practical information for hotel managers who want to incorporate environmental sustainability to increase guest satisfaction and boost their competitive edge.

**Objectives of the study**

1. To examine the influence of Eco-Friendly Practices on Hotel Image, Guest Trust and Guest Satisfaction.
2. To examine the role of Hotel Image and Guest Trust in explaining the relationship between Eco-Friendly Practices and Guest Satisfaction.

## II. LITERATURE REVIEW

### 2.1 Eco-Friendly Practices in LEED-Certified Hotels

In today's world, one of the most defining aspects of the hospitality management is environmental sustainability. More and more hotels around the world are becoming ecologically conscious to minimize their environmental impact and improve their operational efficiency and customer satisfaction. These practices encompass energy efficiency, water use efficiency, waste minimisation, waste recycling, sustainable procurement, indoor environmental quality (IEQ) enhancement, and the use of renewable energy resources. These efforts help to protect the environment and enhance the economic efficiency and competitiveness of hotels (Berezan et al., 2013).

Leadership in Energy and Environmental Design (LEED) certification is an international benchmark for assessing the environmental performance of buildings, such as hotels. LEED-certified hotels are part of a holistic approach that incorporates sustainable design, resource efficiency, environmentally responsible operations and the health and wellness of guests. LEED certified hotels can generate substantial energy savings, water savings, greenhouse gas reductions, and cost savings, as well as enhance indoor environmental quality and guest comfort (USGBC, 2024; Goodarzi et al., 2025).

In the past, it has been consistently proven that guests have a positive attitude toward EHS hotels compared to conventional hotels. Sustainability practices have a positive impact on customer perceptions, which includes better perceptions of environmental responsibility, corporate reputation, and service quality (Han et al., 2019). Green practices are seen as a sign of an organization's commitment to social responsibility and thus affect the decisions made by guests in choosing their hotel and the evaluation of their stay after consumption (Lee & Heo, 2009).

The benefits of being eco-friendly go beyond saving the environment. Sustainability programs deliver benefits that include improved operational efficiency, lower utility costs, market differentiation and customer loyalty. As a result, hotels that are able to implement sustainability as a core business strategy are more likely to become environmentally and economically sustainable (Martínez et al., 2014; Ru-zhe et al., 2023).

### 2.2 Hotel Image

The hotel image has been identified as one of the most powerful intangible assets in the hospitality industry that influences guests' perceptions, satisfaction, and behavioural intentions. It is a customer's general impression of the hotel's quality, reputation, service standards and its ability to fulfill a customer's expectations. It is found that a positive hotel image increases the customer confidence, minimizes the perceived risk, and positively affects the customer's perception of the overall hotel experience (Kandampully & Suhartanto, 2000).

In recent years, environmental sustainability has become an important factor in determining the image of the hotel. Hotels that employ proactive measures in the areas of energy conservation, water conservation, waste management, environmental purchasing, and operations are being viewed as socially responsible and



OPEN ACCESS © CINEFORUM

environmentally conscious. These efforts enhance the company's image and reputation among eco-conscious travelers (Martínez et al., 2014; Moise et al., 2021).

The LEED certification for hotels is an additional way to reinforce their image as they prove to the world the standards and level of environmental sustainability in their operations. Guests' perceptions of quality, credibility, and organizational commitment to sustainability are improved by the visible application of green building practices, resource efficient technologies, and environmentally responsible management. As a result, LEED certification is an external marker of quality and environmental stewardship, further enhancing the hotel's brand in the minds of its customers (U.S. Green Building Council [USGBC], 2024).

Some empirical studies have indicated that positive hotel image has a significant effect on the satisfaction of the guests. If guests feel that the hotel is environmentally responsible, innovative, and dedicated to sustainable development, they will have more positive perceptions of the environmental quality of the services and the performance of the hotel. A positive hotel image will also lead to positive word-of-mouth communication, repeat visitation and customer loyalty (Han et al., 2019; Kandampully & Suhartanto, 2000).

As such, hotel image is an important factor that can mediate the effect of the eco-friendly practices on the guests' evaluation and satisfaction. Enhancing a hotel's environmental image can provide competitive benefits and boost customer satisfaction and the sustainability of hospitality services.

**2.3 Guest Trust**

In the hospitality sector, guest trust is among the most beneficial relational assets, as it plays a crucial role in shaping customer perceptions, satisfaction, and future actions. Trust is a guest's belief that a hotel will provide dependable, honest, safe, and quality services that will honor promises and commitments. In the hospitality setting, trust minimizes risk and uncertainty, especially when guests assess intangible service experiences before and during their visit (Morgan & Hunt, 1994).

As more and more people become environmentally conscious, sustainability initiatives are becoming an important factor in building guest trust. Hotels that are actively implementing these eco-friendly practices, such as energy conservation, water management, waste reduction, responsible sourcing, and environmentally responsible operations, are seen as ethical and social responsible. These practices reflect a hotel's true dedication to environmental care and enhance the trust of its guests in the hotel's values and integrity(Martínez et al., 2014; Moise et al., 2021).

The LEED certification is another measure of trust in LEED-certified hotels, as the hotel is complying with internationally recognized sustainability standards. LEED certification gives an independent stamp of approval on a hotel's environmental performance, ensuring that environmental claims are not just marketing puffery. The third-party certification provides added transparency for the organization and builds guest trust in the hotel's sustainability efforts in hospitality (U.S. Green Building Council [USGBC], 2024).

Past research has always found that the more positive the level of guest trust, the higher the customer satisfaction and the better the future behavioural intention. The positive perception of value, satisfaction with services and overall satisfaction is more likely to occur when guests believe in the hotel's environmental promises. In addition to fostering positive word-of-mouth communication, repeat patronage and long-term customer relationships, trust is also a key determinant of organizational success in the hospitality industry (Chaudhuri & Holbrook, 2001; Sirdeshmukh, Singh, & Sabol, 2002).

Previous studies have consistently reported that higher levels of guest trust positively influence customer satisfaction and future behavioural intentions. Guests who trust a hotel's environmental commitments are more likely to evaluate service quality positively, perceive greater value, and experience higher levels of overall satisfaction. Trust also encourages positive word-of-mouth communication, repeat patronage, and long-term customer relationships, making it an essential determinant of organizational success in the hospitality industry (Chaudhuri & Holbrook, 2001; Sirdeshmukh, Singh, & Sabol, 2002).

Guest trust is thus an important psychological mechanism that affects guest satisfaction in the context of eco-friendly practices. Those hotels that are consistently seen as being environmentally responsible and transparent in their sustainability efforts are more likely to foster trust and positive overall guest satisfaction.



OPEN ACCESS © CINEFORUM

### 2.4 Guest Satisfaction

One of the most significant measures of service quality and organizational performance in the hospitality industry is guest satisfaction. It is a measure of how well guests' expectations are met while they are at the hotel and provides a general impression of their entire experience. Oliver (1980) defines customer satisfaction as a post-consumption judgement that is a consequence of the comparison between the service performance that was expected and that which was perceived. Guest satisfaction is a critical factor in the hotel industry and is a key determinant of customer retention, positive word of mouth communication, repeat visitation and long-term profitability of the business (Kotler, Bowen, & Makens, 2017).

With the rise of sustainable hospitality, guests have their expectations and satisfaction levels greatly affected. Today's guests are eco-conscious and are looking for hotels that are eco-responsible. Energy saving, water and waste management, waste recycling, sustainable procurement and green building operations are examples of eco-friendly measures that not only protect the environment but also provide a positive image of the quality of service and responsibility given by the organization to its guests. Therefore, when hotels actively show their sustainability efforts, the guests are more likely to feel satisfied with their stay (Han et al., 2019; Yang et al., 2024; Goodarzi et al., 2025).

The image of the hotel and the trust of the guests further contribute to the satisfaction of the guests by influencing their perception of the hotel before, during and after the stay. Creating a positive hotel image through environmentally responsible practices boosts guests' trust in the quality of service and decreases perceived uncertainty, leading to a greater willingness to interact with hotel services. The previous studies have consistently shown that a positive image of a hotel and increased trust among guests have positive effects on customer satisfaction and on long-term behavioural responses like repeat patronage and positive recommendations (Kandampully & Suhartanto, 2000; Martínez et al., 2014).

In addition to the effect of eco-friendly practices, the positive perception of the hotel image and trust gained due to these sustainable practices also affect the satisfaction of the guests in LEED certified hotels. Knowing these relationships can help hotel managers improve customer satisfaction and operate their establishments in an environmentally and operationally sustainable manner.

### 2.5 Hypotheses Development

In today's business landscape, sustainable practices are an essential strategic effort for the hospitality sector, allowing hotels to promote their environmental footprint and strengthen their brand image. Hotels that are proactive in their sustainable efforts, like conserving energy, managing waste, using water efficiently, and implementing green purchases, are seen as being environmentally conscious businesses. These measures contribute to positive guest perceptions and boost the hotel's image (Han et al., 2019; Martínez et al., 2014). Based on this, the following hypothesis is put forward:

**H1:** *Eco-Friendly Practices positively influence Hotel Image.*

Hotels that are truly dedicated to sustainability efforts are more likely to win guests' confidence and trust. The LEED certification, with its verified sustainability standards and environmentally responsible operations, ensures that guests of LEED-certified hotels know that they are being cared for in a sustainable way. This transparency and credibility builds trust among guests, a key element in fostering long-term customer relationships (Han et al., 2019; Martínez et al., 2014; Moise et al., 2021). Based on this, the following hypothesis is proposed:

**H2:** *Eco-Friendly Practices positively influence Guest Trust.*

Eco-friendly practices have a direct impact on the guest's overall experience at the hotel, as it helps to enhance the quality of the environment, the efficiency of the operations and the value of the services provided. Environmental consciousness is growing and guests are more satisfied with the hotel services when the hotel exhibits responsible environmental actions (Berezan et al., 2013; Han et al., 2019; Yang et al., 2024). Therefore, the following hypothesis is suggested:

**H3:** *Eco-Friendly Practices positively influence Guest Satisfaction.*



OPEN ACCESS © CINEFORUM

Guests' overall evaluation of the hotel service depends on the positive hotel image. Hotels that are known for their environmental responsibility, service quality and organizational credibility are more likely to meet customer expectations. A positive hotel image has been found to positively affect guest perceptions of value and satisfaction in the past (Kandampully & Suhartanto, 2000; Martínez et al., 2014). Thus, it is hypothesized that:

**H4:** *Hotel Image positively influences Guest Satisfaction.*

Guest trust is the trust in a hotel's ability to provide consistent and reliable, high quality and eco-friendly services. Trust eliminates perceived uncertainty and increases a guest's confidence in the hotel which in turn leads to higher satisfaction and positive behavioural intentions (Chaudhuri & Holbrook, 2001; Sirdeshmukh et al., 2002). For this reason, the following hypothesis is put forward:

**H5:** *Guest Trust positively influences Guest Satisfaction.*

## III. RESEARCH METHODOLOGY

### 3.1 Research Design

The present study is quantitative, descriptive, and cross-sectional research design that investigates the effect of eco-friendly practices on guest satisfaction in LEED certified hotels. Primary data was collected through a survey technique to gather the opinions of the hotel guests on environmentally responsible practices, hotel image, guest trust, and overall satisfaction. The cross-sectional design allowed for data collection at one point in time, which is suitable for the examination of relationships between the proposed constructs.

### 3.2 Population, Sampling and Data Collection

The target population was guests who stayed at LEED certified hotels in North India. The sample was obtained by a convenience sampling technique because of the accessibility of the guests of the hotels and the exploratory nature of the study. Data were gathered by a structured, self-administered questionnaire that was mailed to guests either during or shortly after their visit.

217 completed and consistent responses were considered valid and appropriate for statistical analysis. The survey was voluntary and participants were briefed on the academic research goals of the survey and confidentiality and anonymity of their responses.

### 3.3 Research Instrument

There were two parts to the questionnaire. The first section gathered information about the demographic characteristics of the respondents such as their gender, age, education, occupation and purpose of visit. In the second section, the study constructs, namely, Eco-Friendly Practices, Hotel Image, Guest Trust and Guest Satisfaction were measured.

Items for the measurement were adapted from existing studies in the sustainable hospitality and customer behaviour literature. All responses were based on a five-point Likert scale that allowed respondents to indicate their level of agreement with each statement (1 = Strongly Disagree, 5 = Strongly Agree).

**Table 1. Measurement Constructs**

| Construct | Code | Number of Items | Key References |
|---|---|---|---|
| Eco-Friendly Practices | EFP | 5 | Berezan et al. (2013); Han et al. (2019) |
| Hotel Image | HI | 4 | Kandampully & Suhartanto (2000); Martínez et al. (2014) |
| Guest Trust | GT | 4 | Morgan & Hunt (1994); Chaudhuri & Holbrook (2001) |
| Guest Satisfaction | GS | 4 | Oliver (1980); Martínez et al. (2014) |



OPEN ACCESS © CINEFORUM

### 3.4 Data Analysis

The collected data were analysed with IBM SPSS Statistics and Partial Least Squares Structural Equation Modelling (PLS-SEM). Descriptive statistics were used for preliminary examination of the data. To ensure the reliability and convergent validity of the measurement model, it was assessed by indicator loadings, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) (Hair et al., 2022).

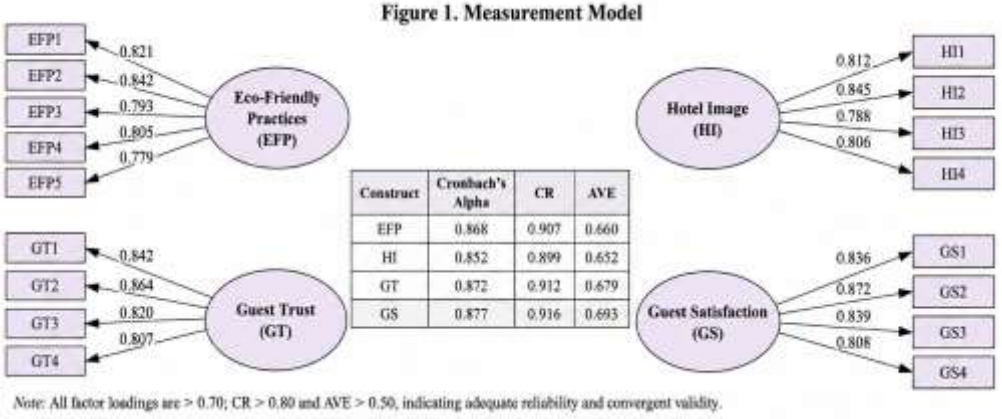
The structural model was then assessed by PLS-SEM to test the hypothesized relationships between the variables, namely, between Eco-Friendly Practices, Hotel Image, Guest Trust, and Guest Satisfaction. To evaluate the structural relationship and the explanatory power of the model, the path coefficients (β), t-values, p-values and coefficient of determination ($R^2$) were used. The indirect mechanism was explained by the proposed structural relationships, using Hotel Image and Guest Trust.

## IV. RESULTS AND DISCUSSION

### 4.1 Measurement Model Assessment

The measurement model was evaluated to ensure the reliability and convergent validity of the constructs used in the study, which are the following: Eco-Friendly Practices (EFP), Hotel Image (HI), Guest Trust (GT), and Guest Satisfaction (GS). The standardized factor loading was between 0.779 and 0.872, which was considered as having a good indicator reliability. The Cronbach's Alpha coefficients ranged from 0.852 to 0.877 and the Composite Reliability (CR) coefficients ranged from 0.899 to 0.916, both of which were above the recommended level of 0.70. Likewise, Average Variance Extracted (AVE) values ranged from 0.652 to 0.693, which is above the recommended value of 0.50, and thus, the convergent validity was satisfactory (Hair et al., 2022).

**Figure 1. Measurement Model**




| Construct | Cronbach's Alpha | CR | AVE |
|---|---|---|---|
| EFP | 0.868 | 0.907 | 0.660 |
| HI | 0.852 | 0.899 | 0.652 |
| GT | 0.872 | 0.912 | 0.679 |
| GS | 0.877 | 0.916 | 0.693 |

*Note:* All factor loadings are > 0.70; CR > 0.80 and AVE > 0.50, indicating adequate reliability and convergent validity.

### 4.2 Structural Model and Hypothesis Testing

The structural model was assessed using PLS-SEM to examine the proposed relationships among the constructs. Eco-Friendly Practices showed a significant positive influence on Hotel Image ($\beta = 0.467$, $p = 0.003$), Guest Trust ($\beta = 0.614$, $p < 0.001$), and Guest Satisfaction ($\beta = 0.624$, $p < 0.001$), thereby supporting H1, H2, and H3. Furthermore, Hotel Image positively influenced Guest Satisfaction ($\beta = 0.475$, $p = 0.050$), while Guest Trust demonstrated a strong positive influence on Guest Satisfaction ($\beta = 0.613$, $p < 0.001$), supporting H4 and H5.

The model explained 72.6% of the variance in Guest Satisfaction ($R^2 = 0.726$), indicating substantial explanatory power for the proposed framework.

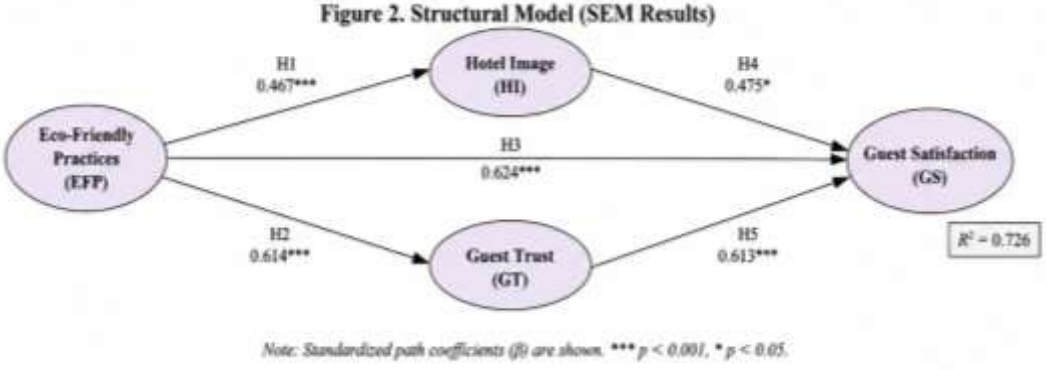
| Hypothesis | Structural Relationship | β | t-value | p-value | Decision |
|---|---|---|---|---|---|
| H1 | EFP → Hotel Image | 0.467 | 7.147 | 0.003 | Supported |
| H2 | EFP → Guest Trust | 0.614 | 7.731 | <0.001 | Supported |
| H3 | EFP → Guest Satisfaction | 0.624 | 5.007 | <0.001 | Supported |



OPEN ACCESS © CINEFORUM

| | | | | | |
|---|---|---|---|---|---|
| H4 | Hotel Image → Guest Satisfaction | 0.475 | 6.065 | 0.050 | Supported |
| H5 | Guest Trust → Guest Satisfaction | 0.613 | 6.204 | <0.001 | Supported |

**Figure 2. Structural Model (SEM Results)**




*Note: Standardized path coefficients (β) are shown. *** $p < 0.001$, * $p < 0.05$.*

### 4.3 Indirect Role of Hotel Image and Guest Trust

The structural results further indicate potential indirect mechanisms through Hotel Image and Guest Trust. Eco-Friendly Practices positively influenced Hotel Image (β = 0.467), which subsequently influenced Guest Satisfaction (β = 0.475). Similarly, Eco-Friendly Practices positively influenced Guest Trust (β = 0.614), while Guest Trust positively influenced Guest Satisfaction (β = 0.613). These findings suggest that Hotel Image and Guest Trust may serve as important intervening mechanisms through which eco-friendly practices contribute to guest satisfaction. However, as separate bootstrapped indirect-effect estimates are not reported in the present analysis, these relationships are interpreted as evidence of potential indirect pathways rather than a formal mediation test.

### 4.4 Discussion of Findings

The results highlight the importance of the eco-friendliness practices in influencing guests' experiences and perceptions at LEED hotels. The result indicates that there is a positive correlation between the Eco-Friendly Practices and Hotel Image (H1), which implies that the adoption of environmentally friendly practices has a positive impact on the perception of the hotel. This is in line with previous studies that have shown that environmental responsibility can boost corporate and hotel image (Martínez et al., 2014; Han et al., 2019).

Eco-Friendly Practices also had a significant impact on Guest Trust (H2), meaning that guests are more inclined to trust hotels that are clearly seen to be committed to environmental responsibility. The direct link between the Eco-Friendly Practices and Guest Satisfaction (H3) also indicates that sustainability efforts are not just about the environment, but can have a positive impact on the guest experience. In previous studies on the hospitality sector, similar links between sustainable hotel practices and positive guest ratings have been found, indicating that responsible hotels can positively impact guests' satisfaction (Berezan et al., 2013; Han et al., 2019; Zhao et al., 2025).

The other two constructs, Hotel Image (H4) and Guest Trust (H5) also had positive effect on Guest Satisfaction. Guest Trust (β = 0.613) had a relatively high impact, which emphasizes the need for credibility and confidence to boost guests' perception of LEED certified hotels. The overall results indicate that eco-friendly practices have a direct impact on guest satisfaction, and the positive impact of the hotel image and guest trust serve as supplementary explanations between environmental responsibility and positive guest evaluations.

## V. CONCLUSION

The study explored how the use of eco-friendly practices affects guest satisfaction in LEED certified hotels, specifically the impact of hotel image and guest trust. The results indicate that sustainable practices have a positive impact on the hotel image, the trust of the guests and the satisfaction of the guests. In addition, it was determined



OPEN ACCESS © CINEFORUM

that the hotel image and the guest trust positively affected guest satisfaction. The structural results thus confirm all five hypotheses and underscore the significance of environmentally responsible practices in creating positive guest perceptions and experiences.

The results indicate that sustainability should not be seen as a mere environmental responsibility but also as a strategic practice of hospitality which can reinforce the results of the hospitality activity in the customer field. In the case of LEED certified hotels, energy conservation, water efficiency, waste reduction and responsible resource use can all be visible actions that help build a positive image for the hotel, bolster guest trust and satisfaction. The results confirm that the adoption of eco-friendly practices has a positive effect on the image of the hotel, the trust of guests and the satisfaction of guests.

### 5.1 Managerial Implications

The results offer practical applications for managers of LEED certified hotels. Incorporating eco-friendly efforts into the back end of a hotel's operations is not enough; it needs to be communicated and demonstrated in a positive manner. Improved visibility of energy-saving, water-saving, waste management, recycling and other sustainable practices can reinforce the guests' sense of environmental responsibility. In addition, managers should use LEED certification as a sign of genuine environmental commitment, thus enhancing hotel image and guest trust. Trust and image are positively related to satisfaction, so sustainability efforts should be part of the hotel operations and the guest-experience strategy.

### 5.2 Limitations and Future Research

The study is limited in scope and has a few areas for further investigation. There are a number of limitations to the study. It is important to note that the findings are based on a cross sectional survey of 217 guests of a hotel, which may not be representative of the broader hospitality industry. Larger and more geographically representative samples and comparisons of LEED certified hotels by category and location could be used in future studies. It may also be possible to study the effectiveness of the eco-friendly practices over time using longitudinal research, which can also investigate whether the guests' perception of the practices change over time. Additional outcomes like guest loyalty, revisit intention, willingness to pay a premium and environmentally responsible behavioural intentions could be further explored in future studies.

.

### References

1. Berezan, O., Raab, C., Yoo, M., & Love, C. (2013). Sustainable hotel practices and guest satisfaction levels. International Journal of Hospitality & Tourism Administration, 14(2), 169–188.
2. Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. Journal of Marketing, 65(2), 81–93.
3. Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). A primer on partial least squares structural equation modeling (PLS-SEM) (3rd ed.). SAGE Publications.
4. Han, H., Yu, J., & Kim, W. (2019). Environmental responsibility and customer responses in the green hotel industry. International Journal of Hospitality Management, 76, 83–93.
5. Kandampully, J., & Suhartanto, D. (2000). Customer loyalty in the hotel industry: The role of customer satisfaction and image. International Journal of Contemporary Hospitality Management, 12(6), 346–351.
6. Kotler, P., Bowen, J. T., & Makens, J. C. (2017). Marketing for Hospitality and Tourism (7th ed.). Pearson.
7. Lee, J. S., & Heo, C. Y. (2009). Corporate social responsibility and customer satisfaction among hotel guests. International Journal of Hospitality Management, 28(4), 635–637.
8. Martínez, P., Pérez, A., & Rodríguez del Bosque, I. (2014). Sustainability, corporate social responsibility and customer responses in the hospitality industry. Tourism Management, 44, 25–36.
9. Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. Journal of Marketing, 58(3), 20–38.
10. Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. Journal of Marketing Research, 17(4), 460–469.
11. Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value and loyalty in relational exchanges. Journal of Marketing, 66(1), 15–37.



OPEN ACCESS © CINEFORUM

12. U.S. Green Building Council. (2024). LEED and hospitality: Green building solutions for hotels.
13. Goodarzi, M., Naseri, S., & Tafazzoli, M. (2025). Beyond the green label: How LEED certification levels shape guest satisfaction in USA hotels. Buildings, 15(12), 2108. https DOI: 10.3390/buildings15122108
14. Yang, J., Reza, M. N. H., Al Mamun, A., Masud, M. M., & Rahman, M. R. C. A. (2024). Predicting guest satisfaction and willingness to pay premium prices for green hotels. Humanities and Social Sciences Communications, 11, 1487. DOI: 10.1057/s41599-024-04024-y.
15. Moise, M. S., Gil-Saura, I., & Ruiz-Molina, M. E. (2021). The importance of green practices for hotel guests: Does gender matter? Economic Research-Ekonomska Istraživanja, 34(1), 3508–3529. DOI: 10.1080/1331677X.2021.1875863.
16. Ru-zhe, J., Aujirapongpan, S., Phetvaroon, K., & Agmapisarn, C. (2023). Why should hotels become more environmentally friendly? Does gender matter in customer feedback? ABAC Journal. DOI: 10.59865/abacj.2023.51.
17. Zhao, Z., Cheng, M., Lv, K., & Huang, L. (2025). What matters most? A sustainable or a conventional hotel experience? The interaction effect on guest satisfaction: A mixed-methods approach. International Journal of Hospitality Management, 124, 103988. https DOI: 10.1016/j.ijhm.2024.103988
18. Singh, A. K., Poddar, A. K., Kumar, S., Dahiya, M., Dashora, A. K., Kumar, S., Paatlan, S., Sharma, A., Bakshi, N., & Singh, A. K. (2025). Do hotel green practices influence customer satisfaction? Evidence from the Indian hospitality sector. F1000Research, 14, 1480. https DOI: 10.12688/f1000research.175471.1..



OPEN ACCESS © CINEFORUM