ASSESSING HOTEL SUSTAINABILITY IN TRICHY: INSIGHTS FROM GUEST PERSPECTIVES

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Abstract:
Sustainability in the hospitality industry has become an important for travellers look for eco-friendly accommodation options. Aim of the is to assess hotel sustainability in Trichy from the guest's perspective, based on their awareness level, willingness to support for eco-friendly practices, and behavioural practices such as recommending or rebooking hotels. A quantitative approach was used, and collected data from 401 hotel guests through a structured questionnaire. The analysis was done using SPSS 25, by applying Spearman's rank-order correlation, linear regression, and one-way ANOVA. The finding relates that awareness of sustainable practices exists in hotel, its impact on willingness to pay is limited statistically significant. Guests willing to pay more were also more likely to recommend or rebook. Awareness levels differed according to age groups, with the 31–40 age segment showing lower awareness. This study adds value by highlighting the gap between awareness and action, and by suggesting that hotels need to focus on age-targeted communication to improve sustainability engagement.

Keywords: Hotel Sustainability, Guest Perception, Sustainable Tourism, Behavioural Intentions, Trichy Hospitality Sector

INTRODUCTION:

A number of crucial components are included in the research topic, "Assessing Hotel Sustainability in Trichy: Insights from Guest Perspectives," which aids in comprehending and assessing sustainable practices in the hospitality industry. The word "assessing" (Wiliam, 2011)refers to the measurement, analysis, and evaluation process. Through the use of a systematic methodology that encompasses data collection, interpretation, and assessment, this study seeks to critically examine hotel sustainability. By evaluating sustainability, the study aims to give a thorough grasp of how well Trichy hotels adopt and uphold socially conscious, ecologically friendly, and financially sustainable practices.The term "hotel sustainability" (Ariffin et al., 2018)describes the implementation of eco-friendly programs, moral business practices, and long-term plans that support resourceefficiency, community involvement, and environmental preservation. Energy conservation(Kasim, 2006), water management, waste reduction, the use of renewable resources, and(Tiwari & Thakur, 2021)responsible tourism are all examples of sustainable hotel practices. This study will examine whether Trichy hotels successfully adopt green practices and how (Lagioia et al., 2024)they conform to international sustainability standards. Trichy, a historically and culturally significant city in Tamil Nadu, India,(AbdusSamad & Thilagavathy, 2015)is the geographical focus of this study. Tiruchirappalli, another name for Trichy, is a major business and tourism destination that draws a wide variety of tourists. Given growing popularity of tourism, comprehending sustainability efforts in Trichy's hospitality sector is crucial. The investigation will investigate how local hotels modify sustainability measures while catering to the increasing needs of travellers and business travellers.The word "insights"(Kakabadse & Steane, 2010) refers to the important information and viewpoints that are discovered via investigation and analysis. This study intends to produce significant findings about the efficacy of sustainable initiatives in hotels by collecting data and guest opinions. The study's will be useful in

determining the hotel sustainability practices' advantages, disadvantages, opportunities, and areas in need of development.Thisresearch's comprehension of sustainability from "guest perspectives"(Berezan et al., 2014) is essential,as important participants in the hospitality sector, guests have a direct impact on and experience with hotel sustainability initiatives. Their preferences, opinions, and degrees of satisfaction offer crucial insight into how successful green initiatives are. In order to ascertain how sustainability initiatives affect patron satisfaction, trust, and in general performance of hotels, this study will gather and examine guest feedback.
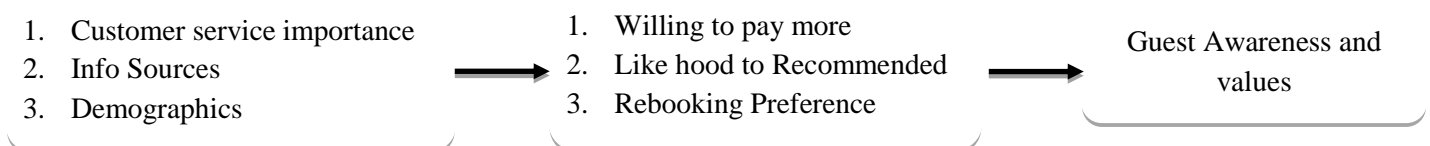
REVIEW OF LITERATURE:

(Heide & Grønhaug, 2009)Since creating a distinctive atmosphere is thought to be a key component in drawing in and keeping customers, it has been viewed as a critical goal for hospitality managers. Experienced hoteliers have often stressed that, as long as a friendly and welcoming atmosphere is maintained, guests are more likely to be satisfied in hotels with traditional designs and basic amenitiesfurthermore,(Lockyer, 2002)To examine how business travellers and lodging managers perceive the elements influencing lodging choice, a comparative study was carried out. The results showed statistically significant differences between management and guest perspectives in a number of areas, indicating a lack of managerial knowledge moreover, (Kamarul Ariffin et al., 2023)The TripAdvisor website's service quality reviews submitted by hotel visitors have been examined. The findings show that evaluations of quality are adversely affected by both price and hotel star rating. Furthermore, it has been discovered that facility age negatively affects ratings, but there was no discernible regional impact on quality evaluation in addition, (Fernández-Barcala et al., 2009)Sustainability efforts in Singapore's high-end hotels have been studied, with a focus on how green room features affect visitor satisfaction and hotel choice. Hoteliers and professionals in the hospitality sector have benefited greatly from the demographic analysis, which has helped them implement green room features and marketing campaigns aimed at particular clientele similarly, (Arisandi et al., 2023)To improve strategic planning, marketing, and product development, hotel managers have tried to understand the preferences of travellers. In order to overcome these obstacles, hotel attributes that draw in foreign visitors have been identified using Emerging Pattern Mining techniques on the other hand, (Li et al., 2015)To improve visitor experiences, TripAdvisor's five-star and one-star reviews have been examined for features and services that are commonly mentioned using word frequency comparison techniques. At the national level, this study has shed light on the disparities in hotel service preferences between male and female visitors however, (Rahimi et al., 2022)An analysis of the factors influencing consumer choice in market segmentation and hotel selection has been conducted. Based on the factors that led them to choose a specific hotel, the results indicate that hotel visitors can be divided into four groups although, (Baruca & Civre, 2012)Based on their selection criteria, hotel guests have been divided into four comparable segments. It has been emphasized how important it is to raise consumer awareness of environmental issues and how to effectively market green values despite this, (Jiang & Kim, 2015)Research has been done on how customer satisfaction, online reviews, plans to return, and overall hotel performance are affected by green practices, new amenities, and traditional features. The results imply that customer perceptions are greatly impacted by recently added amenities notably, (Kim et al., 2017)The elements affecting the choice of hotel accommodations have been investigated. Although the study's small sample size and geographic focus have certain limitations, fresh approaches to this field of study have been proposed for instance, (Lockyer, 2005)It has been determined that business facilities play a significant role in determining the feelings and experiences of customers. The results imply

that low-cost tactics, like scent marketing, might improve the visitor experience and open up new research directions meanwhile, (Anguera-Torrell et al., 2021)It has been studied which eco-friendly hotel features are preferred by both business and leisure travellers. The results give hotel operators important information about the preferences of visitors who are open to staying in environmentally friendly accommodations subsequently,(Millar & Baloglu, 2011)It has been underlined how crucial it is becoming to satisfy customer needs and service standards in the travel and catering sectors. Formal complaints and guest objections have been examined as ways to promote client loyalty moreover, (Maimani et al., 2022)Numerous elements influencing total visitor satisfaction have been investigated. The findings support the existence of notable variations in satisfaction levels according to regulating variables like cultural background, travel habits, and information sources furthermore, (Moro et al., 2020)It has been underlined how crucial it is to satisfy customer needs and service standards in the travel and catering sectors. Formal complaints and guest objections have been examined as ways to promote customer loyalty in addition, (Galičić, 2020)Numerous elements influencing overall visitor satisfaction have been investigated. The findings support the existence of notable variations in satisfaction levels according to regulating variables such as cultural background, travel habits, and information sources similarly, (Shahrivar, 2012)It has been underlined how crucial it is to satisfy customer needs and service standards in the travel and catering sectors. Formal complaints and guest objections have been examined as ways to promote customer loyalty although, (Zulvianti et al., 2022)Numerous elements influencing overall visitor satisfaction have been investigated. The findings support the existence of notable variations in satisfaction levels according to regulating variables such as cultural background, travel habits, and information sources likewise, (AbdusSamad & Thilagavathy, 2015)It has been investigated how sustainable hotel practices affect visitors' satisfaction and plans to return among people of different nationalities. The results (Berezan et al., 2014)lend credence to the idea that green practices have a positive effect on visitors from a variety of cultural backgrounds, including Americans and Mexicans, in terms of satisfaction and intentions to return despite.

Research Objectives
1.   Assess guest awareness with respect to sustainable practices implemented by hotels in Trichy.
2.   Examine guests' willingness to pay a premium for eco-friendly and for socially responsible hospitality services.
3.   Evaluate behavioural intentions such as likelihood to recommend, rebook, or support hotels based on their sustainability initiatives take part.

CONCEPTUAL FRAMEWORK

| 1. Customer service importance
2. Info Sources
3. Demographics | → | 1. Willing to pay more
2. Like hood to Recommended
3. Rebooking Preference | → | Guest Awareness and values |

Fig 1- Guest Behavioural Intentions Towards Sustainable Hotel Practices
Researcher's own conceptualization

RESEARCH METHODOLOGY:
This research follows a quantitative research design using a structured questionnaire to collect data from hotel guests in Trichy. The questionnaire comprised both demographic and

psychographic, with spotlighted on attitudes and behaviour related to hotel sustainability. A non-probability convenience sampling technique was used to collect responses from 401 guest who had recently stayed at hotels in Trichy, this sampling method was selected due to its practicality and accessibility in reaching active travellers within the region. Data were analysed using SPSS statistics 25, This study focus on attitudes, awareness, willingness to pay, and behavioural intentions related to sustainable hotel practices.Since most variables were ordinal and Likert-scale based, appropriate statistical tools were used,Spearman's rank-order correlation was used to test the relationships between variables such as sustainability awareness, willingness to pay, and recommendation intentions.Simple linear regression was used toassess willingness to pay on behavioural intentions.One-way ANOVA test and Tukey's HSD post hoc testwere conducted to find differences in awareness levels across various age groups. This study based for understanding guest perspectives and identifyingwhere hotels can improve their sustainability communication and practices.

Hypotheses:
2.1: Awareness and Willingness to Pay:

H_1: Guest awareness of sustainable hotel does not significant relationshipbetweentheir willingness to pay Premium.

H_{1a}: Guest awareness of sustainable hotel has significant relationshipbetweentheir willingness to pay Premium.

2.2 Awareness and Behavioural Intentions

H_2: Guest awareness of sustainability practices does not significantly impactthem recommend sustainable hotels.

H_{2a}: Guest awareness of sustainability practices significantlyimpactsthem recommend sustainable hotels.

2.3 Willingness to Pay and Rebooking Intention

H_3: Willingness to pay more for sustainability practices does not significantly influence rebooking intentions.

H_{3a}: Willingness to pay more for sustainability practices significantly influences rebooking intentions.

Assessing guest awareness on sustainable practice based on their age group:
A one-way ANOVA was conducted to analyse were significant differences in guest awareness on sustainable practices across different age groups in hotel selection. The results revealed a statistically significant difference in awareness scores between at least two age groups, $F (4, 396) = 4.496$, $p = .001$. This shows age has a significant on how guests perceive and recognize sustainability initiatives in hotels. Given the significant result, a post hoc Tukey HSD test was conducted to identify which specific age groups differed significantly from another awareness.

ANOVA					
Awareness Score					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.907	4	1.977	4.496	0.001
Within Groups	174.087	396	0.440		
Total	181.994	400			

Table 1.1 Assessing guest awareness on sustainable practice based on their age group

Post hoc comparisons using the Tukey HSD test indicated that there was a statistically significant difference in awareness levels between the age groups 21–30 and 31–40 (p = .005), as well as between 31–40 and above 50 (p = .027). Specifically, guests aged 31–40 exhibited significantly lower awareness scores compared to those in both younger (21–30) and older (above 50) age brackets. No other pairwise comparisons among the age groups were found to be statistically significant. These findings suggest that sustainability awareness is not uniform across age groups, and targeted awareness efforts may be especially needed for guests in their early 30s to enhance engagement with sustainable hotel practices.

Multiple Comparisons						
Dependent Variable:						
Tukey HSD						
Age		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Under 20	21-30	0.33721	0.33914	0.858	-0.5922	1.2666
	31-40	0.64490	0.33571	0.308	-0.2751	1.5649
	41-50	0.47093	0.33914	0.635	-0.4584	1.4003
	Above 50	0.36029	0.34113	0.829	-0.5745	1.2951
21-30	Under 20	-0.33721	0.33914	0.858	-1.2666	0.5922
	31-40	.30770*	0.08895	0.005	0.0639	0.5514
	41-50	0.13372	0.10111	0.677	-0.1434	0.4108
	Above 50	0.02308	0.10760	1.000	-0.2718	0.3179
31-40	Under 20	-0.64490	0.33571	0.308	-1.5649	0.2751
	21-30	-.30770*	0.08895	0.005	-0.5514	-0.0639
	41-50	-0.17397	0.08895	0.290	-0.4177	0.0698
	Above 50	-.28461*	0.09625	0.027	-0.5484	-0.0208
41-50	Under 20	-0.47093	0.33914	0.635	-1.4003	0.4584
	21-30	-0.13372	0.10111	0.677	-0.4108	0.1434
	31-40	0.17397	0.08895	0.290	-0.0698	0.4177
	Above 50	-0.11064	0.10760	0.842	-0.4055	0.1842
Above 50	Under 20	-0.36029	0.34113	0.829	-1.2951	0.5745
	21-30	-0.02308	0.10760	1.000	-0.3179	0.2718
	31-40	.28461*	0.09625	0.027	0.0208	0.5484
	41-50	0.11064	0.10760	0.842	-0.1842	0.4055
*. The mean difference is significant at the 0.05 level.						

Table1.2 Assessing guest awareness on sustainable practice based on their age group

Guestawareness on sustainable hotel and their willingness to pay for premium

The table shows dependent variable, willingness to pay, is explained by the independent variable, awareness of sustainable hotel practices. The R value is 0.168, shows weak but positive correlation between the two variables. The R Square value is 0.028, meaning that approx. 2.8% of the variation in guest willingness to pay a premium can be explained by their awareness of sustainability practices followed by the hotel. The percentage of variance is low,but still relationship between two variables.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.168[a]	0.028	0.026	0.84477
a. Predictors: (Constant), Awareness Score				

Table2.1Guest awareness on sustainable hotel and their willingness to pay for premium

The ANOVA table is used regression model is a good fit for the data. The F-statistic is 11.569 a significance value (p-value) of 0.001. Since the p-value is below the conventional threshold of 0.05, it confirms that the regression model is statistically significant. This means significant relationship between awareness of sustainable in hotel practices and guests' willingness to pay a premium, and this provides a better fit with no predictors.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.256	1	8.256	11.569	.001[b]
	Residual	284.741	399	0.714		
	Total	292.998	400			
a. Dependent Variable: Willingness Score						
b. Predictors: (Constant), Awareness Score						

Table2.2Guest awareness on sustainable hotel and their willingness to pay for premium

The coefficients effect in independent variable on the dependent variable. The unstandardized coefficient (B) for awareness score is 0.213, thisshows every one-unit increase in awareness, the willingness to pay score increases by 0.213 units. This relationship is significant, t-value is 3.401 and a p-value is 0.001. This positive significant coefficient increased awareness of sustainable practices among hotel guests is significand's higher willingness to financially support for such practices,although the overall impact remains limited in size.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.515	0.148		17.013	0.000
	Awareness Score	0.213	0.063	0.168	3.401	0.001
a. Dependent Variable: Willingness Score						

Table2.3Guest awareness on sustainable hotel and their willingness to pay for premium

Link Between Customer Expectations and Satisfaction in the Hotel Industry
The regression shows a correlation coefficient (R) of 0.176, which reflects a positive but weak correlation between guests' willingness to pay for sustainable hotel practices and their behavioural intentions.The R Square value is 0.031, meaning that 3.1% of the variance in behavioural intention can be explained by willingness to pay. where behavioural responses are often influenced by multiple, complex factors.The adjusted R Square value of 0.029 that even after adjusting for potential sample bias, the model retains explanatory power. The standard error indicates the average observed values fall from the regression line.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.176[a]	0.031	0.029	1.49883
a. Predictors: (Constant), Willingness Score				

Table3.1 Link Between Customer Expectations and Satisfaction in the Hotel Industry

The ANOVA evaluate whether the regression model overall is a good fit for the data. In this analysis, the F-value is 12.788, with a p-value of 0.000.This result indicates that the regression model as a whole is statistically significant, and that willingness to pay contributes to explaining variation in behavioural intentions. There is less than a 0.1% chance that the observed relationship is due to random variation.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.729	1	28.729	12.788	.000[b]
	Residual	896.347	399	2.246		
	Total	925.076	400			
a. Dependent Variable: Behaviour_Score_2						
b. Predictors: (Constant), Willingness Score						

Table3.2 Link Between Customer Expectations and Satisfaction in the Hotel Industry

The coefficient (B) for Willingness Score is 0.258, which indicates one-unit increase in willingness to pay, the behavioural intention score increases by 0.258 units. This is a positive relationship, suggest that guests who are more willing to pay for sustainable practices are also more likely to recommend or rebooks such hotels.The standardized Beta coefficient is 0.176, thisinterprets the effect size in standard deviation units. This value again confirms that willingness to pay is a modest but significant predictor.The t-value is 3.576, with a significance level of 0.000, which strongly supports the statistical significance of the predictor.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.153	0.312		13.327	0.000
	willingness Score	0.258	0.072	0.176	3.576	0.000
a. Dependent Variable: Behaviour_Score_2						

Table3.3 Link Between Customer Expectations and Satisfaction in the Hotel Industry

CONCLUSION

This study aimed to assess guest awareness and behavioural responses toward sustainable hotel practices in Trichy. The findings reveal that although guests are generally aware of sustainability efforts, this awareness has only a modest influence on their financial decisions and loyalty-related behaviours. The regression analysis showed a weak but positive relationship between awareness and willingness to pay, suggesting that awareness alone may not be enough to drive spending. However, willingness to pay was found to significantly impact behavioural intentions such as recommending or rebooking hotels, even though it explains only a small part of the overall behaviour. Additionally, the ANOVA results indicated a clear difference in awareness levels across age groups, with guests aged 31–40 showing noticeably lower awareness compared to younger (21–30) and older (above 50) groups. These results suggest that while sustainability is gaining attention in hotel selection, more targeted efforts are required to convert awareness into action, particularly among specific age demographics.

Future Scope

Future research can use experimental studies to see how guest behaviour changes over time, especially after many sustainability campaigns. Researchers can also include variables like green trust and perceived consumer effectiveness to understand what really motivates guests. Using theories like the value-belief-norm model may give better insight into guest decisions. Studies can also compare different regions or hotel types for broader understanding. More qualitative analysis can make find out why people don't act even if they are aware.

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