



## **Sustainability and impact of technology on tourism and hospitality industry**

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### **Abstract**

The hospitality sector's long-established and constant endeavors to control expenses through such sustainable mechanism as controlling the water and energy usage has been specified as additional impetus in consumers who have become fascinated selecting the hotels that has minimal resource consumption and concentrate on their influence on the environment. In spite of long conservation efforts, usage of hotels energy and its resource is still substantial, that also provides the source to further sustainability practices, which could have the twofold benefits to hotels and the environment. Thus the present study focusses on highlighting the long term sustainability of tourism and hospitality industry. Furthermore the study will highlight the role of technology in tourism and hospitality industry.

**Keywords:** sustainability, technology, tourism and hospitality industry

### **Introduction**

There is no one single and simple definition to explain the term of hospitality in this stage. Many people have tried to describe the hospitality industry in different ways. Some tried to summarize the scope of the industry and its characteristics of involving both tangible and intangible features in the service delivery process. Others attempted to describe the industry by exploring the stakeholders involved, mutual benefits generated and the industry's impacts to the society and economy. Broadly speaking, Hospitality is the act of kindness in welcoming and looking after the basic needs of customers or strangers, mainly in relation to food, drink and accommodation. A contemporary explanation of Hospitality refers to the relationship process between a customer and a host. When we talk about the "Hospitality Industry", we are referring to the companies or organisations which provide food and/or drink and/or accommodation to people who are "away from home".

### **Objectives of the study**

1. To give an overview of sustainability and its relationship with tourism and hospitality industry.
2. To highlight the role of technology on tourism and hospitality industry.

### **Research Methodology**

The present study is based on secondary sources like books, magazines, research reports, research papers, newspapers among others. Thus the study is exploratory in nature, with a detailed overview of the available literature.

### **Sustainability in Tourism & Hospitality Industry**

Presently the concern for sustainability has become highly evident in the development of tourism both national and international level, ranging from planning at the regional level, and along with the establishment of coordination in

harmony with the authority's support of called as joined-up philosophy. Its importance is called to be derived from Brundtland Report (1987) which highlighted the concepts of international organizations and institutions and elaborated the five basic principles of sustainability. Later the United Nations Conference on the Environment and Development (Earth Summit) held at Rio de Janeiro in 1992, and also highlighted the issue sustainability; which has now increasingly recognized and implemented within government policies and development practices.

Huge diffusion and execution of the terminology of sustainability appeared with the development of Agenda 21, also requires to be implemented in the India by local authorities which requires to provide a focus upon the development and conservation of resources that are seen incompatible before, whereas the concept of sustainability has also become an integral element of many political objectives. The terminology of sustainability consequently, is a source of re-developing the equilibrium among fiscal, environmental and social objectives. Development of sustainable tourism is an intricate and multi-dimensional theory and aims to certify that economic development is retained within socio-cultural and environmental backgrounds.

Jones defined the sustainability as process of wisely usage of available resources in such a way that they overly utilized or otherwise conserve them for future generations. On the other hand numerous definitions differ in accordance to situations. It is all about the interest of tourism sector to remain in action in the process for sustainable development and to initiate in collaboration with other institutions, segments and government to make sure that the veracity of its resources sustains. Though, there are numerous essential issues, which are pertinent from internationally to local stage. Present scenarios have observed frequent development in the implications and importance sited upon the ecology; and such growth is largely endorsed to tourist demands. In this

association the subsequent issues should be considered:

1. Resources in tourism being predetermined instead of renewable resources like mountains, national parks etc.
2. The emerging multiplicity of activities that are being demanded and served
3. The increase in tourists that utilize such available resources.

Concern for the environment is now the most extensively discussed element in terms of sustainability, and also is the most apparent aspect considered by the destination authorities. Sustainable development should not be used against the economic development as long as process does not rely upon short term utilization and exploitation of the fewer natural assets. Preserving a strong rural economy is amongst the techniques of conserving and improving the destination further, there is the apprehension that tourism industry has the capacity to improve rural situations. In fact the economic sustainability surrounded by local environments often involves the issues like:

1. Lesser employment prospects have enhanced attractions amongst the local generations towards opportunities available outside their domicile
2. Increase in population
3. Deficiency in internal and external speculations
4. A confrontation to innovative processes and practices.
5. Businesses become insignificant.

In lieu of this, sustainable development stands for the close linkage and integration and that include cooperation between; the transport segment, the accommodation and services segment, ecology conservation organizations, local and national planning organizations, etc. Here the organized practices are important and should make sure that exploitation or over-utilization of natural assets does not happen and controlled utilization aspects are encouraged.

It has been observed that the social responsibilities are increasing in standing with the increased awareness and knowledge towards the essence of definition in terms of sustainability where the social development incorporates:

1. The desires, requirements and approach of all involved institutions; individuals, business persons and tourists.
2. Reasonable distribution of any accumulated benefits to community
3. The understanding and quantification of any possible profits like superior access and communications and better employment prospects.

A major dimension of sustainable tourism development is the practices of implementing long term goals instead of express, short term goals majorly liked with the vacations and tourism development of the earlier time. Accordingly the long term goals should be given refined and planned tourism development approach. Where sustainable tourism is consisted with mass of theories, the realism often causes numerous limitations.

According to World Commission on Environment and Development, the sustainable development aims to satisfy the needs without threatening the potentiality of prospect generations to persuade their own requirements. Also the

sustainable development is justified with ecological sustainability, social sustainability, economic sustainability and cultural sustainability. Hence, attaining a permanent sustainable culture is barely achievable without attaining sustainability in all of these sectors.

Sustainable development is in reality about fulfilling the requirements of the present generation without neglecting the demands of future generations to fulfill their own requirements. Conversely, it becomes more significant when forwarded by more particular goals and framework of principles. Indeed, the notion of environment sustainable development has been faced as simply a deviation of long-standing theories about preservation and conservation of natural assets for the potential generation. The latest in all this is the extensive support of the idea and the amalgamation of a practical environmental measurement into business planning and organization. Hence, sustainability stands for a newer approach to development and commitment to utilize natural resources within the aptitude of the environment to protract such utilization.

Maintenance for environment sustainable development is currently emerging sturdily in the tourism segment, as the rational process of assessment of environment with augmentation and development of the sector. Tourism is supposed to be the principal economic industry, and one with an increased awareness towards the atmosphere and the resources on which it relies. The ecology considered here in the huge intellect as surrounding socio-economic and cultural trends as well as biophysical fundamentals, depicts both a reserve and a prospect for tourism, as well as a prospective constriction on the method of its expansion.

Ultimate tourism situation develops out of corresponding natural characteristics and friendly social practices. Generally, tourism in present world observes it essential to influence and transform the environment to make it usable for its intentions. The results cannot be always predicted. Tourism definitely can add to environmental deprivation and also has capability to bring about significant enhancement of the environment as well. According to Global Opportunity Report (2017) sustainable development is consisted with the considerable assurance as a source for curbing the issues of contemporary tourism.

On the other hand, environment sustainable tourism development is considered as too luxurious and inappropriate to company success. Since 1948 the tourism as a global concept has observed numerous stages and changes until it itself emerged as a largest source of development in many nations. In fact, World Tourism Organisation explained it as ambivalent concept. It adds optimistically to socio-economic and civilized development, also results in the environment degradation and the loss of destination uniqueness. Hence it should be advanced with a universal attitude. It depends upon the destination to adjust its tourism development towards attaining its socio-economic goals and environmental needs.

Furthermore, tourism development must correspond with the destinations customary value structure and cultural veracity and fulfil the requirements of its local community. The concept of sustainability, which has attained importance in tourism terminology, is looked by many researchers as a significant element of the idea infusing all stages of policy and

issues from national to local in tourism. At some level sustainability is understood as a widespread concept that links to the essentials of life which now and then are concealed by the continuous debate, law and modernized government intercession.

At present, tourism is not a flexible alternative. Due to numerous variables prevailing, it has become a quite complex developmental segment which needs proficiency and professionalism. It is a comprehensive function, as a socio-economic, political and cultural phenomenon, and as a business it has its own regulations and code of conducts, needs a widened intellectual backdrop and particular education and guidance to facilitate its policy creators to keep and manage the technical and scientific transformations.

Some types of tourism like ecotourism and special interest tourism are seen as sustainable, whereas there is no empirical investigation has depicted such notion. The crucial though in this association is that the tourism sustainability is narrowly confined to some alternative tourism concepts. It is the by-product of a massive amount of dimensions that helps to the flourishing present amalgamation and potential connection of tourism in the small and large stages in destinations. Since all cultural, socio-economic, political and ecological factors tend to change with time and break, sustainability hence is a virtual term and not a complete statement.

So, the tourism has to be compassionate and adjustable to the demands of the tourists, receptive to the requirements of local people, culturally and socio-economically planned and ecologically efficient. The constraint is to decide upon how tourism can defend and improve prospects for coming tourist's generations and local communities while alterations continue to exist. This is the issue that tourism industry has to face and resolve in sustainability practices. Such issues are noticeable in emerging patterns of tourist behaviors and types, development in the attitude of local community towards tourism, and transformations in expertise and marketing priorities.

Attitude change in family and marriage aspects, to gender and racial prejudice, are supplementary factors that are inducing to the fashion trends in the tourism. While socio-economic instability can generate problems for the tourism segments, those similar public changes and financial alterations create a more discriminating tourism customers. A larger part of the communities in the development of tourism and more penetrating analysis of tourism plans should help attaining the goals of sustainability.

### **Technology and tourism & hospitality industry**

Technology is an influential term in modern tourism world. Technological aspects can transform the sustainability concept of a tourism trade and in fact the overall destination, as they can also provide efficient source for a long term ecological sustainability. Like many other sectors, tourism, also experienced the setbacks of transformations in technology. Development in communication and transport sectors has reduced the resistance of detachment and creates the huge source for globe access. The benefits of long-distance and large facility aircraft, has provided the mass tourism with realism at the global level, and with it the capability to create transitional air tracks.

Technological based communication system and reservation services have become an essential part of the universal networking system in tourism. It is not only these facilities that help in immediate contacts across the globe but also they provide additional massively to increase the awareness levels among tourists and the service providers. Through the awareness and revelation emerges the motivated, demand for up till now lesser known destinations, this linked with the capability to shift huge numbers of tourists from far of places in comparatively short time span, This is a rather alarming vista, given the retreat accessibility of spots to serve for the increasing interest and participation in nature tourism, ecotourism and unspoiled destinations.

The usual environment is increasing the attraction among tourists and huge care is required in administration access to and utilization of natural destinations so that technical advancements do not pressurize the environmental sustainability. May be the most exciting and powerful technological source still has to influence the tourism scenario by so called Internet's World Wide Web. The prospective of the regular increasing technology to produce and distribute information related to tourism marketing is attaining increased concentration. Available throughout the Internet, regular media can generate new market opportunities for tourism industry and corporate. Hawkins explained its significance for the tourism sector of describing about the use of Internet, its services, and interactive technological sources, to advertise and trade for travel products.

Previously, travel organizations have developed itinerary maintenance structures and travel operators, service suppliers and management authorities have online websites pages on the Internet. Accordingly about 100 million travel operators and tourists are continuously using the Internet every year, with instantaneous approach to applicable, high end, up-to-date knowledge about nations or destinations. The internet is facilitating the tourists with offers to decide the relevant tourism sites and services on the basis of inclusive destination information, and assure about satisfying the tourist experience, that too in a sustainable environment.

Since numerous technological techniques being implemented into the tourism sector, dependence on the information source requires skills. For some people, the technology is considered as inhumane, with virtual pictures deprived alternatives for reality and reliable understandings. One of the most elementary disputes in front of tourism is managing to alterations in the ecology, both bio-physical and individual. Transformation in nature is the standard, but changes in nature are characteristically sluggish and acquiescent to human amendments. Changes fetched by human involvement, no issue about the intentions hold are often quick and ruthless, and liable to induce a negative reaction.

The reality that a destination has been selected by tourists may certainly direct to alter in the ambient atmosphere. The characteristics which motivated tourists in the first instance can decrease their strength with increased usage. Unfamiliar structures, induced in the environment apparently to maintain or protect the reserve base may not usually fit contentedly with that particular structure of environmental, nor may they essentially have an optimistic effect in motivating or attracting tourists. This is the extremely opposite to sustainable

development. In general, the basic factors attracting tourists is the scenery, enclosing attributes of equally the substantial and collective environment. As a destination develops such characteristics experience change and the background of tourism replicates the impression of growing numbers of tourists.

A basic factor of tourism achievement depends upon the capability and readiness of the sector to identify alteration and utilize it to its benefit for future sustainable development. More and more, community and civic segment support for development to tourism development is likely to be provisional on the segment entering into a joint venture to follow environmentally sustainable tourism types. Tourism, conceivably is more than just tourist activities that needs to meet change and use the opportunities that alteration provides as an influential and optimistic force which, when connect usefully, motivate tourist groups and associations to carry out to their optimal competence.

At present tourism observes it important to influence and transform the environment to suit its objectives. The European Union is the biggest contributor to tourism sector. Few other contributors have apparent policies or frameworks, even though several are in the procedure of initial or improving the strategies. Only some contributors particularly concentrate on tourism schemes and programmes counting the European Union, classified economic organizations and others with explicit authorizations that can be correlated to tourism. In most situations, help to the tourism segment is incorporated in broader agendas. As a huge generality, network development, classified segment development and tourism development plans are sustained largely by polygonal organizations. Mutual contributors do additional support preservation and community based tourism.

Several contributors are supporting the development of tourism in rural destinations, through technological help, financial support to local programmes, or networks. In many situations this helps to drive preservation goals that focuses to protected regions and biodiversity and certainly escorts to a rural spotlight. In other situations, help for the development of rural tourism is determined by poverty goals. Like, in Nepal the UNDP is supporting village tourism for eliminating the poverty through tourism to bring advantages to more isolated and poor regions. Some contributions at local stage do not emerge to be related to the national stage in few situations, though, the associates have been productively created.

With mounting urbanization, destinations together in developed and budding nations with considerable natural character, landscape, cultural inheritance or biodiversity are turning out into progressively more admired places for tourist destinations. Practices to conserve and improve the natural environment must consequently be a towering precedence for the sector and for authorities. Except the realism is not fair as lucid as it should be. Ecology where historical human communication has been negligible is regularly flimsy. Small islands, wetlands, hilly areas and barren regions, all now admired as tourism destinations, are amongst the regions of ecosystems that have been as considered fragile in Agenda 21 and necessitate precise act by authorities and international contributors. The biophysical features of these regions frequently make them predominantly vulnerable to spoil from

individual interactions. As the level of movements increase, the reserve use menaces to befall unsustainable. With tarnished substantial surroundings, the destination is in threat of trailing its unique magnetism, escalating the height of cheaper tourist crowd and demanding more nature based tourist to travel to fresh places, which are expected to be yet more unreachable and delicate. However the typical eco-tourism as highlighted following the Rio Earth Summit, does not attained a good status. Travel managers have utilized the idea just as a green promotional device. In authenticity it repeatedly supposed to initiate unsustainable stages of tourism into delicate sites, containing limited consider for both the atmosphere or for the locals of the destinations. International Council for Local Environmental Initiatives (ICLEI) explained that tourism at destinations with natural assets, call ecotourism, which may act as a major foundation for deprivation of local environmental, economic and societal backgrounds.

Tourism development in far flung regions can be affirmative though, putting with it networks, wellbeing services and schooling facilities. It might be a by-product, or a consequence of augmented incomes, or as is experiencing more, a result of communal and consumer social accountability. Conversely, express tourism development may come at a cost and generally produce its own exclusive issues. Tourism process can humiliate the public and natural prosperity of a society. The imposition of huge numbers of uneducated foreigners into restricted social cycle can destabilize already existing social relations and principles. This is mainly a dilemma where tourism commerce is focused in conventional social framework like inaccessible societies or aboriginal peoples. There are also instances in eco-tourism sector, of local people turning out to be marginalised and strained out of conventional properties as confined regions and destinations grow to be reputable.

Linking people and specifically local societies in all levels of development in tourism, from planning process via functions, will assist to improve several of these concerns if their requirements and standpoints are appropriately taken into consideration. There is increasing quantity of work in this subject and increasing aspects of good preparations but such practices require expanding along with programmes which focuses to teach and help people adversely pretentious by the development of tourism i.e. giving communal security overall requires to be explicitly analyzed for their appropriateness, and encouraged where suitable.

The basic reasons after these increasing problems might not completely relied with expansion in tourism, however it is essential and must be a genuine reason for apprehension within the tourism in modern period the sector has continue to attempt and undertake such issues. It is considered that with the increasing reputation in the universal financial system, the tourism sector has an ethical liability in creating the evolution to sustainable development.

Such practices have helped an increasing awareness of the optimistic and unenthusiastic effects of tourism, counting an increasing comprehension of the influence that a humiliating atmosphere has on the income of local communities existing in destination regions. This has added in the direction of the commencement of optimistic activities for justifying and

decreasing the more pessimistic contexts. Numerous approaches have been discovered, particularly in the recent years. Rising from these practices is an improved detection of the significance of the function of local people, their expensive familiarity base and knowledge of local situations, along with their sturdy interest in conserving a sustainable structure. Developing the partnerships with local people is being gradually accepted as essential for sustainable tourism.

The focus is now transforming towards more incorporated techniques, which involve people working with authorities. Global authorities like UNEP are functioning in numerous of forms to encourage sustainable tourism. The World Tourism Organisation in 1999 has provided Global Code of Ethics for Tourism consisted of collection of fine traditions in sustainable tourism, and a realistic framework for the growth and relevance of sustainable tourism indicators. Environmental problems consequently became a significant source of the program for the business. Though, the move has not yet normally been an assimilating one. Rather the consideration has been on decreasing the environmental influences that the sector is openly accountable for.

By the time, and awareness from experience and contribution knowledge, such practices are inclined to become more multifaceted and comprehensive. Successful multi-stakeholder procedures have emerged from the opinion. Linked with achievement and experience at the basic stage and on a noteworthy level, lessons obtained here have the impending for huge and rapid duplication. According to World Tourism Organisation, local authorities play a major role in many contexts of tourism development and functions. As nations turn out to be further decentralized, they are considering on extra in this part and analyzing that the segment may help local regions in attaining progress.

Community participation is considered as a major part of tourism process that ensures participation in tourism development and help in increasing the likelihood of attaining more local advantages like employment, revenue by creating tourism related organizations. In addition to their straight participations in the development process, conceivably the generally essential part that local organizations be able to perform in a international financial system like facilitator amongst the varied interests looking for influencing the course of local development (International Council for Local Environmental Initiatives.). Accordingly the resolutions to difficult tourism influences are to be located in the mutual awareness of local people, tourism trades and tourists to preserve the natural assets and societal heritage of the particular destination.

### **Conclusion**

Evidently, it seems the identification of the interdependence of environmental and economic concerns and policies, and eventually, recognition of the perception that depicts that the tourism environmental management does not only outlay, but it also pays. Of course, influencing decision makers towards this prospect, both commercially and environmentally of the virtues of a sustainable advancement in tourism may not be simple. It is indeed difficult to express convincingly the expenses over the environmental deprivation, especially when set in opposition to the more instant incomes relinquished by

implementing a more reserved outline of development. Tourism should offer assets that are functional in synchronization with the local ecology, attitude of local community and their cultures, so that these turn out to be the eternal recipient and not the sufferers of tourism development. For the development of sustainable tourism, the notions about these three criteria have to be incorporated under the regulation of tourist proficiency to anticipate future demand, frame efficient typologies and persuade principles for the smooth integration of project related to tourism development into an outline that is sustainable. Such considerations have to be considered to frame standards and land-resource utilization and conceptualization incorporated by the tourism planner. Tourism is stated as one of the efficient source for creating an affluent community which is culturally, socially and economically stable.

Sustainable tourism needs a widened visualization which involves a larger time and space-aspects than those of conventionally essential in usual tourism planning and choice construction. It is not enough to apply such broad-spectrum of principles of tourism planning like zoning and maintaining the assimilation resources and services, interlinking the attractions and facilities and analyzing the multiple practices to supply convenience, flexibility, variety, cost-benefit investigation and implementation of carrying capacity. Sustainable tourism must be defined as a source of economic improvement that is developed to producing the quality of life of the local community mainly in vicinity of requirement; promising a improved service quality for tourists; ensuring a superior level of development in tourism which is attuned with the ecology and accomplish the needs (cultural, economic, social, political and psychological) of the people.

Only by a more inclusive area or regional based planning method can all of the fragility and principles be recognized and analyzed suitably. Tourism process cannot be framed in segregation from the policy procedure for the whole destination. The ethic centre to tourism involved in those pretentious by any society, protected region, infrastructure, and accessibility policies of the region. Thus, it is significant for the tourism sector that an inclusive outline of planning appears.

So, the tourism has to be compassionate and adjustable to the demands of the tourists, receptive to the requirements of local people, culturally and socio-economically planned and ecologically efficient. The constraint is to decide upon how tourism can defend and improve prospects for coming tourist's generations and local communities while alterations continue to exist. This is the issue that tourism industry has to face and resolve in sustainability practices. Such issues are noticeable in emerging patterns of tourist behaviors and types, development in the attitude of local community towards tourism, and transformations in expertise and marketing priorities.

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