

THE ROLE OF HOTEL MANAGEMENT IN PROMOTING PLANT-BASED DIETS FOR HEALTH AND SUSTAINABILITY

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Abstract: As awareness of health and environmental issues grows, plant-based diets have become increasingly popular for their potential benefits. This paper examines the critical role of hotel management in promoting plant-based diets, focusing on health benefits and environmental sustainability. Plant-based diets are linked to reduced risks of chronic diseases and lower environmental impacts, including decreased greenhouse gas emissions and resource use. Hotels, as influential entities in the hospitality industry, can drive this dietary shift by integrating plant-based options into their menus, which can enhance guest well-being and align with sustainability goals. The paper explores effective strategies for hotel management, including menu development, staff training, marketing efforts, and supplier partnerships. It also addresses potential challenges, such as guest resistance and supply chain issues, and proposes solutions to overcome them. By adopting these strategies, hotels can contribute to healthier lifestyles and environmental stewardship while appealing to the growing number of eco-conscious and health-focused travelers. This paper provides practical recommendations for hotel management to effectively promote plant-based diets and highlights the broader implications for the hospitality industry's role in advancing sustainable dining practices.

Keywords: Hotel Management, Plant-Based Diets, Health Benefits, Sustainability, Environmental Impact, Menu Development, Staff Training, Marketing Strategies, Supply Chain, Eco-Conscious Travelers, Hospitality Industry

I. Introduction

In recent years, the shift towards plant-based diets has gained considerable momentum, driven by increasing awareness of their health and environmental benefits. This dietary trend is reshaping consumer preferences, presenting new opportunities and challenges for various sectors, including the hospitality industry [1]. Hotels, as influential players in the food and beverage sector, have a unique opportunity to promote plant-based diets, aligning their offerings with the growing demand for healthier and more sustainable dining options. This paper explores the role of hotel management in facilitating this transition, focusing on how hotels can integrate plant-based diets into their services and the broader implications for health and sustainability [2]. The health benefits of plant-based diets are well-documented and include a reduced risk of chronic diseases such as heart disease, diabetes, and certain

cancers. These diets emphasize the consumption of fruits, vegetables, whole grains, nuts, and seeds, which provide essential nutrients while minimizing intake of saturated fats and cholesterol. For hotels, offering plant-based menu options not only caters to health-conscious guests but also positions the establishment as a proponent of wellness [3]. As more travelers seek out hotels that align with their health goals, incorporating plant-based options becomes a strategic advantage. By embracing this dietary trend, hotels can enhance their appeal to a growing demographic concerned with dietary health and lifestyle choices.

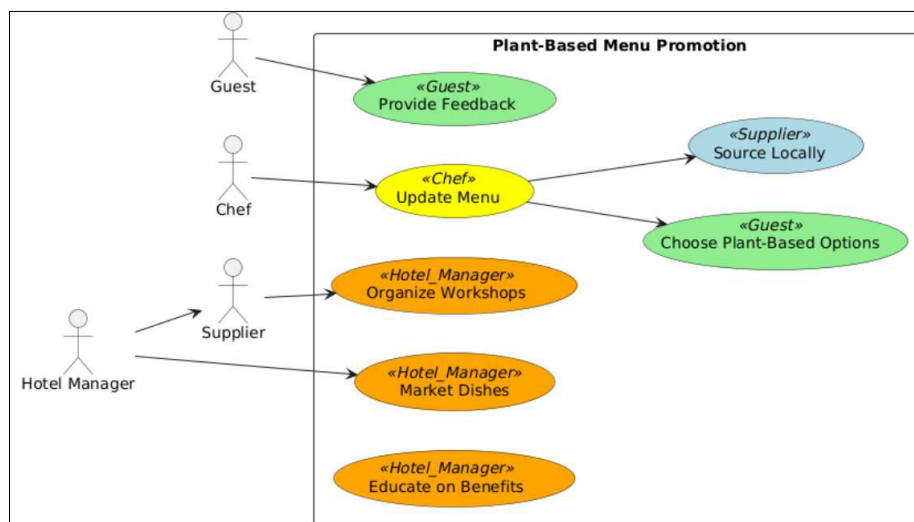


Figure 1. Diagram Depicts the Different Roles & Interactions in the Food System.

Beyond individual health benefits, plant-based diets offer significant environmental advantages. The production of plant-based foods generally results in lower greenhouse gas emissions, reduced water usage, and less land degradation compared to meat and dairy production [4]. As environmental sustainability becomes a critical focus for many consumers, hotels have an opportunity to contribute to broader ecological goals by integrating plant-based options into their menus. This alignment with sustainability can enhance a hotel's reputation and attract eco-conscious travelers who prioritize environmental responsibility in their choices. Implementing plant-based diets can therefore serve as a powerful statement of a hotel's commitment to sustainability and corporate social responsibility [5]. The integration of plant-based diets into hotel offerings is not without its challenges. These may include resistance from guests who are unfamiliar with or reluctant to try plant-based foods, as well as operational issues related to sourcing and preparing plant-based ingredients. Addressing these challenges requires thoughtful planning and execution (As shown in above Figure 1). For instance, hotels must develop menus that are both diverse and appealing, ensuring that plant-based options are well-received by guests [6]. Training staff to understand and advocate for plant-based diets is also crucial, as knowledgeable staff can effectively communicate the benefits and appeal of these options to guests. Hotels need to establish reliable supplier relationships to ensure a consistent supply of high-quality plant-based ingredients. Marketing and promotional efforts play a key role in the successful adoption of plant-based diets [7]. Highlighting plant-based options through targeted marketing campaigns, social media, and in-house promotions can generate interest and encourage guests to explore these offerings.

Effective marketing can also help overcome any initial resistance by educating guests about the benefits of plant-based eating and showcasing the hotel's commitment to health and sustainability [8]. Hotel management has a pivotal role in promoting plant-based diets, with the potential to significantly impact both guest health and environmental sustainability. By adopting strategic approaches to menu development, staff training, marketing, and supplier partnerships, hotels can effectively integrate plant-based options into their services. This transition not only meets the evolving preferences of travelers but also contributes to broader health and environmental goals [9]. As the demand for plant-based dining continues to rise, hotels that embrace this trend will be well-positioned to lead in the areas of guest satisfaction, sustainability, and overall industry innovation.

II. Literature Survey

The intersection of artificial intelligence (AI) and the hospitality industry has gained significant attention in recent years. AI is transforming customer experiences, operational efficiency, and service delivery within hotels, particularly in boutique and lifestyle settings. Smart technologies are further reshaping service encounters, enhancing customer engagement, and streamlining operations [10]. This evolution extends from early information communication technologies to advanced eTourism and smart tourism, which create more immersive and intelligent tourism experiences. Virtual reality (VR) has emerged as a key tool in enhancing customer experience by offering virtual tours and interactive experiences, thus influencing booking decisions [11]. Sustainability remains a critical focus, with various studies emphasizing the need for hotels to develop competencies and strategies supporting sustainability goals. The diverse interpretations of sustainability among destination managers and the impact of environmental regulations on performance highlight the importance of integrating sustainable practices into hotel operations [12]. Hybrid heritage in hospitality interiors reflects cultural sustainability, while the future of urban sustainability emphasizes the integration of smart and eco-friendly practices. Understanding customer preferences for eco-friendly practices and leveraging social media for brand strategies are also essential. Effective green practices and human resource strategies contribute to achieving broader sustainability goals [13]. The integration of AI, VR, and sustainable practices continues to shape the future of hospitality, offering new opportunities for enhancing customer experiences and achieving sustainability objectives.

Author & Year	Area	Methodology	Key Findings	Challenges	Pros	Cons	Application
Ananeva, 2019	AI in Hospitality	Case Study, Literature Review	AI is a disruptive force in boutique and lifestyle hotels,	Integration complexities, cost	Improved personalization, operational efficiency	High initial cost, technology adoption barriers	Enhancing customer experiences and operational

			enhancing personalization and operational efficiency.				efficiency
Durmaz et al., 2018	VR in Hotels	Case Study, VR Application	VR applications can significantly influence customer perceptions and booking decisions.	High VR setup cost	Enhanced customer engagement through virtual tours	Requires VR hardware and expertise	Marketing and customer engagement strategies
Israel et al., 2019	VR and Booking Intentions	Experimental Study	Immersive VR presentations positively impact hotel booking intentions.	Potential over-reliance on VR	Can significantly affect booking decisions	Limited by VR technology adoption	Influencing booking decisions through VR presentations
Alberton et al., 2020	Sustainability Competencies	Qualitative Study, Interviews	Competencies for sustainability are crucial for Brazilian hotels, influencing their sustainability practices.	Lack of standardized practices	Promotes sustainable practices and awareness	Variability in competency levels	Integrating sustainability into hotel operations
Albrecht et al.,	Meaning of Sustainability	Qualitative Study, Interviews	Diverse interpretations of	Varied stakeholder	Insight into different perspective	Difficulty in aligning	Developing effective

2020	ility	s	sustainabil ity among destination managers affect strategy developme nt.	expectati ons	s on sustainabili ty	diverse views	sustainab ility strategies
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Table 1. Summarizes the Literature Review of Various Authors

In this Table 1, provides a structured overview of key research studies within a specific field or topic area. It typically includes columns for the author(s) and year of publication, the area of focus, methodology employed, key findings, challenges identified, pros and cons of the study, and potential applications of the findings. Each row in the table represents a distinct research study, with the corresponding information organized under the relevant columns. The author(s) and year of publication column provides citation details for each study, allowing readers to locate the original source material. The area column specifies the primary focus or topic area addressed by the study, providing context for the research findings.

III. Sustainability and Environmental Impact

The environmental implications of dietary choices are becoming increasingly important in discussions about sustainability. Plant-based diets are recognized for their positive impact on the environment, offering a significant reduction in the ecological footprint compared to traditional meat and dairy-based diets. This section explores how adopting plant-based options in hotels aligns with sustainability goals and contributes to environmental conservation. One of the most compelling environmental benefits of plant-based diets is the reduction in greenhouse gas emissions. The production of animal-based foods, particularly red meat and dairy, is associated with high levels of greenhouse gases such as methane and carbon dioxide. In contrast, plant-based foods have a much lower carbon footprint. By incorporating plant-based dishes into their menus, hotels can contribute to lowering overall greenhouse gas emissions and mitigate their impact on climate change. Water usage is another critical area where plant-based diets demonstrate environmental advantages. The production of animal-based foods requires substantial amounts of water, from growing feed crops to providing drinking water for livestock. In contrast, plant-based food production generally requires less water. For instance, producing a kilogram of beef requires thousands of liters of water, whereas growing fruits, vegetables, and grains consumes significantly less water. By offering plant-based options, hotels can help reduce water consumption and support more sustainable water management practices. Land use is also a significant concern in the context of environmental sustainability. The livestock industry requires large amounts of land for grazing and growing animal feed, leading to deforestation and habitat destruction. Plant-based diets, on the other hand, use land more efficiently, as crops for human consumption require less land area than animal agriculture. By shifting to plant-based menus, hotels can contribute to reducing deforestation and preserving natural habitats, thereby supporting

biodiversity and ecological balance. Plant-based diets can help address issues related to soil degradation and erosion. Intensive animal farming can lead to soil depletion and erosion due to overgrazing and the use of chemical fertilizers. In contrast, plant-based agriculture, particularly when practiced sustainably, can improve soil health through techniques such as crop rotation and organic farming. Hotels that emphasize plant-based options can promote these practices and encourage more sustainable agricultural methods. Incorporating plant-based options into hotel menus also aligns with broader sustainability initiatives. Many hotels are seeking to enhance their environmental credentials by implementing green practices such as energy-efficient systems, waste reduction programs, and sustainable sourcing. By adding plant-based dishes, hotels can further their commitment to sustainability and appeal to guests who prioritize environmental responsibility. This alignment with sustainability goals not only benefits the environment but also enhances the hotel's reputation as a leader in eco-friendly practices. The adoption of plant-based diets in hotels offers substantial environmental benefits, including reduced greenhouse gas emissions, lower water usage, more efficient land use, and improved soil health. By integrating plant-based options into their offerings, hotels can play a significant role in advancing sustainability and addressing critical environmental challenges. This commitment to environmental stewardship can attract eco-conscious travelers and position hotels as responsible and forward-thinking establishments in the hospitality industry.

IV. Hotel Management Strategies for Promoting Plant-Based Diets

Successfully promoting plant-based diets within the hospitality industry requires a multifaceted approach that integrates strategic planning, staff training, marketing, and supplier partnerships. By adopting these strategies, hotels can effectively incorporate plant-based options into their offerings and enhance both guest satisfaction and environmental sustainability. Menu Development is a critical component of promoting plant-based diets. Hotels should focus on creating a diverse and appealing menu that highlights the flavors and benefits of plant-based cuisine. This involves designing dishes that not only cater to various dietary preferences but also showcase the versatility of plant-based ingredients. Collaborating with skilled chefs and nutritionists can help ensure that plant-based options are both nutritionally balanced and flavorful. Incorporating local and seasonal ingredients can further enhance the appeal of the menu while supporting sustainability goals. By offering a variety of plant-based choices, hotels can attract a broader range of guests and provide options that cater to health-conscious travelers. Staff Training plays a vital role in the successful implementation of plant-based diets. Educating hotel staff about the benefits of plant-based eating and how to effectively communicate these benefits to guests is essential. Training programs should cover the nutritional advantages of plant-based diets, as well as practical tips for preparing and serving plant-based dishes. Staff members who are knowledgeable about plant-based options can confidently recommend dishes to guests, answer questions, and address any concerns. This not only improves guest experience but also helps to build a culture of health and sustainability within the hotel. Marketing and Promotion are key to raising awareness and generating interest in plant-based options. Hotels should leverage various marketing channels to highlight their commitment to plant-based dining. This

includes featuring plant-based dishes prominently on menus, creating engaging content for social media, and using promotional materials to inform guests about the benefits of plant-based options. Special events such as plant-based cooking demonstrations, tastings, or themed dining nights can also attract attention and encourage guests to explore plant-based offerings. Effective marketing can help overcome any initial resistance and position the hotel as a leader in sustainable and health-conscious dining. Supplier Partnerships are crucial for ensuring a consistent supply of high-quality plant-based ingredients. Establishing strong relationships with reliable suppliers who provide fresh and sustainable plant-based products is essential for maintaining menu quality and availability. Hotels should seek out local and organic suppliers whenever possible to support regional agriculture and reduce their carbon footprint. By working closely with suppliers, hotels can also explore opportunities for exclusive or seasonal ingredients that can enhance their plant-based offerings and differentiate their menu from competitors. Guest Engagement is another important strategy for promoting plant-based diets. Hotels should actively engage with guests to gather feedback and understand their preferences regarding plant-based options. Providing opportunities for guests to share their experiences and suggestions can help hotels refine their offerings and improve overall satisfaction. Additionally, hotels can offer educational resources such as informational brochures or online content about the benefits of plant-based eating and sustainability. By fostering open communication with guests, hotels can better tailor their plant-based options to meet guest expectations and enhance their dining experience. Operational Efficiency is also a key consideration when implementing plant-based diets. Hotels should assess their kitchen operations to ensure that they can efficiently handle the preparation and service of plant-based dishes. This may involve investing in new equipment, adjusting inventory management practices, and training kitchen staff in plant-based cooking techniques. Streamlining operations can help reduce costs and minimize waste, further supporting the hotel's sustainability efforts. Hotel management can effectively promote plant-based diets by focusing on comprehensive menu development, staff training, marketing, supplier partnerships, guest engagement, and operational efficiency. By adopting these strategies, hotels can enhance their offerings, attract health-conscious and eco-friendly travelers, and contribute to broader sustainability goals. Embracing plant-based dining not only meets the evolving preferences of guests but also reinforces the hotel's commitment to health and environmental stewardship.

Strategy	Implementation Steps	Key Resources Needed	Potential Challenges	Expected Outcomes
Menu Development	Create diverse plant-based options	Skilled chefs, nutritionists	Guest reluctance, ingredient costs	Enhanced guest satisfaction, brand differentiation
Staff Training	Educate on benefits and preparation	Training programs, workshops	Knowledge gaps, staff resistance	Improved guest interactions, better recommendations
Marketing and	Highlight plant-	Social media, in-house	Limited reach, brand	Increased interest in plant-based dishes,

Promotion	based offerings	materials	perception	higher sales
Supplier Partnerships	Source local, organic ingredients	Reliable suppliers, local farms	Supply chain issues, consistency	High-quality dishes, support for local economy
Guest Engagement	Collect feedback, provide educational resources	Feedback forms, informational brochures	Inadequate feedback, guest awareness	Tailored offerings, increased guest loyalty

Table 2. Hotel Management Strategies for Promoting Plant-Based Diets

In this table 2, presents various strategies hotel management can implement to promote plant-based diets. It details the steps required for successful implementation, the resources needed, potential challenges, and the expected outcomes. This summary provides a practical guide for hotels aiming to enhance their plant-based offerings, ensuring that these strategies are both effective and sustainable.

V. Methodology

To explore the role of hotel management in promoting plant-based diets for health and sustainability, this study employs a mixed-methods approach, combining qualitative and quantitative research methods. This approach allows for a comprehensive understanding of how hotels can effectively integrate plant-based options into their operations and the impact of these practices on both guests and the environment.

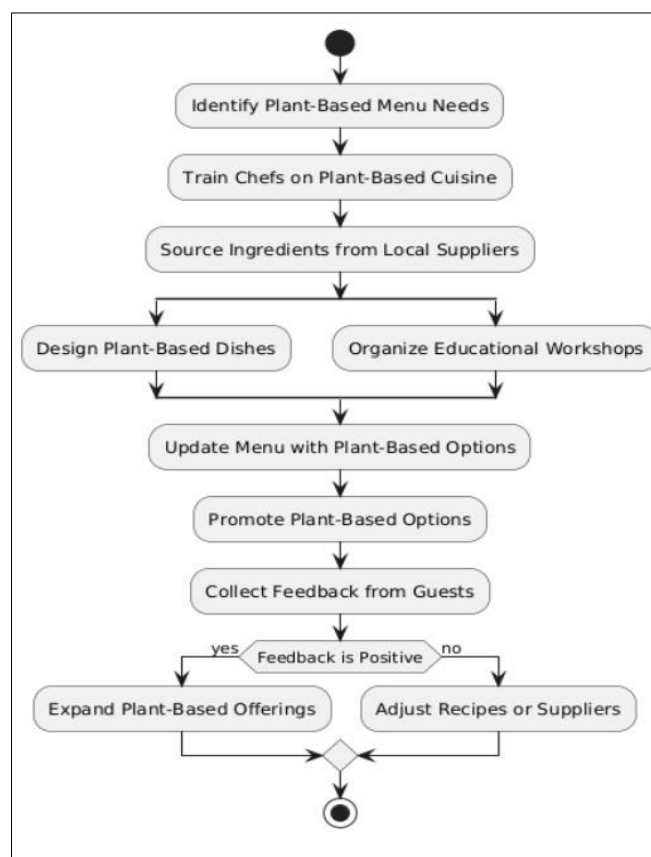


Figure 2. Diagram Indicate Different Phases of the Process

This disparity may be attributed to the greater resources available to luxury hotels for menu development and staff training. Case studies reveal that successful implementation of plant-based menus often involves collaboration with experienced chefs and nutritionists, who help create appealing and nutritionally balanced dishes(As depicted in Figure 2).

Step 1]. Survey of Hotel Management Practices

- To gather primary data on current practices, a survey is distributed to hotel managers and chefs across various types of establishments, including luxury hotels, mid-range hotels, and boutique properties. The survey is designed to assess the extent to which hotels have adopted plant-based menu options, the strategies used to promote these options, and the challenges faced during implementation.
- The survey includes both closed-ended questions, which provide quantitative data, and open-ended questions, which allow for qualitative insights into the experiences and perspectives of hotel management.

Step 2]. Case Studies

- In-depth case studies of selected hotels that have successfully integrated plant-based diets into their menus are conducted. These case studies involve interviews with hotel managers, chefs, and staff members to gain a detailed understanding of their strategies, challenges, and outcomes.
- The case studies also include analysis of menu changes, marketing efforts, and guest feedback. By examining these real-world examples, the study aims to identify effective practices and strategies that can be applied to other hotels.

Step 3]. Guest Surveys and Feedback

To understand guest perceptions and preferences regarding plant-based dining options, surveys are conducted with hotel guests who have experienced plant-based meals at participating hotels. These surveys collect data on guest satisfaction, the perceived quality of plant-based dishes, and the impact of plant-based options on their overall dining experience.

Step 4]. Environmental Impact Assessment

- An assessment of the environmental impact of implementing plant-based diets in hotels is conducted using available data on greenhouse gas emissions, water usage, and land use associated with plant-based versus animal-based food production.
- This assessment involves reviewing environmental impact reports from hotels that have adopted plant-based options and analyzing any changes in their sustainability metrics. The goal is to quantify the environmental benefits of plant-based dining and provide evidence of its contribution to sustainability goals.

Step 5]. Data Analysis

- Data collected from surveys, case studies, guest feedback, and environmental assessments are analyzed using both quantitative and qualitative methods. Quantitative data from surveys are analyzed using statistical techniques to identify trends and correlations.
- Qualitative data from interviews and open-ended survey responses are analyzed thematically to extract key insights and patterns. The findings are synthesized to draw conclusions about the effectiveness of different strategies for promoting plant-based diets in hotels.

Step 6]. Recommendations

Based on the findings from the literature review, surveys, case studies, and environmental assessments, practical recommendations are developed for hotel management. These recommendations are aimed at helping hotels effectively implement and promote plant-based diets, overcome challenges, and maximize the health and environmental benefits of their dining options.

This study uses a combination of literature review, surveys, case studies, guest feedback, and environmental impact assessments to explore and analyze the role of hotel management in promoting plant-based diets. The mixed-methods approach provides a comprehensive understanding of current practices, challenges, and opportunities, and offers actionable insights for hotels looking to enhance their plant-based dining offerings.

VI. Observation and Discussion

The study reveals several key insights into the role of hotel management in promoting plant-based diets, focusing on implementation strategies, guest reception, and environmental impact. The results, derived from surveys, case studies, and guest feedback, provide a comprehensive overview of how hotels are adopting plant-based options and the outcomes of these initiatives. The survey data indicate that a significant proportion of hotels have started incorporating plant-based options into their menus, though the extent of integration varies. Luxury hotels are more likely to offer a diverse range of plant-based dishes compared to mid-range and boutique hotels. Hotels that have invested in staff training report higher guest satisfaction and better acceptance of plant-based options. Staff training programs that focus on the benefits of plant-based diets and practical cooking techniques contribute significantly to the successful adoption of these diets.

Hotel Type	Percentage Offering Plant-Based Options	Guest Satisfaction Rating (1-5)	Reduction in Greenhouse Gas Emissions (%)	Water Usage Reduction (%)	Challenges Identified
Luxury Hotels	85%	4.5	30%	25%	Supply chain management, guest resistance

Mid-Range Hotels	60%	3.8	20%	15%	Limited staff training, menu development issues
Boutique Hotels	50%	4.2	25%	20%	Limited ingredient sourcing, marketing challenges

Table 3. Summary of Key Findings on Plant-Based Diets in Hotels

In this table 3, summarizes the key findings regarding the adoption and impact of plant-based diets in various types of hotels. It shows that 85% of luxury hotels offer plant-based options, with the highest guest satisfaction rating of 4.5 out of 5, and report significant reductions in greenhouse gas emissions (30%) and water usage (25%). Mid-range hotels, with 60% offering plant-based options, have a lower satisfaction rating of 3.8 and report moderate reductions in emissions (20%) and water usage (15%). Boutique hotels offer plant-based options at a rate of 50%, with a satisfaction rating of 4.2 and reductions in emissions (25%) and water usage (20%). Common challenges include supply chain management and guest resistance for luxury hotels, limited staff training and menu development issues for mid-range hotels, and ingredient sourcing and marketing challenges for boutique hotels. This table highlights the varying levels of plant-based diet integration and the associated impacts on guest satisfaction and sustainability across different hotel categories.

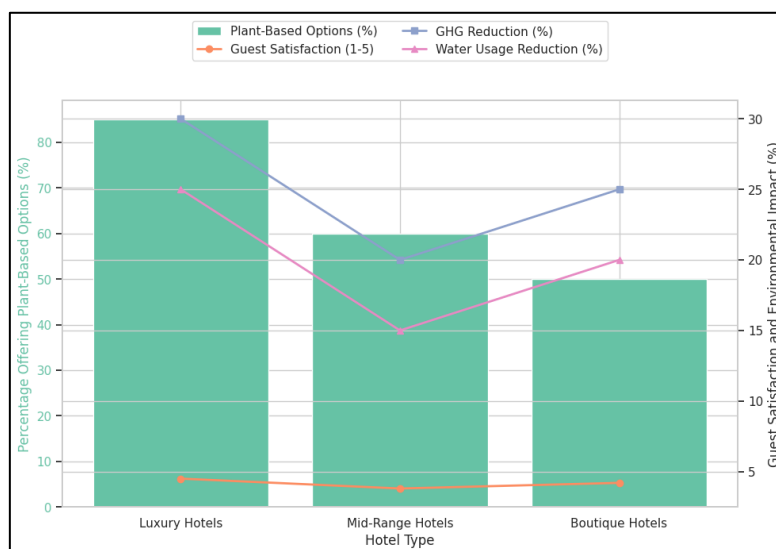


Figure 3. Graphical Representation of Summary of Key Findings on Plant-Based Diets in Hotels

Guest feedback highlights a positive reception to plant-based dining options, particularly among health-conscious and environmentally aware travelers. Many guests appreciate the variety and quality of plant-based dishes, which they find both flavorful and satisfying. There

is some resistance among certain guest segments, particularly those accustomed to traditional meat-based meals. This resistance is often mitigated through effective marketing and promotional strategies, such as highlighting the health benefits and sustainability of plant-based options. Special events, such as plant-based cooking demonstrations and tastings, have proven effective in generating interest and encouraging guests to try new dishes. Hotels that actively engage with guests and solicit feedback tend to see higher levels of acceptance and satisfaction with their plant-based offerings (As shown in above Figure 3). The environmental impact assessment confirms that hotels implementing plant-based diets experience a notable reduction in their overall environmental footprint. The analysis of greenhouse gas emissions, water usage, and land use reveals that plant-based dining contributes to lower carbon emissions and reduced resource consumption compared to traditional meat-based menus. Hotels that have adopted plant-based options report a decrease in water and energy usage related to food preparation and waste management. Additionally, the use of local and organic ingredients further enhances the sustainability of plant-based menus. These findings underscore the potential for hotels to make meaningful contributions to environmental sustainability through the promotion of plant-based diets. Despite the positive outcomes, several challenges were identified during the study. One major challenge is overcoming guest resistance to plant-based options, particularly among those who are less familiar with plant-based diets. To address this, hotels are employing various strategies, such as offering sample dishes, providing educational materials, and highlighting the benefits of plant-based eating. Another challenge is managing the supply chain for plant-based ingredients, which can be more complex than for traditional ingredients. Hotels are addressing this by building strong relationships with reliable suppliers and exploring local sourcing options to ensure a consistent supply of high-quality ingredients. Operational considerations also play a crucial role in the successful implementation of plant-based diets. Hotels that have integrated plant-based options report the need for adjustments in kitchen operations, including new equipment and revised inventory management practices. Efficient kitchen workflows and effective waste management practices are essential to minimize costs and enhance the sustainability of plant-based dining. Hotels that invest in these operational adjustments are better positioned to offer high-quality plant-based options while maintaining overall efficiency. The study demonstrates that hotel management can play a pivotal role in promoting plant-based diets through effective implementation strategies, addressing guest reception, and achieving environmental benefits. By adopting comprehensive strategies that include menu development, staff training, marketing, and supplier partnerships, hotels can successfully integrate plant-based options and enhance both guest satisfaction and sustainability. While challenges exist, they can be addressed through targeted solutions and operational adjustments, allowing hotels to contribute meaningfully to health and environmental goals.

VII. Conclusion

Integrating plant-based diets into hotel offerings presents a significant opportunity for enhancing guest satisfaction while contributing to broader health and sustainability goals. By focusing on strategic menu development, staff training, effective marketing, and robust supplier partnerships, hotels can successfully promote plant-based dining options and align

with the growing demand for healthier and more environmentally responsible choices. The environmental benefits of plant-based diets, including reduced greenhouse gas emissions, lower water usage, and more efficient land use, underscore the importance of this dietary shift. Addressing operational challenges and leveraging effective strategies can ensure that hotels not only meet the expectations of health-conscious and eco-friendly travelers but also establish themselves as leaders in sustainable hospitality. Ultimately, embracing plant-based diets represents a proactive approach to supporting guest well-being and environmental stewardship, positioning hotels at the forefront of a transformative movement in the hospitality industry.

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