

Uloga hotelske industrije u postizanju održivosti turističke destinacije: izazovi i najbolje prakse

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Apstrakt: Hotelska industrija igra ključnu ulogu u oblikovanju održivosti turističkih destinacija, delujući kao most između putnika i lokalnih zajednica. Kako destinacije postoje da izbalansiraju ekonomski rast i brigu o životnoj sredini, hoteli stoje na čelu ovog poduhvata. Oni doprinose ne samo lokalnoj privredi kroz otvaranje radnih mesta i stvaranje prihoda, već imaju i kapacitet da implementiraju održivu praksu koja može značajno da utiče na njihov uticaj na životnu sredinu. Štaviše, hoteli mogu da deluju kao kulturni ambasadori, promovišući lokalno nasleđe i atrakcije, čime se obogaćuju iskustvo posetilaca. Međutim, ova tranzicija ka održivosti je puna izazova, uključujući visoke operativne troškove i otpor različitih zainteresovanih strana. Ovaj rad će analizirati ulogu hotelske industrije u postizanju održivosti turističke destinacije, izazive sa kojima se suočava i najbolje prakse koje ilustruju kako hoteli mogu da podstiču održivi turizam. Rezultati pokazuju davećina ispitanika (74,6%) podržava radionice reciklaže, što ukazuje na snažno prihvatanje inicijativa koje imaju za cilj zaštitu životne sredine, bez značajnih rodni razlika u stavovima. Pored toga, 54,4% u potpunosti podržava edukaciju o odvajanju materijala za kompostiranje i reciklažu, dok 50,4% podržava upotrebu kanti označenih bojama za sortiranje otpada, što odražava zajedničku svest o važnosti pravilnog upravljanja otpadom.

Ključne reči: hotelska industrija, održivi razvoj, turizam.

The hotel industry role in terms of achieving tourism destination sustainability: challenges and best practices

Apstrakt: The hotel industry plays a pivotal role in shaping the sustainability of tourism destinations, acting as a bridge between travelers and local communities. As destinations strive to balance economic growth with environmental stewardship, hotels stand at the forefront of this endeavor. They contribute not only to local economies through job creation and revenue generation but also have the capacity to implement sustainable practices that can significantly mitigate their environmental footprint. Furthermore, hotels can act as cultural ambassadors, promoting local heritage and attractions, thereby enriching the visitor experience. However, this transition towards sustainability is fraught with challenges, including high operational costs and resistance from various stakeholders. This paper will analyze the role of the hotel industry in achieving tourism destination sustainability, the challenges it faces, and best practices that exemplify how hotels can foster sustainable tourism. The results show that the majority of respondents (74.6%) support recycling workshops, which indicates a strong acceptance of initiatives aimed at protecting the environment, with no significant gender differences in attitudes. In addition, 54.4% fully support education on separating materials for composting and recycling, while 50.4% support the use of color-coded bins for waste sorting, which reflects a common awareness of the importance of proper waste management.

Keywords: hotel industry, sustainable development, tourism

1. Introduction

The hotel industry plays a pivotal role in shaping the sustainability of tourism destinations, acting as both a facilitator of visitor experiences and a contributor to local economies (Aboramadan et al., 2022; Patwary et al., 2024). However, as global awareness of environmental issues intensifies, the pressure mounts on hotels to adopt sustainable practices. The challenges faced by the hotel industry in achieving tourism destination sustainability are numerous and complex. One of the most significant challenges is the environmental impact of hotel operations, which can lead to detrimental effects on local ecosystems (Bianco et al., 2023). According to Hoang et al., (2025), hotels often consume large amounts of water for laundry, landscaping, and guest services, straining local water resources, especially in arid regions. Additionally, energy consumption is a critical concern; hotels are major contributors to greenhouse gas emissions due to their reliance on energy-intensive heating, cooling, and lighting systems (Álvarez Gil, 2001). According to the United Nations Environment Programme, the hospitality sector accounts for approximately 1% of global carbon emissions, underscoring the urgent need for interventions (Zhang et al., 2024). Furthermore, waste management presents another formidable challenge, as hotels generate substantial amounts of waste, including food, plastics, and hazardous materials (Aslam Janjua et al., 2024). Inadequate waste disposal practices can lead to pollution and harm local wildlife, creating a pressing need for comprehensive waste management strategies within the industry (Kruesi & Remy, 2024).

In response to these challenges, the hotel industry has begun to adopt best practices aimed at promoting sustainability (Knežević et al., 2024). According to Mandić et al., (2024) many hotels have implemented eco-friendly initiatives such as reducing water usage through low-flow fixtures and linen reuse programs, which not only conserve water but also lower operational costs. Furthermore, the integration of energy-efficient technologies has become increasingly prevalent; for instance, the use of LED lighting and smart thermostats can significantly reduce energy consumption. According to Wong & Wickham (2015) a notable example is the Marriott International chain, which has committed to reducing its carbon footprint by 50% by 2025 through various sustainability initiatives. Sustainable sourcing is another crucial aspect, with many hotels now prioritizing local and organic food products, thereby supporting local economies and reducing transportation emissions (Barbara et al., 2024). Waste reduction programs, such as composting and recycling initiatives, have also gained traction in the hotel sector, with organizations like the Green Hotel Association providing guidelines and resources for hotels seeking to minimize their waste output (Ng et al., 2025). These best practices not only contribute to environmental sustainability but also enhance the reputation of hotels as responsible corporate citizens.

The role of policy and regulation in enhancing hotel sustainability cannot be overstated. Governments around the world are increasingly recognizing the importance of sustainable tourism and are implementing policies that promote environmentally responsible practices within the hotel industry (Xin & Wang, 2023). According to Ertuna et al. (2022), various countries have introduced incentives for hotels to obtain sustainable certifications, such as LEED (Leadership in Energy and Environmental Design) and Green Key, which encourage compliance with rigorous sustainability standards (Sheikh, et al., 2024; Wang et al., 2024). These certifications not only signal a commitment to sustainability but also attract environmentally conscious travelers. According to Galli et al., (2018), regulations on waste management and environmental impact have become more stringent, compelling hotels to adopt best practices or face penalties. According to Pham et al. (2020), the European Union has enacted laws aimed at reducing plastic waste, directly impacting hotel operations and prompting the industry to find innovative solutions to minimize plastic usage. By aligning hotel operations with governmental policies, the industry can foster a more sustainable tourism ecosystem that benefits both the environment and local communities (El-Said et al., 2024).

The paper started from the initial hypothesis H that the implementation of sustainable practices in the hotel industry reduces the negative impact on the environment. This analytical paper delves into the multifaceted challenges faced by the hotel industry in achieving tourism destination sustainability, highlights best practices that have emerged in response to these challenges, and examines the critical influence of policy and regulation in promoting sustainable hotel operations. By exploring these dimensions, our paper aims to clarify the interconnectedness of the hotel industry with sustainable tourism and emphasize the need for a collective effort in addressing the sustainability crisis.

The findings reveal that a substantial proportion of respondents (74.6%) endorse recycling workshops, suggesting a robust acceptance of initiatives designed to safeguard the environment, without notable differences in attitudes based on gender. Furthermore, 54.4% express complete support for educational programs focused on the separation of materials for composting and recycling, while 50.4% advocate for the implementation of color-coded bins for waste sorting, indicative of a widespread recognition of the significance of effective waste management.

2. Methodology

Total number of 252 guests of Mona and Grand hotels from Zlatobor and Kopaonik participated in the research. Of these, 125 respondents were male, and 127 respondents were female. The investigation was conducted in the period from March 2023 to March 2024, when the authors stayed in tourist destinations on several occasions. Observing examples of the best practices of international hotel chains, the aim of the work was to check the situation in hotels in Serbia. Case studies of successful implementation of sustainable practices provide compelling evidence of the benefits that can be realized through commitment to sustainability.

According to Keyhani et al., (2024), the Hilton Hotel chain has made significant strides in reducing its energy consumption by implementing a comprehensive sustainability initiative known as "Travel with Purpose." This program has led to a reported reduction of 10% in energy use across its properties, illustrating the tangible environmental benefits of such initiatives. According to Wong & Wickham (2015) another notable example is the Marriott International's waste management program, which focuses on reducing food waste through partnerships with local charities and composting efforts. Reports show that Marriott has successfully diverted over 75% of its waste from landfills, showcasing the effectiveness of its waste management strategies. According to Jiang et al., (2025), the InterContinental Hotels Group (IHG) has launched a sustainability initiative that encompasses a wide range of practices, including sourcing sustainable materials and promoting biodiversity. This holistic approach has not only reduced the company's overall environmental impact but has also set a benchmark for others in the industry to follow. These case studies underscore the potential for sustainable practices to yield significant environmental benefits, further supporting the initial hypothesis that such practices can meaningfully reduce the hotel industry's negative impact on the environment.

The hospitality industry has long been scrutinized for its significant environmental footprint. As climate change and ecological degradation become increasingly pressing global issues, the need for sustainable practices within the hotel sector has never been more critical. This paper posits the main hypothesis H that the implementation of sustainable practices in the hotel industry can substantially reduce its negative impact on the environment. By examining the definition and common sustainable practices adopted by hotels, assessing the environmental benefits resulting from these practices, and analyzing case studies of successful implementations, this paper will illustrate the positive implications of sustainability in the hospitality sector. In addition to the main hypothesis, two auxiliary hypotheses were also set: (h1) that the participation of hotel guests in interactive workshops "awakens" a sense of responsibility towards the environment and helps the sustainability of tourism, and (h2) which states that technology, energy-efficient solutions and sustainable practices contribute significantly to responsible guest behavior and sustainable development of tourism.

In order to compare the answers of the respondents in relation to the gender of the respondents, the Pearson Chi-Square test was used. For statistically significant differences in answers, those with a value of p less than 0.05 are considered. With higher values, it can be stated that there is no statistical significance in relation to the sex of the respondents.

3. Results and Discussion

According to Table 1, the majority of respondents (74.6%) support recycling workshops, while 20.6% have a neutral stance, likely due to a lack of experience. Only 1.6% oppose these initiatives, indicating broad recognition of their importance for environmental preservation. Similar attitudes among men and women highlight the need for further education to increase participation in sustainable practices.

Table 1: Workshops that allow individuals to physically sort recyclables

			Gender		Total	
			Male	Female		
Organizing workshops that allow individuals to physically sort recyclables.	Tottaly agree	Count	44	48	92	
		% of Total	17,5%	19,0%	36,5%	
	Agree	Count	49	47	96	
		% of Total	19,4%	18,7%	38,1%	
	No opinion	Count	24	28	52	
		% of Total	9,5%	11,1%	20,6%	
	Disagree	Count	6	2	8	
		% of Total	2,4%	0,8%	3,2%	
	Tottaly disagree	Count	2	2	4	
		% of Total	0,8%	0,8%	1,6%	
	Total		Count	125	127	252
			% of Total	49,6%	50,4%	100,0%

Table 2: Pearson Chi-square Test

	Value	df	Significance (p)
Pearson Chi-Square	2,508 ^a	4	,643

Pearson's chi-square test indicates that there is no statistically significant difference in responses between genders, which may be due to a shared understanding of the importance of recycling for environmental conservation. These results confirm that men and women have similar opinions about the recycling workshop, likely due to comparable levels of awareness and education.

Table 3: Showing participants the difference between compostable, recyclable, and landfill materials

			Gender		Total	
			Male	Female		
Showing participants the difference between compostable, recyclable, and landfill materials.	Tottaly agree	Count	74	63	137	
		% of Total	29,4%	25,0%	54,4%	
	Agree	Count	34	44	78	
		% of Total	13,5%	17,5%	31,0%	
	No opinion	Count	13	14	27	
		% of Total	5,2%	5,6%	10,7%	
	Disagree	Count	2	3	5	
		% of Total	0,8%	1,2%	2,0%	
	Tottaly disagree	Count	2	3	5	
		% of Total	0,8%	1,2%	2,0%	
	Total		Count	125	127	252
			% of Total	49,6%	50,4%	100,0%

The results show that 54.4% of respondents fully support education on distinguishing materials for composting and recycling, likely due to growing awareness of proper waste management. Additionally, 31% agree with the initiative, while 10.7% remain neutral, possibly due to a lack of information. Only 2% completely disagree, indicating low resistance to these initiatives. Men (29.4%) and women (25%) show similar levels of full support, suggesting comparable environmental awareness between genders.

Table 4: Pearson Chi-square Test

	Value	df	Significance (p)
Pearson Chi-Square	2,587 ^a	4	,629

Pearson's chi-square test shows no statistically significant difference between the responses of men and women, indicating a similar level of awareness and environmental consciousness. This suggests that gender does not play a decisive role in respondents' attitudes toward education on material separation.

Table 5: Implementation of color-coded bins that simplify waste sorting

		Gender		Total	
		Male	Female		
Implementation of color-coded bins that simplify waste sorting.	Tottaly agree	Count	69	58	127
		% of Total	27,4%	23,0%	50,4%
	Agree	Count	40	44	84
		% of Total	15,9%	17,5%	33,3%
	No opinion	Count	14	17	31
		% of Total	5,6%	6,7%	12,3%
	Disagree	Count	1	4	5
		% of Total	0,4%	1,6%	2,0%
	Tottaly disagree	Count	1	4	5
		% of Total	0,4%	1,6%	2,0%
Total	Count	125	127	252	
	% of Total	49,6%	50,4%	100,0%	

The results show that 50.4% of respondents fully support the implementation of color-coded bins for waste sorting, while 33.3% agree, likely due to a recognized need for clearer waste organization in daily life. A neutral stance is held by 12.3%, possibly due to a lack of personal experience with this system, while only 4% do not support it or completely disagree, indicating minimal skepticism. Men (27.4%) and women (23%) share similar views, likely due to a common awareness of the environmental importance of this initiative.

Table 6: Pearson Chi-square Test

	Value	df	Significance (p)
Pearson Chi-Square	5,018 ^a	4	,285

Pearson's chi-square test shows no statistically significant differences between the responses of men and women. This suggests that both genders share a similar perception of the implementation of waste sorting bins, likely due to a common understanding of the environmental benefits and the need for sustainable practices in daily life, which transcends gender differences in attitudes toward this initiative.

Table 7: Labeling and signage in waste disposal areas enhance recycling efforts by providing clear instructions on what can and cannot be recycled

		Gender		Total	
		Male	Female		
Proper labeling and signage in waste disposal areas enhance recycling efforts by providing clear instructions on what can and cannot be recycled.	Tottaly agree	Count	72	57	129
		% of Total	28,6%	22,6%	51,2%
	Agree	Count	37	43	80
		% of Total	14,7%	17,1%	31,7%
	No opinion	Count	14	19	33
		% of Total	5,6%	7,5%	13,1%
	Disagree	Count	1	4	5
		% of Total	0,4%	1,6%	2,0%
	Tottaly disagree	Count	1	4	5
		% of Total	0,4%	1,6%	2,0%
Total	Count	125	127	252	
	% of Total	49,6%	50,4%	100,0%	

The results show that 51.2% of respondents fully support proper labeling of waste disposal areas, while 31.7% agree. A neutral opinion is held by 13.1%, while only 2% disagree and another 2% completely disagree. Men (28.6%) are slightly more likely to fully support this initiative compared to women (22.6%), which may suggest that men more often recognize the practical need for clear labeling to facilitate proper waste sorting. This trend could result from a greater male inclination toward organization and functionality, while women, although supportive of the initiative, may be more attuned to the emotional and social aspects of sustainability.

Table 8: Pearson Chi-square Test

	Value	df	Significance (p)
Pearson Chi-Square	6,536 ^a	4	,163

Pearson's chi-square test shows no statistically significant differences in responses between men and women. These results indicate that gender does not significantly influence attitudes toward labeling waste disposal areas to improve recycling. Tables 1-8 support the sub-hypothesis (H1), which states that hotel guests' participation in interactive workshops fosters a sense of environmental responsibility and contributes to the sustainability of tourism.

Table 9: Use of technology such as mobile apps, to educate guests on local recycling guidelines, thus bridging the gap between knowledge and action

		Gender		Total	
		Male	Female		
Use of technology such as mobile apps, to educate guests on local recycling guidelines, thus bridging the gap between knowledge and action.	Tottaly agree	Count	65	40	105
		% of Total	25,8%	15,9%	41,7%
	Agree	Count	40	54	94
		% of Total	15,9%	21,4%	37,3%
	No opinion	Count	19	20	39
		% of Total	7,5%	7,9%	15,5%
	Disagree	Count	1	10	11
		% of Total	0,4%	4,0%	4,4%
	Tottaly disagree	Count	0	3	3
		% of Total	0,0%	1,2%	1,2%
Total	Count	125	127	252	
	% of Total	49,6%	50,4%	100,0%	

The results in Table 9 show that 41.7% of respondents fully support the use of technology to educate guests about recycling, while 37.3% have a positive attitude, and 15.5% remain neutral. Only 1.2% oppose this initiative, indicating broad acceptance. Men (25.8%) are more likely to fully support this technology, while women (21.4%) more often express agreement, suggesting a more cautious stance. These differing perceptions between men and women may stem from their attitudes toward technology and its role in sustainability.

Table 10: Pearson Chi-square Test

	Value	df	Significance (p)
Pearson Chi-Square	18,412 ^a	4	,001

Pearson's chi-square test shows a statistically significant difference between the responses of men and women. These results suggest that gender has a significant influence on attitudes toward using technology to educate guests about local recycling guidelines..

Table 11: Use of energy-efficient appliances as smart keys etc

		Gender		Total	
		Male	Female		
Use of energy-efficient appliances as smart keys etc.	Tottaly agree	Count	53	58	111
		% of Total	21,0%	23,0%	44,0%
	Agree	Count	33	51	84
		% of Total	13,1%	20,2%	33,3%
	No opinion	Count	32	15	47
		% of Total	12,7%	6,0%	18,7%
	Disagree	Count	5	2	7
		% of Total	2,0%	0,8%	2,8%
	Tottaly disagree	Count	2	1	3
		% of Total	0,8%	0,4%	1,2%
Total	Count	125	127	252	
	% of Total	49,6%	50,4%	100,0%	

The results show that 44% of respondents fully support the use of energy-efficient devices, while 33.3% agree with this. 18.7% of respondents have a neutral stance, and only 1.2% oppose this initiative. Women are more likely to support the use of these devices, while men tend to take a neutral position. This pattern may be the result of a greater interest among women in ecological and energy-efficient options.

Table 12: Pearson Chi-square Test

	Value	df	Significance (p)
Pearson Chi-Square	11,835 ^a	4	,019

The results of the Pearson Chi-square test show a statistically significant difference between genders in attitudes toward energy-efficient devices. This indicates that gender significantly influences the perception and support for the use of these technologies.

Table 13: Switching to a buffet during dining instead of the classic way of serving contributes to sustainable development

		Gender		Total	
		Male	Female		
Switching to a buffet during dining instead of the classic way of serving contributes to sustainable development.	Totally agree	Count	78	48	126
		% of Total	31,0%	19,0%	50,0%
	Agree	Count	34	52	86
		% of Total	13,5%	20,6%	34,1%
	No opinion	Count	10	22	32
		% of Total	4,0%	8,7%	12,7%
	Disagree	Count	1	4	5
		% of Total	0,4%	1,6%	2,0%
	Totally disagree	Count	2	1	3
		% of Total	0,8%	0,4%	1,2%
Total		Count	125	127	252
		% of Total	49,6%	50,4%	100,0%

The results show that gender influences attitudes toward switching to a buffet-style system as a sustainable development measure. Men are more likely to fully support this change (31.0%) compared to women (19.0%), which may be related to a greater recognition of benefits such as waste reduction. Women are more likely to express agreement (20.6%) or a neutral stance (8.7%), indicating a more cautious approach. This pattern may result from different attitudes toward ecological changes and their practical challenges.

Table 14: Pearson Chi-square Test

	Value	df	Significance (p)
Pearson Chi-Square	17,529 ^a	4	,002

The results of the Pearson Chi-square test indicate a statistically significant association between gender and attitudes toward switching to a buffet-style system. The low p-value (< 0.05) confirms that the differences in responses are not random, but significant. Tables 9-14 support our sub-hypothesis (h2), which asserts that technology, energy-efficient solutions, and sustainable practices significantly contribute to responsible guest behavior and sustainable tourism development.

Table 15: Loyalty programs might include benefits for guests who choose to participate in sustainability efforts during their stay, such as opting out of daily housekeeping or utilizing public transportation

		Gender		Total	
		Male	Female		
Loyalty programs might include benefits for guests who choose to participate in sustainability efforts during their stay, such as	Totally agree	Count	77	55	132
		% of Total	30,6%	21,8%	52,4%
	Agree	Count	41	50	91
		% of Total	16,3%	19,8%	36,1%
	No opinion	Count	5	17	22
		% of Total	1,9%	6,4%	8,3%

opting out of daily housekeeping or utilizing public transportation.	Disagree	% of Total	2,0%	6,7%	8,7%
		Count	0	3	3
	Tottaly disagree	% of Total	0,0%	1,2%	1,2%
		Count	2	2	4
		% of Total	0,8%	0,8%	1,6%
		Count	125	127	252
Total	% of Total	49,6%	50,4%	100,0%	

The results show that the majority of respondents support a loyalty program promoting sustainability, with 52.4% fully agreeing and 36.1% agreeing to some extent. This support reflects a growing awareness of ecological issues and a desire for sustainable behavior. 8.7% have a neutral stance, while disagreement is minimal (2.8%). Men are more likely to express strong agreement (30.6%) compared to women (21.8%), which suggests different perceptions of the benefits of such programs, with men recognizing more practical advantages.

Table 16: Pearson Chi-square Test

	Value	df	Significance (p)
Pearson Chi-Square	14,087 ^a	4	,007

The Pearson Chi-square test shows a statistically significant difference, suggesting that gender influences the perception of the topic. The different responses between men and women may result from varying attitudes or experiences, indicating that gender can shape how respondents perceive this issue.

Table 17: Give priority to local food and local producers

		Gender		Total	
		Male	Female		
Give priority to local food and local producers.	Tottaly agree	Count	65	70	135
		% of Total	25,8%	27,8%	53,6%
	Agree	Count	45	41	86
		% of Total	17,9%	16,3%	34,1%
	No opinion	Count	13	12	25
		% of Total	5,2%	4,8%	9,9%
	Disagree	Count	1	2	3
		% of Total	0,4%	0,8%	1,2%
	Tottaly disagree	Count	1	2	3
		% of Total	0,4%	0,8%	1,2%
	Total	Count	125	127	252
		% of Total	49,6%	50,4%	100,0%

The results show that 53.6% of respondents support prioritizing local food and producers, with women more likely to express strong support (27.8%) compared to men (25.8%). This trend may be linked to a greater emphasis among women on sustainability and community responsibility. The majority of respondents (34.1%) agree with the initiative, recognizing the value of promoting local resources. These data suggest a growing awareness of the importance of supporting local production, particularly among women.

Table 18: Pearson Chi-square Test

	Value	df	Significance (p)
Pearson Chi-Square	1,062 ^a	4	,900

The Pearson Chi-square test shows that there is no statistically significant difference in attitudes between male and female respondents. The p-value greater than 0.05 suggests that the distribution of responses is not significantly different by gender, indicating similar attitudes between both genders regarding the benefits of local food. This result may be due to broader societal awareness of the importance of sustainability, relevant to all groups.

The research confirms the main hypothesis (H) that the implementation of sustainable practices in the hotel industry reduces the negative environmental impact. This consensus among respondents supports the universal acceptance of sustainability in the industry.

4. Conclusion

The hotel industry's role in achieving tourism destination sustainability is fraught with challenges but is also ripe with opportunities for innovation and growth. The environmental impacts of hotel operations, particularly concerning energy consumption and waste management, necessitate urgent action. However, the emergence of best practices, such as eco-friendly initiatives and energy-efficient technologies, demonstrates the industry's potential to evolve toward more sustainable models. Furthermore, the influence of policy and regulation is crucial in shaping the industry's trajectory, offering frameworks and incentives that encourage sustainable practices. As the hotel industry continues to navigate these complex dynamics, it is imperative that stakeholders—ranging from government entities to hotel operators and consumers—collaborate to foster sustainable tourism destinations that benefit both current and future generations.

This research shows that the role of the hotel industry in sustainable tourism development is becoming crucial due to global challenges. Sustainable tourism involves balancing economic, ecological, and social aspects, aiming to reduce the negative impact on the environment and increase benefits for local communities. Although there are theories on sustainability, their implementation in tourism remains challenging, especially in the hotel industry. Implementing ecological practices requires investments in infrastructure and training, as well as overcoming cultural and organizational barriers. Achieving a balance between economic profitability and ecological responsibility presents a dilemma for hotel managers. Sustainable tourism requires the engagement of all sector stakeholders, including local communities and authorities. The research results show strong support for ecological initiatives such as recycling, education, and energy-efficient devices. Respondents consider it important to prioritize local food and producers, and the results indicate that men are slightly more inclined to support changes. Sustainability is becoming a key topic in tourism, with significant support from 220 respondents. Further development of sustainable policies in hotels and research into the long-term economic effects of these practices is recommended.

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