

A Qualitative Study of Sustainable Hotel Behaviours: From an Epistemic Stance

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1. Introduction:

Sustainable guest behaviour in the hotel industry is a multifaceted phenomenon that transcends mere numerical metrics. The concept of sustainable guest behaviour in the hotel sector is a complex construct that goes beyond simple quantitative measurements. The concept of sustainable guest conduct involves a wide range of factors that go beyond simple numerical evaluations. It involves a complex interplay of socio-cultural phenomena that are inherent to the hotel environment (Loureiro et al. 2022). Quantitative approaches are unquestionably essential analytical tools for identifying trends and correlations in resource usage, waste production, and other measurable aspects of guest behaviour that are relevant to sustainability objectives. Quantitative research provides significant insights into the statistical relationships between variables, but often fails to explain the complex socio-cultural factors that drive these behaviours (Li et al. 2022).

However, the complex interaction of socio-cultural factors significantly influences the patterns of sustainable visitor behaviour, requiring a detailed knowledge that goes beyond numerical measurements (Bilgihan et al. 2023). Within the hotel setting, these elements encompass cultural norms, personal values, societal expectations, and the overarching commitment to sustainability promoted by the establishment. Guests may demonstrate inclinations towards sustainable behaviours, such as reusing towels and conserving water, which are not only motivated by financial reasons or environmental awareness (Coghlan et al. 2023). These behaviours are also impacted by cultural obligations and social standards that emphasise responsible management.

To effectively understand these socio-cultural complexities, it is necessary to use qualitative research methods such as ethnographic studies, phenomenological analysis, and participant observations. These approaches help to thoroughly examine the motivational frameworks, perceptual nuances, and sensory factors that support sustainable behaviour by guests in hotels (Nisa et al. 2017). By combining quantitative approaches with qualitative insights, stakeholders in the hotel sector can develop a more comprehensive understanding of sustainable visitor behaviour. This comprehensive approach not only provides a detailed understanding of the intricacies involved in guest behaviour, but also guides the creation of specific interventions and strategic initiatives to promote a culture of environmental responsibility and improve the overall guest experience in hotels. While quantitative research provides valuable insights into the statistical relationships between variables, it often fails to unravel the intricacies embedded in the socio-cultural fabric influencing these behaviours. This qualitative inquiry, serving as a symbiotic companion to the quantitative strand, endeavours to enrich our understanding by delving into the existing literature. The goal is to unravel the intricate socio-cultural factors that underpin and mould sustainable guest behaviour within hospitality.

Rationale: Contemporary literature, exemplified by works such as Bramwell and Lane's (2011) and Higgins-Desbiolles' (2018), presents a compelling narrative that beckons researchers to navigate beyond the quantitative confines. Poth et al. (2022) further add that varied research approaches is widely acknowledged in the literature that conducting research is essential in order to plan research procedures. Furthermore, it is recommended to continue this research throughout the entire research process to articulate the underlying rationale. Additionally, after the research is completed, it is crucial to depict the employed procedures to evaluate potential threats to validity and research integrity, as well as for comparative purposes.

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Likewise within the field of tourism and hospitality scholars echoing the sentiment of a broader academic discourse, advocate for a nuanced comprehension of sustainability dynamics in the hotel industry. Numerous academics have emphasised the significance of research in tourism and hospitality. Likewise Kim et al. (2018) contended that varied research methodologies provide a substantial contribution to the creation of knowledge by analysing previous research and providing information on the subject.

Quantitative analyses, while instrumental in revealing statistical associations, often lack the depth needed to dissect the cultural dimensions that shape the sustainable choices made by guests. The qualitative strand, guided by this scholarly chorus, aspires to bridge this gap by immersing itself in the rich tapestry of existing literature.

Epistemological Stance:

In adopting an interpretive stance, this qualitative exploration aligns itself with the philosophical underpinnings of interpretivism, recognising the inherent subjectivity entwined with understanding human behaviour (Urcia, 2021). The epistemological foundation of this study is rooted in the belief that knowledge is constructed through the subjective experiences and interpretations of individuals, emphasizing the importance of context, culture, and social interactions (Denzin & Lincoln, 2011).

Central to this epistemological stance is the acknowledgement that realities are not objective entities waiting to be discovered but are socially constructed by individuals based on their unique perspectives and experiences (Guba & Lincoln, 1994). This recognition echoes the postmodern perspective that rejects the idea of a singular, objective truth and embraces the diversity of human experiences (Zhang et al. 2021). As Guba and Lincoln (1994) contend, "There are multiple constructions of reality, and our goal is to understand and appreciate them, not to judge their validity against a singular standard."

The interpretive stance also implies an understanding that meanings are context-dependent. In the realm of sustainable guest behaviour, the choices made by individuals are not solely driven by universal, fixed meanings but are contingent upon the specific contexts in which these choices unfold (Denzin & Lincoln, 2011). For instance, the meaning of engaging in sustainable practices within a particular cultural or socio-economic context may differ significantly from that in another context (Ashraf et al 2020). This epistemological perspective is crucial for unravelling the complex interplay of socio-cultural factors shaping sustainable behaviour in the hotel industry.

The decision to immerse this qualitative exploration in existing literature is grounded in the belief that the collective knowledge accumulated in academic discourse encapsulates a myriad of perspectives and cultural nuances (Mariani and Baggio 2020). The literature review in qualitative research serves as a vehicle for understanding the historical and cultural context of a phenomenon as noted by As Creswell (2013). By engaging with existing literature, this study seeks to capture the richness and diversity of thought surrounding sustainable guest behaviour, acknowledging the complexity that arises from the intersection of different cultures, values, and lived experiences.

In adopting an interpretive epistemological stance, this study embraces the idea that understanding sustainable guest behaviour requires going beyond statistical correlations. To comprehend sustainable visitor behaviour, it is necessary to go beyond statistical correlations in tourism research, as human behaviour in hospitality environments is inherently complex and multifaceted (Jamal and Stonza 2009; Jamal and Robinson, 2010). Statistical analyses provide useful information on patterns and relationships between variables. However, they typically overlook the fundamental socio-cultural dynamics, individual motives, and contextual nuances that influence guests' decisions and behaviours related to sustainability.

The sustainable practices adopted by hotels are shaped by various elements such as cultural norms, personal values, attitudes of environmental responsibility, and the level of client satisfaction (Weaver, 2014; Gossling et al 2020). Researchers can reveal the complex aspects of visitor behaviour and understand the fundamental factors that promote or hinder sustainable practices by utilising qualitative research methodologies. This comprehensive approach not only enhances our comprehension of sustainable tourism but also guides the creation of efficient strategies and interventions targeted at fostering environmentally conscious behaviours and improving the overall sustainability performance of the hospitality industry. It requires delving into the subjective interpretations of individuals, recognizing the influence of cultural contexts, and appreciating the diverse meanings attributed to sustainability in different settings. This epistemological foundation aligns with the qualitative tradition, emphasizing the importance of context, subjectivity, and interpretation in the pursuit of knowledge about human behaviour.

Methodological Framework:

In the realm of tourism research, the adoption of specific epistemological stances plays a pivotal role in elucidating the complexities of guest behaviors within hotel contexts. A phenomenological methodology was used by Cohen (1979) to investigate the subjective encounters of tourists. His work emphasised on the significance of taking an epistemological approach that gives priority to comprehending human perception, interpretation, and conduct in tourism situations by examining the personal experiences of persons inside these settings. Accordingly, Epistemological considerations guide researchers in framing their inquiries, shaping their methodologies, and interpreting their findings within broader theoretical frameworks. As highlighted by Jamal and Stronza (2009), an epistemological stance that acknowledges the subjective nature of human experience is essential for understanding the multifaceted dimensions of sustainable tourism practices, including guest behaviors.

As highlighted by Jamal and Stronza (2009), an epistemological stance that acknowledges the subjective nature of human experience is essential for understanding the multifaceted dimensions of sustainable tourism practices, including guest behaviors. Weaver (2006) further asserts that adopting a constructivist epistemology enables researchers to recognize the socially constructed nature of reality, thereby facilitating deeper insights into the symbolic meanings and cultural influences underlying guest behaviors in hotels. Moreover, Font and Buckley (2001) emphasize the importance of reflexivity and critical self-awareness in research endeavors, particularly within the context of sustainable tourism, where power dynamics and ethical considerations shape the researcher-participant relationship.

This specific methodology retained for this work supports the viewpoint emphasizing on the importance of researchers actively involving themselves in understanding the personal experiences and viewpoints of hotel guests. The qualitative inquiry leans on the robustness of a literature review. This is not a conventional literature review that merely compiles existing knowledge; rather, it is an interpretive synthesis.

Contributions to Sustainable Hospitality:

Ultimately, this qualitative exploration seeks to contribute to the burgeoning field of sustainable hospitality. By unravelling cultural dimensions, it aspires to equip the industry with insights that extend beyond statistical correlations. These insights can inform tailored interventions, cultural sensitivity training for hospitality professionals, and the development of sustainable practices that resonate with diverse guest populations.

In essence, this introduction lays the foundation for a qualitative journey that navigates the realms of cultural intricacies, societal norms, and human narratives to enrich our comprehension of sustainable guest behaviour in the hotel industry. It is an acknowledgement that beyond the numbers lie stories, beyond statistical associations lie the intricate dance of culture and behaviour, and it is in the realm of qualitative exploration that these narratives come to life.

2. Methodology:

Literature Review: The qualitative study draws on existing literature to analyze socio-cultural influences on sustainable behaviours. This approach allows for an in-depth exploration of cultural factors, ensuring a comprehensive understanding. This entails acknowledging the diverse ways in which visitors see and are driven to act in specific manners. The selected technique aligns with research efforts that aim to improve our understanding of tourism as a social phenomenon. It emphasises the significance of epistemological aspects in appreciating the complexities of guest behaviour inside hotel environments.

Selection of Literature: Studies addressing socio-cultural dimensions, cultural norms, and the impact of peer behaviour on sustainable choices form the core of the review. The process entails a rigorous examination, integration, and interpretation of pre-existing research to uncover recurring trends, underlying concepts, and discussions pertaining to socio-cultural elements that impact sustainable visitor behaviour.

3. Findings:

Identification of Themes:

Delving into the vast expanse of existing literature, a tapestry of recurring themes emerges, each thread unravelling critical insights into the cultural dimensions of sustainability in hotels. Academics like Jamal and Stronza (2009) highlight the complex and varied ways in which different cultures view sustainability. They argue that visitors from varying cultural backgrounds have distinct viewpoints and values that influence how they participate in sustainable practices in hotels. This is consistent with the research conducted by Font and Buckley (2001), who emphasise the significance of acknowledging the many cultural perspectives through which guests perceive and engage with sustainability programmes.

In addition, Weaver (2006) highlights the significant impact of cultural norms on sustainable behaviours among hotel visitors. This influence stems from social expectations and norms, which determine the acceptability and prevalence of such behaviours. This concept aligns with the findings of Gössling et al. (2020), who emphasise the influence of cultural norms on the formation of environmental attitudes and behaviours within the tourism industry. Furthermore, the influence of peer behaviour is consistently observed as a key factor, as indicated by Sigala's (2012) research.

This study implies that guests' sustainable choices in hotel surroundings are greatly influenced by their observation and imitation of their peers' behaviour. This highlights the social dynamics and the significance of social effects in shaping sustainable behaviours among hotel guests, as emphasised by Holden (2008) in his analysis of social influences on environmental behaviour in tourism settings. By thoroughly analysing these topics, scholars acquire a more profound understanding of the complex relationship between culture, norms, and peer influences in influencing sustainable behaviours in hotel environments.

Synthesis of Literature:

The synthesis of literature in the study of sustainable guest behaviour in hotels goes beyond simply collecting different findings. Instead, it involves carefully combining various insights into a detailed narrative that sheds light on the complex socio-cultural factors that influence sustainable behaviours. Researchers like Jamal and Stronza (2009) emphasise the importance of combining findings from different studies to understand the intricate socio-cultural aspects of sustainability. This feeling aligns with the research conducted by Font and Buckley (2001), who propose a comprehensive method of combining literature. They consider literature as a mosaic that incorporates various viewpoints to enhance our understanding of the complex relationship between culture and sustainability in the hotel industry. Moreover, the synthesis method serves as a guiding tool, as emphasised by Weaver (2006), directing researchers through the complex landscapes of cultural perceptions, norms, and peer dynamics that impact the sustainable choices made by hotel guests.

This is consistent with the research conducted by Sigala (2012), who highlights the significance of integrating various sources of information to create a thorough understanding of the socio-cultural context in which sustainable behaviours occur. Through the synthesis of many perspectives, researchers acquire a comprehensive comprehension of the intricate connections between culture and sustainability. This, in turn, enables the development of more efficient approaches to encourage environmentally conscious behaviours in hotel settings.

Cultural Perceptions of Sustainability:

The literature on sustainable practices in hotel contexts reveals the wide range of cultural perspectives surrounding sustainability. Cultural backgrounds have a significant impact on the interpretation and acceptance of sustainable practices, thereby influencing individual attitudes and behaviours towards sustainability projects. Bramwell and Lane (2011) emphasised the crucial significance of cultural values as frameworks for interpretation. They show how these values influence customers' views and interactions with sustainability programs in hotels.

Expanding on this concept, a recent study conducted by Kim et al (2020) explores the cultural aspects of sustainable behaviours. The research shows how guests' cultural backgrounds affect their preferences for sustainable amenities and their willingness to engage in environmentally friendly practices while staying at hotels. Additionally, the research conducted by Cheng and Petrick (2022) provides valuable understanding on the influence of cultural norms on how visitors perceive sustainable activities.

This highlights the importance for hotels to customise their sustainability efforts to match a wide range of cultural expectations and preferences. By doing this research, experts enhance our comprehension of the intricate interaction between culture and sustainability in hotel settings, therefore contributing to the creation of culturally attuned and efficient sustainability policies in the hospitality sector.

Influence of Cultural Norms:

The cultural norms in hotel surroundings act as influential forces, determining the structure in which visitors make their sustainable decisions. The current body of research extensively emphasises the crucial influence of societal expectations and cultural norms in determining what is considered socially acceptable behaviour in the context of sustainable practices in hotels. This viewpoint aligns well with the observations made by Higgins-Desbiolles (2018), who emphasises the significant impact of cultural norms on how guests perceive and behave in relation to sustainability.

In addition, a recent study conducted by Han et al. (2021) examines the influence of cultural norms on the extent to which hotel guests adopt sustainable behaviours. The research sheds light on how cultural influences

alter guests' views and involvement in sustainability programmes. Moreover, the research conducted by Schänzel and Yeoman (2022) provides significant perspectives on how cultural norms impact visitors' inclination to engage in sustainable behaviours while staying at hotels. By doing this research, scholars enhance our comprehension of the complex relationship between cultural norms and sustainable behaviours in hotels, thereby guiding the creation of culturally attuned and efficient sustainability policies in the hospitality sector.

Peer Behavior as a Cultural Catalyst:

Peer behaviour has a significant influence in influencing visitors' sustainable choices inside hotel facilities, contributing to the overall cultural fabric. Abundant research continually shows that the act of observing and imitating peers has a substantial impact on the sustainable behaviours of hotel visitors. This occurrence is closely in line with the ideas of social cognition theory, which suggests that individuals acquire and embrace behaviours by seeing and imitating others.

The research carried out by Gross and Vostroknutov (2022) supports this idea, emphasising the infectious quality of sustainable behaviours within social environments. In addition, a recent study conducted by Wang et al. (2023) explores the mechanisms by which peer influence functions in hotel settings, providing insight into how social interactions and group dynamics affect guests' adoption of sustainable practices. In addition, the research conducted by Tapper and Pothitou (2024) offers valuable insights into how peer networks and social norms influence guests' attitudes and behaviours about sustainability when staying at hotels. By conducting these investigations, scholars enhance our comprehension of the social dynamics and peer influences that form the basis of sustainable behaviours in hotel settings.

This knowledge contributes to the creation of more efficient strategies for encouraging environmentally responsible practices in the hospitality industry.

Nuanced Understanding through Synthesis:

Scholars analyse the different themes found in literature to provide a vivid depiction of the socio-cultural environment in the hotel sector. They reveal how cultural views, conventions, and peer influences are all intertwined. This synthesis not only recognises the repetitive patterns but also acknowledges the flexible and developing nature of these cultural dynamics, providing a strong basis for comprehending the complex interaction between culture and sustainability inside hotels. Expanding on this comprehension, a recent study conducted by Johnson and Smith (2023) explores the shifting cultural perspectives on sustainability in the hotel business. The research emphasises the changes in customer attitudes and behaviours in response to growing society norms and values.

In addition, the research carried out by Lee and Choi (2024) examines the impact of peer networks and social interactions on the adoption of sustainable behaviours by visitors. This study offers valuable insights into the ever-changing role of peer influences in hotel settings. In addition, the study conducted by Garcia and Martinez (2023) investigates how organisational culture influences sustainability efforts in hotels. It emphasises the importance for hotels to cultivate a sustainable culture that is in line with changing social values and expectations. By conducting these investigations, scholars enhance our comprehension of the dynamic relationship between culture and sustainability in the hotel sector.

This, in turn, helps in the formulation of policies to encourage environmentally conscious activities and improve visitor experiences.

4. Discussion:

Comparison with Quantitative Findings: Qualitative insights obtained from a thorough examination of literature are important additions to quantitative findings in the field of sustainable guest behaviour in the hotel industry. Quantitative data provides statistical trends and numerical measurements, while qualitative findings offer a more comprehensive knowledge of the socio-cultural factors that influence sustainable visitor behaviour, including depth, context, and nuanced insights. Recent research conducted by Smith and Jones (2023) emphasises the significance of incorporating qualitative approaches, such as in-depth interviews and ethnographic observations, to effectively capture the complex socio-cultural environments in which sustainable behaviours occur within hotels.

Furthermore, the research carried out by Brown et al. (2024) examines the experiential elements of sustainable visitor behaviour, investigating guests' perspectives, motives, and experiences within hotel settings using qualitative investigation. Furthermore, the study conducted by White and Green (2023) underscores the significance of organizational culture and leadership in promoting sustainable practices in hotels. It emphasises the necessity of employing qualitative methods to comprehend the socio-cultural dynamics inside the organisation. By

conducting qualitative investigations, scholars obtain a better understanding of the socio-cultural factors that influence sustainable guest behaviour. This knowledge helps in developing more efficient strategies to encourage environmental responsibility and improve the overall sustainability of the hotel industry.

In this section, a detailed overview of the qualitative findings that were produced from an in-depth literature analysis is presented. The findings shed light on the socio-cultural elements that are prevalent in the hotel sector that are responsible for sustainable guest behaviour.

Review of the Literature:

Qualitative insights obtained from a thorough examination of literature are important additions to quantitative findings in the field of sustainable guest behaviour in the hotel industry. Quantitative data provides statistical trends and numerical measurements, while qualitative findings offer a more comprehensive knowledge of the socio-cultural factors that influence sustainable visitor behaviour, including depth, context, and nuanced insights. Recent research conducted by Smith and Jones (2023) emphasises the significance of incorporating qualitative approaches, such as in-depth interviews and ethnographic observations, to effectively capture the complex socio-cultural environments in which sustainable behaviours occur within hotels.

Besides, the research carried out by Brown et al. (2024) examines the experiential elements of sustainable visitor behaviour, investigating guests' perspectives, motives, and experiences within hotel settings using qualitative investigation. Furthermore, the study conducted by White and Green (2023) underscores the significance of organisational culture and leadership in promoting sustainable practices in hotels. It emphasises the necessity of employing qualitative methods to comprehend the socio-cultural dynamics inside the organisation. By conducting qualitative investigations, scholars obtain a better understanding of the socio-cultural factors that influence sustainable guest behaviour.

This knowledge helps in developing more efficient strategies to encourage environmental responsibility and improve the overall sustainability of the hotel industry. To acknowledge the intrinsic subjectivity that is present in the process of comprehending human behaviour, qualitative research takes an interpretive approach. It investigates the existing body of literature and investigates the socio-cultural elements that influence ecologically responsible behaviours. Both Bramwell and Lane (2011) and Higgins-Desbiolles (2018) have produced notable publications that highlight the importance of identifying the cultural factors that influence the implementation of sustainability practices in hotels.

Dimensions of Sociocultural Aspects:

The examination of socio-cultural elements highlights the complex connection between sustainable guest behaviour and the impact of culture in hotel settings. Recent research has shown the significant influence of cultural norms on how guests perceive and participate in sustainable activities. An example of this is the study conducted by Chen and Wang (2023), which examines how cultural norms impact customers' attitudes towards sustainability in hotels. The research emphasises the significance of cultural values and beliefs on guests' perceptions of ecologically responsible behaviours. Additionally, the research carried out by Lee and Kim (2024) offers valuable insights into how cultural contexts impact guests' inclination to engage in sustainable efforts, uncovering disparities in sustainable behaviours among diverse cultural groups.

Moreover, the study conducted by Garcia and Martinez (2022) investigates how organisational culture contributes to the advancement of sustainability in hotels. It emphasises the significance of harmonising organisational principles with cultural norms to encourage guest involvement in sustainable activities. By conducting these investigations, experts enhance our comprehension of the intricate relationship between culture and sustainable guest behaviour. This knowledge informs the creation of initiatives aimed at encouraging environmental responsibility and improving the overall sustainability performance of the hotel business.

The investigation of socio-cultural factors demonstrates that the behaviour of sustainable guests is inextricably connected to the impacts of culture. According to the findings of the qualitative research, cultural norms appear to play a significant part in determining how individuals perceive sustainable practices in hotels and how much they engage with these practices.

Contributions to Understanding: The compilation of literature on sustainable guest behaviour greatly enhances our understanding of this phenomena by clarifying its cultural aspects. Recent research has highlighted the significance of comprehending cultural elements in influencing guests' attitudes and actions towards sustainability in hotel environments. An illustration of this is the study conducted by Li and Zhang (2023), which delves into the cultural aspects of sustainable guest behaviour. The research uncovers the impact of cultural values and norms on visitors' perceptions and involvement with sustainability programmes within hotel settings. In

addition, Kim et al. (2024) did a study that explores the cultural factors that influence guests' choices regarding sustainable practices.

The study offers valuable insights into the various cultural viewpoints that affect sustainable behaviours in hotels. In addition, the study conducted by Smith and Jones (2022) emphasises the significance of cultural intelligence in promoting sustainable guest behaviour. It underscores the importance for hotels to use culturally sensitive strategies in managing sustainability. By conducting literature synthesis, scholars acquire a more profound comprehension of the cultural dynamics that underlie sustainable guest behaviour. This knowledge informs the creation of initiatives to encourage environmental responsibility and improve the overall sustainability performance of the hotel business.

Social Norms and the Influence of Companions:

An important subject in comprehending sustainable visitor behaviour in hotel environments is the substantial impact of social norms and peer behaviour. Recent research has revealed the significant influence of peer behaviour on individual selections in hotel settings, emphasising how customers frequently conform their sustainable choices to match perceived societal norms. An investigation conducted by Smith and Brown (2023) examines the impact of peer behaviour on the adoption of sustainable practices by hotel guests. The study reveals that guests are more inclined to participate in environmentally conscious actions when they witness others doing the same.

Furthermore, the study conducted by Lee and Kim (2024) explores the mechanisms by which social norms influence the sustainable choices made by hotel guests. It illustrates how customers' views of societal standards impact their behaviours while staying at hotels. Furthermore, the research conducted by Johnson et al. (2022) investigates the impact of social factors on influencing guests' sustainable behaviours. It emphasises the significance of peer relationships and social norms in moulding guests' choices to engage in sustainability activities.

By conducting these investigations, scholars enhance our comprehension of the intricate relationship between social norms, peer behaviour, and sustainable guest behaviour in hotel settings. This knowledge informs the creation of strategies to encourage environmentally responsible practices and improve the overall sustainability performance of the hotel industry.

Meanings That Are Subject to Context:

Using a qualitative approach allows for a detailed comprehension of how meanings depend on the specific circumstances, especially when it comes to sustainable visitor behaviour in hotels. This methodological approach recognises that perceptions of reality are shaped by social processes and highlights the impact of cultural and contextual factors on guests' decisions to engage in sustainable practices during their hotel stays. In a study conducted by Chen and Liu (2023), they explore the contextual elements that influence how guests perceive and behave towards sustainability.

The research emphasises the need of taking into account the distinct cultural and situational dynamics that exist within hotel settings. In addition, the study conducted by Park and Lee (2024) examines how social construction influences guests' attitudes towards sustainability, emphasising the necessity of using qualitative approaches to fully understand the complex nature of sustainable behaviours in hotel settings. A sophisticated knowledge of how meanings are dependent on context can be achieved through the use of the qualitative approach. It recognises that realities are the product of social construction and that sustainable choices are influenced by the particular cultural and contextual environment of the guests staying at the hotel throughout their stay. This knowledge aids in the creation of initiatives to encourage environmental responsibility and improve visitor experiences in the hospitality business.

5. Conclusion:

This study makes a substantial addition to the comprehension of sustainable guest behaviour in hotels by using both quantitative and qualitative observations. The study provides a full knowledge of the complex nature of sustainable guest behaviour by integrating these two methodological techniques. The quantitative statistics offer statistical patterns and numerical measurements, while the qualitative findings add depth and context, revealing the complex cultural aspects embedded in these behaviours. This comprehensive viewpoint not only captures a momentary overview of present patterns but also provides a dynamic understanding of the socio-cultural forces that influence sustainable behaviours in hotel settings. This comprehensive perspective is a great tool for making well-informed decisions and creating interventions that promote environmental sustainability and cultural sensitivity in the hotel business.

This study facilitates the transition towards ecologically sustainable and culturally sensitive methods in the hospitality sector, so promoting a more sustainable future. This highlights the significance of incorporating varied viewpoints and approaches in research efforts to tackle the intricate issues confronting the sector and promote constructive transformation towards a more environmentally friendly and all-encompassing hospitality environment.

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