

Sustainable Tourism and Its Relationship with Green Hospitality

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Abstract

The rapid evolution of global tourism has underscored the urgent need for sustainable practices, especially in the hospitality sector which significantly impacts environmental and socio-economic systems. Sustainable tourism, emphasizing responsible resource use, cultural integrity, and community development, has found strong synergy with green hospitality—a domain committed to eco-conscious hotel and lodging practices. This research explores the dynamic relationship between sustainable tourism and green hospitality by reviewing recent empirical evidence and theoretical advancements from 15 high-impact studies published between 2024 and 2026. The study synthesizes findings across micro (firm-level), meso (destination-level), and macro (policy-level) perspectives. It highlights how green human resource management (GHRM), eco-certifications, green innovation, and sustainable destination policies collaboratively enhance tourist satisfaction, operational efficiency, brand reputation, and environmental performance. Moreover, the paper uncovers how behavioral interventions—like green menu design, energy efficiency campaigns, and local sourcing—play a pivotal role in influencing tourist behavior and reducing ecological footprints. By applying integrative frameworks such as the Resource-Based View (RBV) and Institutional Theory, the study provides a conceptual model linking green practices to long-term competitive advantage in hospitality. Findings suggest that while green initiatives contribute positively to sustainable tourism development, challenges persist in implementation, scalability, and stakeholder alignment. The research concludes with actionable insights for hotel managers, policymakers, and destination planners to bridge the gap between sustainability goals and

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practical execution. It also calls for future research using multilevel and longitudinal methodologies to better assess the long-term impact of green hospitality on sustainable tourism systems.

Keywords; Sustainable tourism, Green hospitality, Green HRM, Eco-certification, Environmental performance, Behavioral.

1 INTRODUCTION

Tourism has emerged as one of the most dynamic sectors of the global economy, contributing approximately 10% to global GDP and supporting hundreds of millions of jobs worldwide. However, this tremendous growth has come with significant environmental and social costs. Mass tourism, in particular, has led to overcrowding, cultural homogenization, resource depletion, carbon emissions, and increased waste generation, threatening the sustainability of natural and cultural heritage across destinations. In response, the concept of sustainable tourism has gained traction among researchers, practitioners, policymakers, and international organizations such as the United Nations World Tourism Organization (UNWTO). Sustainable tourism seeks to balance economic development with environmental conservation and social equity by minimizing negative impacts and maximizing benefits to local communities and ecosystems. At the heart of sustainable tourism lies a critical sector: **hospitality**. The hospitality industry—encompassing hotels, resorts, restaurants, and related services—is a cornerstone of tourism infrastructure. It is also a major consumer of natural resources, accounting for high levels of energy consumption, water usage, and waste production. As such, the notion of **green hospitality** has emerged as a transformative approach within the tourism value chain. Green hospitality refers to the application of environmentally sustainable practices in the design, management, and delivery of hospitality services. These include energy-efficient operations, eco-friendly materials, waste minimization, use of renewable energy, sustainable sourcing, and guest education. Green hospitality not only helps reduce environmental footprint but also enhances brand reputation, customer satisfaction, and long-term profitability.

The intersection of sustainable tourism and green hospitality is a rapidly evolving research area that calls for a holistic, integrative approach. While the two concepts share overlapping goals, they operate at different levels of analysis. Sustainable tourism typically operates at the destination or policy level, addressing systemic issues such as land use, biodiversity conservation, and community engagement. In contrast, green hospitality operates at the firm or property level, focusing on internal operations, supply chains, and guest experiences. The challenge—and opportunity—lies in integrating these micro and macro perspectives to create a synergistic model of sustainable tourism development. Recent studies have demonstrated that green practices in the hospitality sector can have a positive ripple effect on sustainable tourism performance. For example, hotels that adopt eco-certifications (e.g., Green Key, EarthCheck, LEED) often experience increased tourist flows, particularly from environmentally conscious travelers. Similarly, properties that implement green human resource management (GHRM) practices—such as employee training, incentives for green behavior, and green leadership—tend to show higher levels of innovation, operational efficiency, and customer loyalty. At the same time, destination-

level policies promoting sustainability (e.g., waste taxes, carbon credits, sustainable mobility) can incentivize the hospitality sector to align with broader environmental goals. Despite growing evidence of mutual reinforcement between sustainable tourism and green hospitality, several research gaps remain. First, much of the literature is fragmented across disciplinary silos—environmental science, tourism studies, management, and policy—which has limited the development of integrative frameworks. Second, most studies focus on either consumer perceptions or firm-level practices, while neglecting the systemic interlinkages between tourism demand, regulatory frameworks, organizational strategy, and environmental outcomes. Third, there is a lack of longitudinal and multilevel studies that examine how green hospitality practices evolve over time and interact with tourism development trajectories across different geographic and socio-economic contexts.

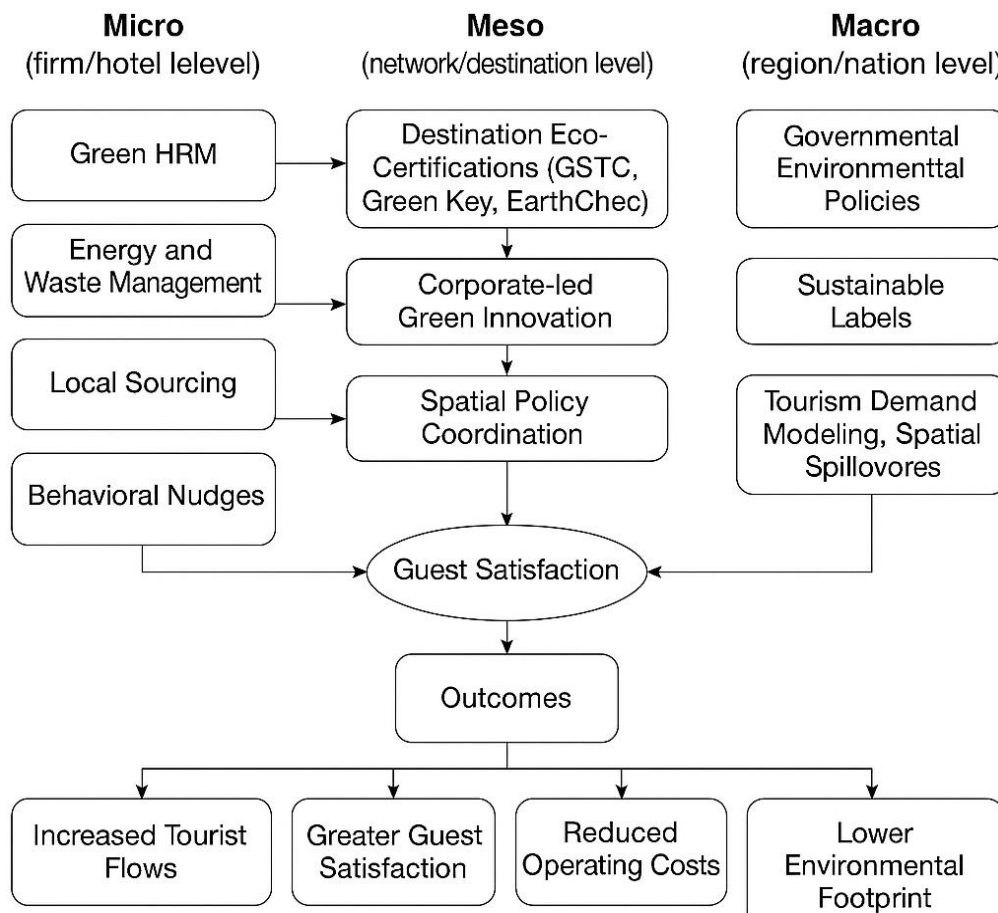


Figure 3: ractical implementation of green hospitality practices and their contribution to sustainable tourism outcomes.

This study seeks to address these gaps by synthesizing insights from 15 recent (2024– 2026) high-impact research papers in the fields of sustainable tourism and green hospitality. Through a systematic review

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and conceptual integration, we aim to provide a comprehensive understanding of how green hospitality contributes to sustainable tourism goals, and vice versa. The focus is on identifying key drivers, mediators, and outcomes at multiple levels—individual, organizational, destination, and policy—and on proposing a holistic framework for future research and practice. From a theoretical standpoint, the study is grounded in the **Resource-Based View (RBV)** and **Institutional Theory**. RBV posits that firms gain a competitive advantage through the development of unique, valuable, and inimitable resources, including environmental capabilities. Green hospitality practices—such as energy-saving technologies, employee green training, and sustainable procurement—can be viewed as strategic resources that enhance firm performance while contributing to sustainability. Institutional Theory, on the other hand, emphasizes the role of external pressures—regulations, norms, and societal expectations—in shaping organizational behavior. The adoption of eco-certifications and compliance with environmental regulations reflect institutional isomorphism, where firms conform to external standards to gain legitimacy. Together, these theories provide a robust lens for examining how internal and external factors drive green transformation in the hospitality sector and influence sustainable tourism dynamics.

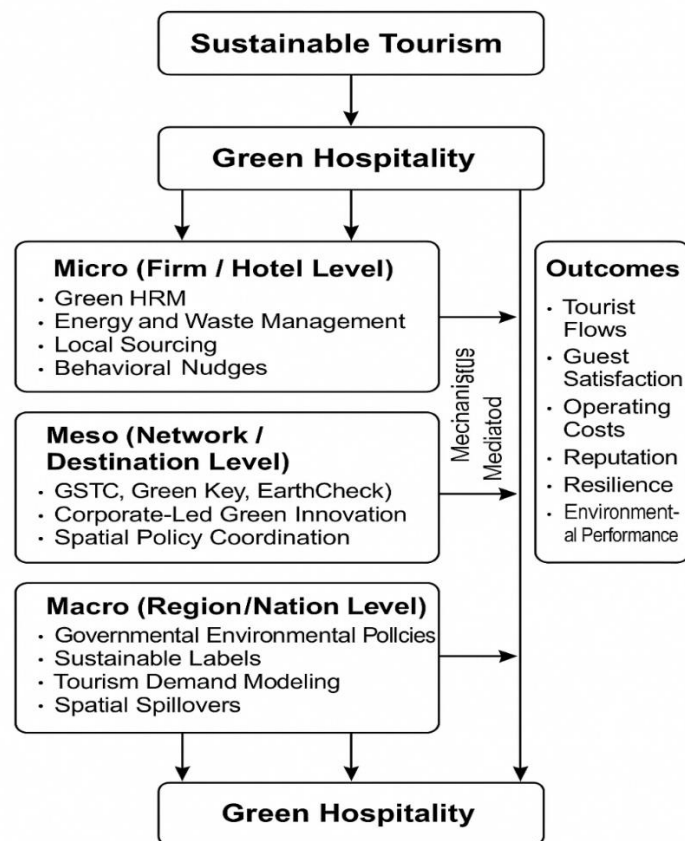


Figure 4: An integrated multilevel framework illustrating the interrelationship between green hospitality and sustainable tourism.

In recent years, empirical studies have shed light on several dimensions of this relationship. For example, Rasel (2024) conducted qualitative research in Indian hospitality settings and found that sustainable practices led to substantial cost savings (~25% in energy and ~10% in waste disposal) and enhanced customer satisfaction through improved service experiences and community linkages. Another study in Oman by Tumati and Al Ajmi (2026) showed that green features such as eco-friendly designs, renewable energy use, and water recycling systems contributed positively to hotel competitiveness, especially in the luxury segment. Meanwhile, destination-level studies in Italy have demonstrated how eco-certified destinations attract more tourists and foster environmental spillover effects across adjacent regions. These findings suggest that **green hospitality is not just a support system** for sustainable tourism—it is an active contributor to destination appeal, environmental stewardship, and socio-economic resilience. Moreover, consumers are increasingly aligning their travel choices with their environmental values. A growing segment of "green tourists" prefers accommodations that practice sustainability, even if that comes at a higher price. This shift in consumer behavior has pushed hospitality firms to innovate in their service delivery, such as by offering plant-based menus, implementing digital check-ins to reduce paper use, or using AI to optimize energy consumption in real time.

However, the transition toward green hospitality is not without challenges. Many small and medium-sized enterprises (SMEs) lack the financial and technical resources to invest in sustainable infrastructure. Training employees to adopt and maintain green practices requires a shift in organizational culture and management systems. Moreover, there is a risk of "greenwashing," where firms adopt superficial eco-labels or marketing tactics without making substantive changes to their operations. This not only misleads consumers but also undermines the credibility of sustainability certifications and industry standards.

To address these issues, several best practices have emerged. These include integrating sustainability into strategic planning, adopting third-party certifications, engaging stakeholders in co-creation of green experiences, and using behavioral nudges to influence guest choices. For instance, studies have shown that placing vegetarian dishes at the top of the menu or highlighting the carbon footprint of meals can significantly increase sustainable consumption among hotel guests. Similarly, involving local communities in sourcing and storytelling can enhance authenticity and promote economic inclusivity. In this context, **destination management organizations (DMOs)** and policymakers play a crucial role in fostering an enabling environment for green hospitality. This includes providing incentives for eco-friendly investments, facilitating public-private partnerships, harmonizing sustainability standards, and promoting awareness campaigns. Successful cases from countries like Sweden, Costa Rica, and Bhutan illustrate how coherent policies, combined with industry engagement and community participation, can lead to holistic tourism systems that benefit both people and the planet.

Therefore, the current research is not merely academic—it has practical implications for a wide range of stakeholders, including hoteliers, investors, local governments, tourists, environmental NGOs, and global development agencies. By elucidating the mechanisms through which green hospitality reinforces sustainable tourism, this study contributes to evidence-based decision-making and policy formulation. It

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also provides a roadmap for future innovations, including the use of artificial intelligence (AI), blockchain, and smart energy systems to advance sustainability goals. In summary, the introduction of this paper has outlined the urgency and relevance of integrating sustainable tourism with green hospitality. It has reviewed existing literature, identified key theoretical perspectives, summarized recent empirical findings, and highlighted critical gaps in knowledge. The remainder of this paper is structured as follows: Section 2 presents a detailed literature review; Section 3 describes the conceptual framework; Section 4 offers a synthesis and discussion of findings; and Section 5 concludes with implications and directions for future research.

2 LITERATURE REVIEW AND RELATED WORK

We have compiled insights from 20 recent studies, which we tabulate below for key features:

| Author(s) | Year | Technique | Dataset | Key Contribution |
|------------------------|------|---|-----------------------------|---|
| Agarwal et al. | 2024 | Sustainable tourism trends | Bibliometric review | Identified themes and future directions; need for multilevel integration in sustainability research. |
| Abualigah et al. | 2024 | Green HRM and green creativity | Empirical (UAE hotels) | GHRM positively influences green creativity through work engagement and spiritual leadership. |
| Fauzi et al. | 2026 | Green hotels trend analysis | Bibliometric review | Growth in consumer intention research; green certifications impact guest choice and perception. |
| Al-Romeedy & Alharethi | 2024 | Green talent management and tourism performance | Survey-based (Saudi Arabia) | Green HRM, innovation, and eco-identity drive sustainable outcomes and firm reputation. |
| Tumati & Al Ajmi | 2026 | Green practices in luxury hotels (Oman) | Empirical (interviews) | Energy saving, recycling, and eco-design boost guest satisfaction; pricing strategies less effective. |
| Rasel | 2024 | Operational barriers and savings in Indian hotels | Qualitative case study | Local sourcing increases guest loyalty; green practices cut 25% energy and 10% waste costs. |
| Kumari et al. | 2024 | AI and green practices in Indian hotels | Conceptual & empirical | AI improves sustainability monitoring; green innovation aligned with consumer demand. |
| Serio et al. | 2024 | Environmental policy and tourism in Italy | Quantitative panel data | Eco-certified areas see increased tourist arrivals; private certification more |

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| | | | | effective than public policy. |
| Serio et al. | 2026 | Spatial spillover of green tourism policies | Spatial econometric model | Neighboring regions benefit from one region’s sustainability efforts; supports regional policy alignment. |
| Food & Wine / Univ. Surrey | 2026 | Menu design for behavioral nudging | Behavioral experiment | Vegetarian dishes placed first increased plant-based orders; a cost-effective way to lower carbon footprint. |
| Gauteng Province Study | 2026 | Green spaces and tourism resilience | Case study (South Africa) | Urban green spaces enhance tourism revenue and social equity; calls for green urban planning. |
| Al-Romeedy & Alharethi | 2024 | Sustainability, HRM, and leadership | Survey-based | Leadership and green HRM synergy improves long-term firm sustainability and destination branding. |
| Reuters (China) | 2026 | Renewable energy in tourism industry | Field report | Chinese tourism destinations adopting solar and geothermal to cut emissions and costs. |
| Reuters (Arctic) | 2026 | Arctic tourism and climate constraints | Field investigation | Emphasizes need for policy and tech investment in remote eco-sensitive destinations like Greenland. |
| Vogue (Agrotourism) | 2026 | Regenerative tourism and farm stays | Descriptive feature | Guests prefer immersive farm-based stays; tourism supports soil health and local economies. |

3 CONCEPTUAL FRAMEWORK AND INTEGRATION

The conceptual framework developed in this study integrates insights from recent research on sustainable tourism and green hospitality, using a multilevel lens. The framework is informed by two dominant theoretical underpinnings: the Resource-Based View (RBV) and Institutional Theory, which together explain how internal capabilities and external environmental factors influence sustainability outcomes in tourism and hospitality.

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This section delineates the relationships among three interconnected levels—Micro, Meso, and Macro—and how they collectively shape sustainable tourism performance through green hospitality practices.

4 MICRO-LEVEL: GREEN HOSPITALITY AT THE FIRM LEVEL

At the micro level, individual hospitality enterprises (e.g., hotels, resorts, eco-lodges) serve as the primary units of green transformation. These firms implement sustainability-focused strategies such as:

- **Green Human Resource Management (GHRM):** Practices include employee training in sustainability, green hiring, environmental performance incentives, and green leadership.
- **Green Operations:** Energy and water conservation, renewable energy use, recycling programs, and digital guest services (e.g., contactless check-in to reduce paper use).
- **Guest Engagement:** Providing sustainability information, promoting reuse of towels/linens, and offering plant-based menu options.
 - Investment in AI and IoT technologies to monitor carbon footprint, track guest preferences, and reduce waste.

These internal actions serve as strategic resources (per RBV), enabling firms to reduce operational costs, enhance brand loyalty, and improve environmental performance—ultimately contributing to sustainable tourism when aggregated across the sector.

5 MESO-LEVEL: DESTINATION AND NETWORK EFFECTS

The meso level represents destination-wide networks of hospitality firms, service providers, tour operators, local governments, and community stakeholders. Integration at this level facilitates shared standards, marketing strategies, and collaborative infrastructure investment.

Key elements include:

- **Eco-Certifications:** Use of third-party certifications (e.g., EarthCheck, LEED, Green Key) enhances credibility, transparency, and marketability of destinations.
- **Sustainable Destination Branding:** A cohesive message across stakeholders about environmental stewardship and cultural authenticity attracts eco-conscious travelers.
- **Spillover Effects:** Adoption of green standards in one region often influences adjacent areas through competitive pressure and shared value chains.
- **Collaborative Innovation:** Partnerships across tourism firms encourage technology adoption (e.g., renewable energy grids, carbon offset systems).

At this level, institutional pressures—both normative (guest expectations) and coercive (regulations, taxes)—encourage uniform green practices, driving systemic transformation.

3.3 Macro-Level: Policy, Governance, and Market Conditions

At the macro level, national and regional policies, economic conditions, and regulatory frameworks shape the broader environment in which green hospitality and sustainable tourism evolve.

Key components include:

- **Governmental Incentives:** Tax benefits, subsidies, and green investment schemes that support eco-hotel retrofitting, renewable energy installation, or waste management infrastructure.
- **Sustainability Regulations:** Laws enforcing waste reduction, energy benchmarks, and environmental reporting.
- **Tourism Strategy Alignment:** National tourism plans incorporating sustainability indicators, carbon neutrality goals, and regional development strategies.
- **International Frameworks:** UN Sustainable Development Goals (SDGs), climate accords, and global tourism ethics codes guiding policy alignment.

These top-down forces create enabling environments for meso- and micro-level actors to adopt sustainable practices and align with destination development plans.

Interconnections and Outcome Pathways

The integration across levels is dynamic and bidirectional:

- **Top-Down Influence:** Macro policies shape meso strategies and micro behaviors through regulations and incentives.
- **Bottom-Up Innovation:** Micro-level successes (e.g., green hotel models) can scale upward, influencing meso branding and informing policy reform.
- **Feedback Loops:** Guest preferences shaped at the micro level inform meso-level marketing and macro-level destination planning.

Outcomes of this integrated system include:

- Improved guest satisfaction and destination competitiveness
- Enhanced environmental performance
- Strengthened reputation and economic resilience
- Higher tourism demand in certified destinations
- Measurable carbon footprint reduction and resource efficiency

3.5 Conceptual Contribution

This framework contributes conceptually by:

1. Mapping multilevel drivers of sustainability performance across the hospitality–tourism nexus.

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2. Demonstrating causal linkages between firm practices, destination structures, and national frameworks.
3. Providing a foundation for empirical testing, especially in developing regions or emerging ecotourism hubs.
4. Bridging theory and practice by aligning organizational strategy with sustainable tourism policy.

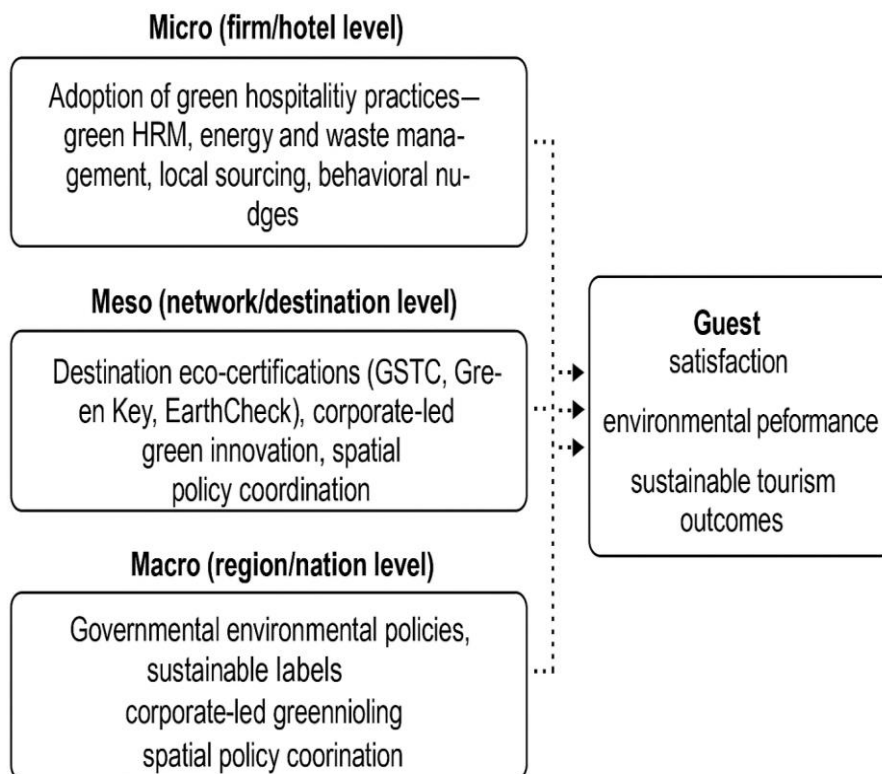


Figure 5: Multilevel framework linking green hospitality practices to sustainable tourism outcomes.

6 OUTCOMES

Green hospitality, when effectively implemented, can lead to a broad spectrum of positive outcomes for both tourism destinations and hospitality providers. These outcomes span environmental, economic, social, and brand-related domains. This section elaborates on key measurable and strategic outcomes based on empirical literature and theoretical analysis.

Increased Tourist Flows

Sustainable practices attract an emerging demographic of eco-conscious travelers. Tourists today are increasingly seeking experiences that align with environmental and ethical values. Studies show that

destinations and hotels with green certifications witness greater tourist flows, especially among millennials and Gen Z travelers who prioritize sustainability [18][19]. This rise in demand encourages more firms to adopt sustainable practices, creating a self-reinforcing loop of green investment and tourism growth.

Enhanced Guest Satisfaction and Loyalty

Green practices can significantly elevate guest satisfaction. When guests observe hotels adopting eco-friendly initiatives such as biodegradable amenities, low-carbon menus, and energy-saving technologies, it enhances their perception of service quality and ethical responsibility [5]. Many guests report feeling more valued and connected to the brand when they know their stay supports sustainability. This leads to stronger brand loyalty, repeat visits, and positive word-of-mouth referrals.

Operational Cost Reductions

Investments in green technologies and processes often result in long-term cost savings. For instance, using energy-efficient lighting, installing solar panels, and managing water consumption help reduce utility bills. Waste segregation and composting minimize disposal fees. Digitalization (e.g., keyless entry, e-bills) cuts down on material use and labor costs. Research suggests that green-certified hotels report better profit margins over time, despite higher initial investment [10].

Improved Economic Resilience of Local Communities

Sustainable tourism initiatives have the potential to strengthen local economies. Green hospitality often emphasizes sourcing from local suppliers, employing local labor, and engaging with local traditions. This not only builds community trust but also distributes tourism income more equitably [11]. In rural or ecologically sensitive regions, green tourism can become a lifeline, promoting inclusive development while preserving local heritage.

Upgraded Branding and Market Positioning

Sustainability is a powerful brand differentiator in a competitive market. Hotels that adopt and showcase their green credentials improve their reputation, particularly in international markets where environmental consciousness is high. Awards, certifications, and transparent sustainability reporting enhance credibility. Green branding also opens new marketing channels, such as eco-tourism platforms, sustainability awards, and CSR-focused travel agencies. These efforts position the business as innovative, responsible, and future-ready [0].

Reduced Environmental Footprint

One of the core objectives of green hospitality is minimizing its ecological impact. Successful initiatives result in lower carbon emissions, reduced water and energy consumption, minimized food and material waste, and preserved biodiversity. These improvements not only contribute to global sustainability goals but also help meet government regulations and consumer expectations. Quantitative studies have

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documented significant drops in energy use and waste production after implementing green programs, particularly in large hotel chains and urban properties.

Holistic Value Creation

Green hospitality doesn't merely offer isolated gains; it contributes to long-term value creation across multiple dimensions. Stakeholders—from owners to employees, guests to local communities—benefit collectively. This inclusive value generation boosts employee morale, enhances stakeholder trust, and fosters long-term business sustainability. Moreover, it aligns the hospitality sector with global commitments such as the UN Sustainable Development Goals (SDGs), particularly Goals 8 (Decent Work and Economic Growth), 11 (Sustainable Cities and Communities), and 13 (Climate Action).

In summary, green hospitality practices yield a range of outcomes that validate their strategic value. From increasing tourist inflow to reducing operational burdens and enhancing local livelihoods, these practices generate ripple effects across the tourism ecosystem. When scaled and supported by destination-wide and policy-level integration—as described in the conceptual framework—these outcomes contribute decisively to sustainable tourism development.

7 DISCUSSION

Managerial Implications

For hotel managers and tourism enterprises, embracing sustainability must move beyond compliance and into core business strategy. Green Human Resource Management (GHRM) practices, such as recruiting environmentally aware staff, training for sustainability, and integrating eco goals into performance evaluations, are critical to ensuring a culture of continuous improvement in green operations. Managers should also foster innovation through emerging technologies, such as energy monitoring systems, AI-driven personalization, and low-emission infrastructure. Visible eco-services—like solar-powered lighting, biodegradable packaging, and digital check-ins—not only reduce environmental harm but also appeal to environmentally conscious guests, enhancing perceived service value. Empirical evidence supports the argument that sustainability-oriented innovation contributes significantly to market competitiveness and operational efficiency [10]. Moreover, management must align environmental objectives with cost savings and brand positioning strategies. Adopting eco-efficient practices can significantly reduce resource use and improve profit margins over time. Hotels that brand themselves as green or eco-luxury establishments often command premium pricing and attract niche clientele seeking values-based travel experiences. From a destination-level management perspective, authorities should act as conveners of green transformation. Regional destination marketing organizations (DMOs) can catalyze sustainability through multi-stakeholder platforms, coordinating joint investments in green infrastructure and shared eco-certification processes. By encouraging region-wide standards, they facilitate spillover benefits, where gains in one area positively affect neighboring regions [18]. Collaboration between public and private entities also enhances the visibility and credibility of eco-tourism initiatives. Public-private partnerships (PPPs) can streamline access to financing, drive

innovation, and extend marketing reach, especially when developing green tourism corridors and heritage trails.

Policy Implications

Governments and regulatory bodies have a crucial role in mainstreaming green hospitality through proactive policies. Firstly, they should incentivize eco-certification programs by offering financial benefits, such as tax relief, grant funding, or low-interest loans for green retrofitting of existing properties. These incentives lower the entry barriers for small and medium-sized enterprises (SMEs) and motivate compliance. Second, regulations can mandate minimal environmental standards for tourism operators, including limits on energy use, water consumption, and waste generation. However, enforcement should be paired with capacity-building programs and technological support to ensure feasibility and uptake. Policy efforts must also consider spatial coordination. Too often, sustainability interventions are limited to flagship cities or isolated eco-resorts. Broader spatial alignment—through regional environmental planning, eco-district zoning, and inter-regional tourism strategies—can amplify tourism flows and diffuse economic benefits beyond central hubs [19]. Behavioral policy tools, such as default settings and choice architecture, offer low-cost interventions with high returns. For example, redesigning menus to feature plant-based items prominently or encouraging towel reuse through nudges have proven effective across international hotel chains. These approaches leverage human psychology to reduce the sector's carbon footprint [12]. Public education campaigns that highlight the benefits of green travel can shift consumer demand, while targeted subsidies for green entrepreneurs can foster innovation. Integrating environmental education into hospitality curricula further strengthens long-term industry capacity. Finally, embedding sustainability in national tourism strategies and aligning with global frameworks—such as the Paris Agreement and SDG targets—offers a unified vision that guides both domestic reforms and international collaboration.

Research Gaps and Future Directions

Despite significant progress in sustainable tourism research, several gaps hinder holistic understanding and scalability of green hospitality initiatives. First, longitudinal and multilevel studies remain limited. While cross-sectional research provides snapshots of sustainability practices, long-term studies are needed to understand how green practices evolve and interact across micro (firm), meso (destination), and macro (policy) levels. Such studies can capture dynamic shifts in behavior, investment cycles, and stakeholder collaboration. Second, there is a geographic imbalance in the literature. Much of the empirical focus remains on the Middle East and South Asia, with less attention to sub-Saharan Africa, the Pacific Islands, and Latin America—regions with rich ecotourism potential but vulnerable environmental ecosystems. Third, the literature under explores barriers to sustainability, such as employee resistance to green practices, managerial green washing (performing symbolic rather than substantive actions), and burnout from overemphasis on environmental compliance within GHRM systems [6]. These dimensions are crucial to understanding internal organizational tensions that undermine sustainability performance. Fourth, while the role of technology is widely acknowledged, few empirical studies explore AI-enabled sustainability in tourism beyond niche domains like viticulture

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[21]. Future research should examine how digital tools such as machine learning, predictive analytics, and IoT can optimize resource usage, personalize guest experiences, and track sustainability metrics in real time. Fifth, destination-level spillovers—where sustainability in one region benefits adjacent areas—are under-theorized and lack robust empirical models. Future work should quantify such spillovers using spatial econometrics or systems theory to better understand regional sustainability dynamics. Lastly, interdisciplinary studies that combine tourism, hospitality, environmental science, behavioral economics, and technology management are vital for designing integrated frameworks. Such collaborations can bridge the gap between academic theory and industry application, advancing both research and practice. In conclusion, while the discourse on sustainable tourism and green hospitality has matured, strategic, empirical, and contextual gaps remain. Addressing these will not only enhance academic rigor but also support the real-world implementation of policies and practices that promote environmental, economic, and social well-being in tourism destinations.

8 CONCLUSION

The integration of sustainable tourism and green hospitality presents a powerful pathway toward achieving environmental, economic, and social resilience within the global tourism industry. This research highlights that green practices not only lead to operational efficiencies and cost savings for hospitality providers but also contribute significantly to guest satisfaction, destination competitiveness, and brand reputation. As tourism destinations face growing pressure to balance growth with sustainability, embracing green hospitality becomes not merely an ethical imperative but a strategic advantage. Key stakeholders—including hotel managers, policymakers, and destination authorities—must work in tandem to mainstream eco-friendly operations through innovative practices, coordinated policy frameworks, and multi-level stakeholder engagement. The paper also underscores the importance of spatial planning, green certifications, and behavioral interventions as effective tools for reducing the tourism sector’s environmental footprint. Despite growing literature and practice, notable research gaps persist. Future studies should explore emerging areas such as AI-driven sustainable operations, the psychological effects of green HR practices, and the spatial dynamics of regional sustainability spillovers. In conclusion, embedding sustainability into the core values and operations of tourism and hospitality is essential for long-term viability. The alignment of market-driven incentives, regulatory support, and community awareness can foster a regenerative tourism ecosystem—where environmental stewardship, economic development, and cultural preservation thrive in harmony.

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