



Regenerative Hospitality & Green Marketing

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Abstract

Regenerative Hospitality & Green Marketing is considered an emergent idea in the hospitality and tourism world. It is not only about minimising the impacts on the environment, but also one about the recovery and enhancement of natural, social and cultural systems related to tourist sites. Regenerative hospitality is a call to action for hotels, resorts, restaurants and tourism businesses to take action on renewable energy, water conservation, waste management, biodiversity, local communities and local culture. This is linked to green marketing, which enables the dissemination of information to customers regarding the measures taken by the hospitality business to become "green", such as the reduction of plastic waste, the use of organic food, the use of local products, water saving, recycling and green services. An effective green marketing is possible only if it is based on a real, measurable and transparent action: if otherwise, green marketing can result in "greenwashing" and erode consumer confidence. It also notes that eco-tourist friendly hotels are gaining popularity among tourists due to the growing demand of responsible travel and awareness of the environment. Therefore, regenerative hospitality and green marketing go hand-in-hand with the protection of the environment, customer satisfaction, brand credibility, development of local communities and sustainable growth of the hospitality industry.

Keywords: Regenerative Hospitality, Green Marketing, Sustainable Tourism, Eco-friendly Hotels, Green Products, Green Services, Consumer Perception, Environmental Responsibility, Local Community Development, Greenwashing

Introduction

Regenerative Hospitality & Green Marketing is an important and modern topic in the hospitality and tourism industry. Hospitality businesses like hotels, resorts, restaurants, homestays and tourism accommodations are closely tied to the natural resources, local culture, community support and environmental quality. The traditional practice of hospitality was to pay attention to the comfort of the guests, luxury, profit and the quality of the services. Today, however, the problems of environmental degradation, climate change, waste production, water scarcity, biodiversity loss and overuse of natural resources are problematical for the hospitality industry. Therefore, the industry is no longer content with simple sustainable development and is taking a more responsible and positive perspective and this is what is called 'regenerative hospitality'. Regenerative hospitality is a hospitality approach that creates a positive impact not just on the negative environmental impact of a place, but acts to regenerate, renew and enhance the natural, social and cultural systems of a place (Bohdanowicz, 2006). Sustainability is often about minimising damage, for instance saving water, cutting waste or using less energy. Regeneration takes it one step further. It wants to make a positive difference, by improving soil quality, protecting biodiversity, restoring local ecosystems, supporting local communities,



sustaining culture and enhancing the long-term health of tourist destinations. Regenerative hospitality, therefore, sees hotels and tourism companies as more than just service providers; they are also crucial players in the efforts to create a healthier environment and promote social good. They are closely related in the sense that Green marketing supports regenerative hospitality in the way that it enables hospitality businesses to convey their eco friendly and responsible practices to customers. The hotels and resorts use green marketing to promote their environmental efforts, including using renewable energy sources, reducing plastic use, buying organic food, sourcing locally, conserving water, recycling waste, adopting green building design and developing community-based tourism (Mang & Reed, 2012). It also lets the customers know the business is intending to protect the environment and responsible tourism. Many travellers today are seeking eco-friendly, socially responsible and ethically sound travel solutions and hotel options. In this context, green marketing is one of the most significant tools to establish customer trust, brand image and competitive advantage in the hospitality sector.

But green marketing is successful only if it's grounded in tangible and quantifiable measures. When a hotel states that it is eco-friendly, but doesn't actually practice that in its operations, it can be a form of greenwashing. Greenwashing is the use of false, exaggerated or misleading environmental statements to entice customers. This can cause customers to lose their trust in the brand and lower the credibility of the hospitality brand. Thus, regenerative hospitality and green marketing have to be connected in an honest, transparent, certified and action-oriented way. The use of green marketing must not be only for promotion, but the true environmental and social responsibility of the business. Local community development is also a key aspect of regenerative hospitality. A truly regenerative hotel or resort nurtures local farmers, artisans, workers and cultural groups (Bellato et al., 2022). It supports local traditions, employs local workers and attracts tourists to respect local traditions, using locally produced food. This benefits the cash flow of the local economy and establishes a greater connection between businesses and host communities. Consequently, the term "hospitality" applies as much to social development, cultural survival and ecological renewal as it does to commerce.

Today, the need for responsible and meaningful travel is growing in today's global tourism landscape. Tourists increasingly aware of pollution, climate change and social issues. They are not just seeking comfort, they also want experiences that are ethical, natural and respectful to culture during travel. This shifting consumer behaviour has brought regenerative hospitality and green marketing very much into the spotlight. Properly marketing a hotel's or resort's eco-friendly actions, if they are truly eco-friendly, can attract the environmentally conscious and help foster loyalty for a long time. Therefore Regenerative Hospitality & Green Marketing is a key field of research that incorporates the ecology, business development, consumer consciousness and social good. It brings to the forefront the fact that the future of the hospitality sector must not be solely reliant on profit and luxury, but must also be centered on restoration, responsibility and positive contribution. In the context of sustainable and responsible tourism, the adoption of regenerative practices and authentic green marketing strategies can help safeguard natural resources, enhance the quality of the destination, boost local communities and build a more sustainable and responsible tourism ecosystem (Peattie & Crane, 2005).

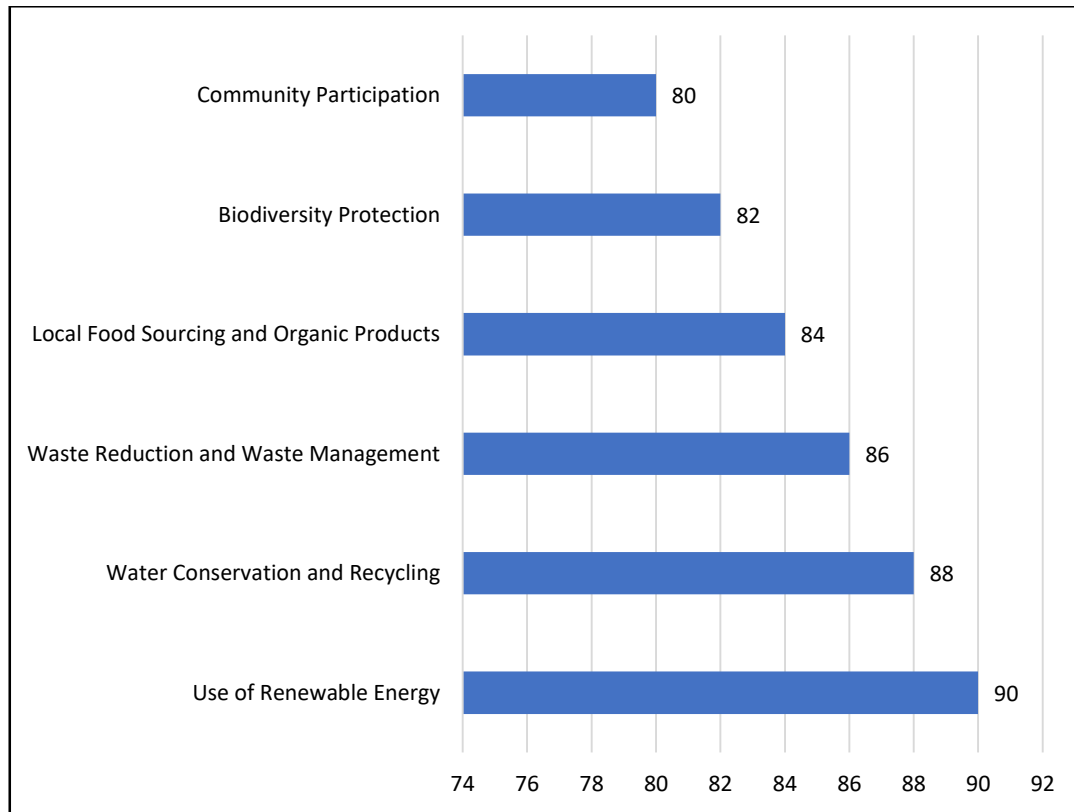
Concept of Regenerative Hospitality

The concept of regenerative hospitality is both new and responsible in the hospitality industry and has a focus on generating positive benefits for nature, society and local culture. It is not just about the reduction of environmental harm, it is about the renewal and enhancement of the locations of hotels, resorts and tourism businesses. The idea is that hospitality establishments should not only be a source of enjoyment for tourists, but should also help to promote the health of the place, local community and natural environment. Regenerative hospitality is a concept that seeks to be responsible for using resources wisely, preserving biodiversity, reducing waste, conserving water, implementing renewable energy and supporting local communities, all in the context of a Hotel or Resort. It also highlights importance of local food, local culture, traditional knowledge, community involvement and environmental rehabilitation. The principle is that tourism and hospitality should not just take from nature and society but give back to them. Therefore, regenerative hospitality is rooted in responsible, long-term action and change. It contributes to the improvement of hospitality businesses' ethics, environment and community. This not only makes tourism more relevant for the consumers, for the companies, but also for the locals and the environment (Font & McCabe, 2017).

Table 1: *Major Practices of Regenerative Hospitality in Hotels and Resorts*

S. No.	Major Practice	Explanation	Value (%)
1	Use of Renewable Energy	Hotels and resorts use solar energy, solar water heaters, biogas and other clean energy sources to reduce dependence on fossil fuels.	90
2	Water Conservation and Recycling	Water-saving taps, rainwater harvesting, wastewater treatment and reuse of water help reduce water wastage in hospitality operations.	88
3	Waste Reduction and Waste Management	Waste segregation, recycling, composting, refillable dispensers and reduced plastic use help control pollution and improve cleanliness.	86
4	Local Food Sourcing and Organic Products	Hotels purchase local fruits, vegetables, dairy products and organic food items to support local farmers and reduce transport emissions.	84
5	Biodiversity Protection	Hotels develop green spaces, plant native species and protect local flora and fauna to improve the natural environment of the destination.	82
6	Community Participation	Hotels support local employment, artisans, culture and community-based tourism to create social and economic benefits for local people.	80

Figure 1: Major Practices of Regenerative Hospitality in Hotels and Resorts



Source: Table 1

Table 1 shows the major practices of regenerative hospitality in hotels and resorts. The highest value is given to the use of renewable energy at 90%, which shows that clean energy sources such as solar power, solar water heaters, biogas and other renewable systems are very important for reducing dependence on fossil fuels and lowering carbon emissions. Water conservation and recycling, with a value of 88%, is also a major practice because hotels use large amounts of water in rooms, kitchens, gardens, laundry and swimming pools. Water-saving taps, rainwater harvesting, wastewater treatment and reuse of treated water help reduce water wastage and support responsible resource use. Waste reduction and waste management has a value of 86%, indicating that waste segregation, recycling, composting, refillable dispensers and reduction of plastic are essential for controlling pollution and maintaining cleanliness in hotel surroundings. Local food sourcing and organic products, with a value of 84%, help hotels support local farmers, promote healthy food and reduce transport-related emissions. Biodiversity protection is also important, with a value of 82%, as hotels can develop green spaces, plant native species and protect local plants and animals to improve the natural environment of the destination. Community participation, with a value of 80%, highlights the social side of regenerative hospitality because hotels can provide local employment, support artisans, promote local culture and encourage community-based tourism. Thus, these practices show that regenerative hospitality is not limited to environmental protection only; it also supports clean energy, water saving, waste control, biodiversity conservation, local economy and community development.

Image 1: Major Practices of Regenerative Hospitality in Hotels and Resorts



- **Definition of Regenerative Hospitality**

Regenerative hospitality is a contemporary and progressive concept in hospitality that goes beyond just minimizing harm to the environment and aims to restore and enhance the natural, social, cultural and economic systems associated with tourism destinations. Put simply, regenerative hospitality involves running hotels, resorts, restaurants and tourism businesses in a way that leaves more for the environment than it takes from it. The traditional concept of hospitality highlights the comfort, luxury and satisfaction of customers, whilst regenerative hospitality places equal importance on nature, local communities, cultural heritage and destination health for the long-term (Pollock, 2019). It promotes responsible use of resources, protection of local ecosystems, community welfare, local culture, positive environmental impact and encourages hospitality businesses to do this. For instance, a regenerative hotel could be powered by renewable energy, could limit water usage, limit waste, would improve the biodiversity of the region, buy food from local farmers and employ local people. Regenerative hospitality is not just about eco-friendly measures – it's a mindset that envisions hospitality companies as partners in the renewal and enhancement of the environment and society (Hes & du Plessis, 2015).

- **Difference between Sustainable Hospitality and Regenerative Hospitality**

Sustainable hospitality and regenerative hospitality are similar but not synonymous. Sustainable hospitality mainly aims to reduce negative impact on the environment and society. It emphasizes saving energy, minimizing water consumption, managing waste, decreasing carbon emissions and utilizing resources wisely, in order that the present generation does not suffer harm because of future generations. However, the regenerative hospitality is not just about sustainability (Reed, 2007). It doesn't just seek to minimise harm; it also endeavours to restore, repair and enhance systems that are already adversely impacted by tourism and human

activities. The challenge of sustainability is to “do less harm,” and the challenge of regeneration is to “create positive change.” Sustainable hotel can be one that uses less plastic and saves electricity while a regenerative hotel can be one that restores a local forest, helps local farmers, safeguards traditional knowledge and increases the livelihood of the local community. The approaches to sustainable hospitality are predominantly protective and regenerative hospitality is restorative and transformative. Regenerative hospitality is therefore seen as a more developed practice since it includes aspects of hospitality for nature, community and culture in addition to business growth, that are aimed at long-term conditions of renewal (Chassagne & Everingham, 2019).

- **Principles of Regenerative Hospitality**

These values for regenerative hospitality are rooted in responsibility, restoration, community engagement and the opportunity to establish a positive impact in the long term. The first key principle is ecological restoration and vital resource protection and enhancement, including soil, water, air, forest, wildlife and biodiversity. The second is local community empowerment: providing hospitality jobs to local people, providing skills and training to local people, purchasing locally and engaging in local activities for tourism. The third principle is cultural preservation: respect and promote local traditions, food, art, language, festivals and heritage rather than replace them with an artificial tourism experience. Circular resource use is another principle which seeks to minimize waste, reuse materials, recycle resources and design systems in which nothing is unnecessarily wasted, with hotels making an effort to do this. Transparency and accountability are also at the heart of regenerative hospitality, where companies are expected to truthfully report and track their environmental and social footprint. It also raises awareness of visitors to the park and encourages them to behave properly and respectfully. In general, the principles of regenerative hospitality inspire and influence hotels and tourism business to run in a manner that will be positive for nature, people and the future (Mbasera et al., 2016).

- **Role of Hotels, Resorts and Tourism Businesses**

Hotels, resorts and tourism businesses are a highly relevant value chain to regenerative hospitality, as they are in direct contact with tourists, local communities and nature. These enterprises consume significant water, energy, food, land and other resources, significantly affecting the environment through their operations. Regenerative hospitality is a way for hotels and resorts to put pressure on resources and help restore the environment. They can install solar energy systems, use rainwater harvesting, treat and reuse wastewater, manage organic waste by composting and reduce single-use plastic. They can also contribute to the local economy by purchasing vegetables, fruits, dairy products, handicrafts and services from local farmers and artisans. Tourism enterprises can create experiences which convey local ecology, culture and responsible travel to visitors. Forest, beach, mountain or rural area-based resorts may participate in biodiversity protection, reforestation projects, soil conservation and preservation of the local scenery. In this manner, hotels and tourism operators contribute more than just as service providers, they contribute as gatekeepers of the destination and partners in sustainable community development (Bellato & Cheer, 2021).

- **Regeneration of Natural, Social and Cultural Systems**

Regenerative hospitality is a tourism approach that prioritizes the regeneration of natural, social and cultural systems, as they are all essential to the tourism. Regeneration of natural systems involves enabling the environment to be healthy by protecting water sources, enhancing soil conditions, revitalizing forests, limiting pollution and promoting biodiversity and the use of renewable resources. At the hotel level, for instance, green spaces can be established, native plants planted, nature conserved and waste managed in an environmentally friendly way. Improving the quality of life of local communities is an aspect of regeneration of social systems. This could be achieved through fair employment, small business support, youth training, women's involvement and also ensuring that the benefits of tourism are distributed to the host community (Dredge, 2022). The restoration of the cultural systems refers to maintain and honor the local identity, traditions, architecture, food culture, festivals, crafts and historical heritage. Rather than creating “tourism” or “commercial tourism”, regenerative hospitality aims to foster genuine cultural experiences that are good for tourists and locals alike. Thus, regeneration in hospitality is a holistic process which links environment, society and culture. It promotes tourism places that are healthier, more stronger, inclusive and meaningful for future generations (Das, 2026).

- **Concept of Green Marketing**

Green marketing is a marketing strategy that involves business firms promoting products, services and practices that are environmentally responsible and socially responsible. In the hospitality sector, green marketing involves promoting hotels, resorts, restaurants and tourism products as being green, emphasising their initiatives – for example, their efforts to generate energy, conserve water, reduce waste, avoid the use of plastic, promote or serve organic food, source locally and use renewable energy. The primary objective of green marketing is to find and cater to customers who are green minded and creating positive brand image. But, green marketing must be a genuine effort and not a hollow promise. Trusted communications about hotels' environmental actions foster responsible tourism and confidence in their true actions (Duxbury et al., 2021).

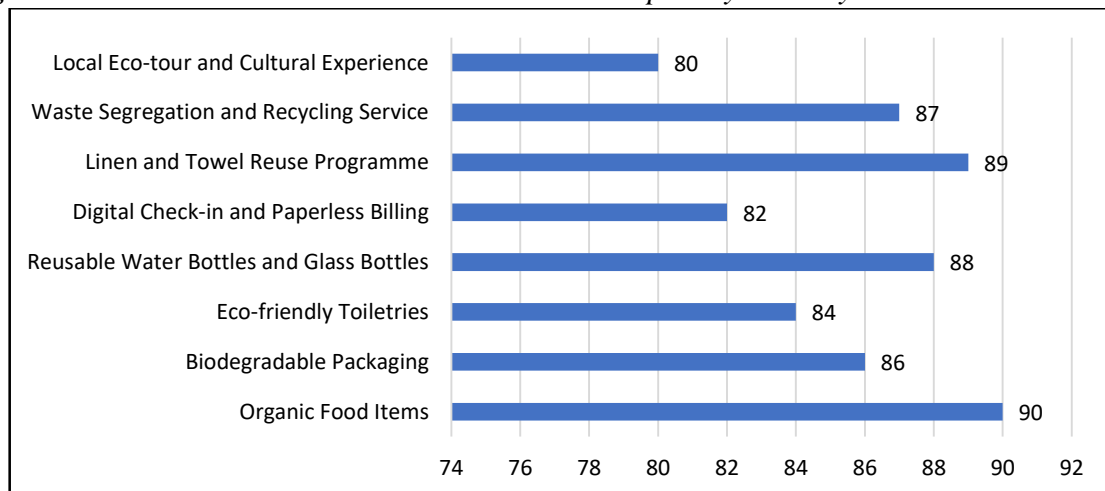
- **Green Products and Green Services in Hospitality**

Green products and green services have a great significance in green marketing in the hospitality industry. Green products are products which are produced, used or disposed of in an environmentally responsible way. Green products in hotels and resorts can include organic food, biodegradable packaging, eco friendly toiletries, recycled paper, reusable water bottles, natural cleaning products, energy-efficient lights and sustainable materials furniture. These products decrease pollution, waste and harmful chemicals. For instance, the use of plastic bottles instead of reusable glass bottles, or the use of herbal bath products for the hotels can help alleviate environmental stress and enhance the hotel's green image. Green services are services that are created and provided to minimize environmental impact, while enhancing responsible tourism guest experiences. They can be digital check-in, paperless billing, reuse of linen, water-saving systems, solar-powered rooms, waste segregation, charging electric vehicles, eco-tours and more culturally oriented activities that are led by locals. Responsible food service, including providing organic food, minimizing food waste and eating local food are also part of green services (Brooks et al., 2023).

Table 2: *Green Products and Green Services in Hospitality Industry*

S. No.	Green Product / Service	Type	Explanation	Value (%)
1	Organic Food Items	Green Product	Hotels provide organic fruits, vegetables, grains and meals to promote healthy and eco-friendly consumption.	90
2	Biodegradable Packaging	Green Product	Eco-friendly packaging materials are used instead of plastic to reduce pollution and waste.	86
3	Eco-friendly Toiletries	Green Product	Herbal soaps, shampoos and natural bathroom products are used to reduce harmful chemical impact.	84
4	Reusable Water Bottles and Glass Bottles	Green Product	Hotels replace single-use plastic bottles with reusable or refillable alternatives.	88
5	Digital Check-in and Paperless Billing	Green Service	Online check-in and digital bills reduce paper use and improve service efficiency.	82
6	Linen and Towel Reuse Programme	Green Service	Guests are encouraged to reuse towels and bed linen to save water, energy and detergent.	89
7	Waste Segregation and Recycling Service	Green Service	Hotels separate dry and wet waste and manage recyclable materials properly.	87
8	Local Eco-tour and Cultural Experience	Green Service	Hotels offer nature-based and locally guided experiences that support community and sustainable tourism.	80

Figure 2: *Green Products and Green Services in Hospitality Industry*



Source: Table 2

Table 2 explains the major green products and green services used in the hospitality industry. Organic food items have the highest value of 90%, which shows that hotels and resorts are giving more importance to organic fruits, vegetables, grains and meals to promote healthy and eco-friendly consumption among guests. Linen and towel reuse programme has a value of 89%, indicating that encouraging guests to reuse towels and bed linen helps hotels save water, electricity and detergent and also reduces laundry-related environmental impact. Reusable water bottles and glass bottles, with a value of 88%, are important because they help replace single-use plastic bottles with refillable and long-lasting alternatives. Waste segregation and recycling service has a value of 87%, which shows the importance of separating dry and wet waste and managing recyclable materials properly. Biodegradable packaging, with a value of 86%, helps reduce plastic pollution by using eco-friendly packaging materials. Eco-friendly toiletries have a value of 84%, as herbal soaps, shampoos and natural bathroom products reduce the harmful impact of chemicals on water and soil. Digital check-in and paperless billing, with a value of 82%, help reduce paper use and improve service efficiency through technology. Local eco-tour and cultural experience has a value of 80%, showing that hotels can support local communities by offering nature-based tours and cultural experiences guided by local people. Overall, these green products and services help the hospitality industry reduce pollution, save resources, improve customer satisfaction and promote responsible tourism.

Image 2: *Green Products and Green Services in Hospitality Industry*



Providing such a service will not only save the hotel money on operating expenses but also demonstrate a socially and environmentally responsible disposition of the hotel. In the hospitality sector, green products and green services enable companies to meet the needs of the new generation of customers conscious about their environmental and ethical impact. There is a growing number of travellers who want to stay in hotels that are concerned about the nature and communities around them today. Green products and services also convey customer satisfaction since they promote a healthy, clean and responsible experience. Meanwhile, they enable hotels to establish a good brand in the competitive tourism market. Thus, a green product

and green services are not only environmental instruments but also crucial strategies for long-term growth and customer loyalty in the business (Sharma, 2021).

Environmental Communication with Customers

Environmental communication with the customer is a process of providing clear, honest and helpful information on the environmental management of a hospitality enterprise. Guest at hotels and resorts should be told how the hotel and resort is saving energy, conserving water, reducing waste, benefiting the local communities and protecting the environment. These communications include on the websites, social media, in brochures, room notices, on digital screens, via eco-labels, in menus, staff interaction and sustainability reporting. The aim of environmental communication is to inform customers about the green actions of the hotel and stimulate them to take part in responsible actions. Good environmental communication will enable the customer to understand their responsibilities for protecting the environment while at the spa. For instance, hotels can ask guests to re-use towels, turn off lights and air conditioners when not in use and separate waste correctly, to not use a single-use plastic. If these messages are written in a courteous, straightforward and meaningful format, the customers will be more willing to comply. Environmental communication should not be a 'pressure' message, rather one that can make guests feel empowered to be part of a good cause. This engenders engagement and enhances the customer journey. Environmental communication is additionally a way to boost trust among the customers and hospitality businesses (Leonidou & Skarmeas, 2017). If they see that the hotel has been certified and that they see results they can measure and that they see data on hotel energy savings and/or community development, they feel that the hotel is authentic. This minimizes the chance of greenwashing and enhances brand credibility. When customers think that a hotel's environmental claims are honest and accurate, they are more likely to support the hotel. Thus, honesty is the most important component of environmental communication. In green marketing, communication is not just about selling, it is also about learning, about establishing relationships. It raises awareness of sustainable travel and responsible consumption among customers. It can make a difference to people's behavior after they leave a hotel if it clearly communicates its values for the environment. Thus, environmental communication is a link between business responsibility and customer involvement. It enables the hospitality sector to become more responsible and more regenerative in the future, promotes green marketing and builds confidence in consumers (Alyahia et al., 2024).

Major Practices of Regenerative Hospitality

The key regenerative hospitality practices are the positive behaviors and approaches of hotels, resorts, restaurants and tourism businesses that aim to minimize environmental harm and generate community and future benefits. These practices are not only about saving resources, but about restoring the environment, supporting local economy and enhancing quality of tourism destinations. Regenerative hospitality inspires companies to adopt clean energy, water conservation, waste management and other sustainable practices, while also promoting local farming and offering healthy, eco-conscious services to their guests (Acampora et al., 2022).

➤ **Use of Renewable Energy**

Renewable energy is a practice of regenerative hospitality that is hugely influential. Renewable energy is energy from natural sources like geothermal, biomass, wind and sunlight. Hotels and resorts use a significant amount of electricity for electricity use in areas such as the lighting, air conditioning/heating, laundry, kitchen functions and guest services. When energy is generated from fossil fuels, carbon emission is produced and it causes climate change. So, regenerative hospitality fosters the use of solar panels, solar water heaters, wind energy, biogas and other clean energy sources. Hospitality enterprises can cut the dependence on non-renewable fuels and decrease the environmental harm by making use of renewable resources. Solar energy can be harnessed in hotels for lighting, water heating and generation of electricity for example. Organic kitchen waste can be converted to biogas and utilized for cooking and/or heating. These practices help to minimise pollution and have the added benefit of lowering the operational costs in the long term. Renewable energy also helps hotels to have a green image and makes them more appealing to eco-friendly guests. So, renewable energy provides environmental protection and sustainable business development (Bohner & Schlüter, 2014).

➤ **Water Conservation and Recycling**

Water conservation and recycling are critical in the regenerative hospitality sector, as hotels and resorts consume significant amounts of water in their guest rooms, bathrooms, kitchens, gardens, swimming pools, laundry and cleaning. Water scarcity is a significant issue in many tourist towns and the demand for water by the tourist industry can have an impact on the local community and natural water supplies. Regenerative hospitality is about water use – being careful and responsible. Water conservation measures might include low-flow taps, water conserving shower heads, dual flush toilets, rainwater harvesting, using drip irrigation and regular checking for leaks. Hotels can also ask guests to not change their towels and bed sheets every day. Water recycling involves treating and using recycled water for gardening, toilet flushing, cleaning or landscaping (Goldstein et al., 2008). Hotels can lower their freshwater use and keep rivers, lakes and groundwater clean using a wastewater treatment plant. Respectful practices which ensure local water resources and demonstrate respect for the needs of local communities. Thus, water conservation and recycling render the hospitality sector more responsible and regenerative.

➤ **Waste Reduction and Waste Management**

One of the core components of regenerative hospitality is waste reduction and waste management as hotels and restaurants create many different types of waste including food waste, plastic waste, paper waste, glass, metal, packaging materials and waste water. Uncontrolled, this waste can lead to pollution, harm wildlife, reduce the beauty of the environment and create health issues. The goal of regenerative hospitality is to minimise waste at source and responsibly deal with waste.

The best way to reduce waste is to avoid single use plastics, increase use of reusable products, reduce unnecessary packages and plan food production appropriately and use digital services rather than paper. Refillable toiletries dispensers can be used in the hotel rather than small plastic bottles. Restaurants can help to minimise food waste through menu planning, portion

control and donating safe surplus food. Waste management involves segregating dry and wet waste and recycling paper, glass and metal and composting of organic wastes and safe disposal of hazardous waste. Food waste can be composted and applied to hotel gardens and/or distributed to local farmers. Therefore, waste prevention and good waste management are part of the actions hotels can take to lower pollution and promote a cleaner destination by saving resources (Pirani & Arafat, 2014).

➤ **Local Food Sourcing and Organic Products**

Regenerative hospitality practices such as Local food sourcing and Organic products bring together the hotel and restaurant sectors with local agriculture, community welfare and healthy food systems. Local food sourcing means purchasing vegetables, fruits, grains, dairy products, spices and other food items from nearby farmers and producers. This minimizes the transportation distances, decreases carbon emission and promotes the economy. It also gives the tourists a true flavor and culture of the area. No harmful chemicals and synthetic fertilizers and pesticides are used to produce organic products. In the hospitality sector, organic food and products are associated with health and protection of the environment and soil.

Organic fruits and veggies, herbal teas, natural toiletries and cleaning products are things that hotels can offer. Hotels purchase local and organic foods and promote local farmers using environmentally friendly farming practices. This practice is also a way of maintaining traditional food systems and a local culture (Pirani & Arafat, 2014). Local sourcing brings economic advantages to the local community and supports the freshness and quality of food provided to visitors. So there are more than just green practices with local food sourcing and organic products; they are also instruments for community development, cultural promotion and regenerative tourism.

Green Marketing Strategies in Hospitality Industry

Green marketing strategies in the hospitality industry refer to the planned methods used by hotels, resorts, restaurants and tourism businesses to promote their environmentally responsible practices. These strategies help hospitality businesses show customers that they are serious about protecting nature, saving resources and supporting sustainable tourism. Green marketing is not only about advertising eco-friendly services; it is also about building trust through real actions such as energy saving, water conservation, waste reduction, local sourcing, organic food use and community support. When these practices are communicated honestly, they improve the hotel's brand image, attract eco-conscious tourists and create long-term customer loyalty (Lins et al., 2021).

○ **Eco-friendly Advertising**

Eco-friendly advertising is an important green marketing strategy in which hospitality businesses promote their environmental practices through advertisements, campaigns and promotional messages. In the hospitality industry, eco-friendly advertising may include messages about plastic-free rooms, solar energy use, organic food, water-saving systems, waste recycling, green buildings, local community support and nature-friendly tourism experiences. The main purpose of this advertising is to inform customers that the hotel or resort is committed to environmental protection and responsible tourism. Eco-friendly advertising should be clear, truthful and meaningful (Atkinson & Rosenthal, 2014).

It should not only use attractive words such as “green,” “eco-friendly” or “sustainable,” but should also explain the actual practices followed by the business. For example, instead of simply saying “we are an eco-friendly hotel,” a hotel can mention that it uses solar water heating, avoids single-use plastic, recycles waste and buys food from local farmers. Such specific information makes the advertisement more reliable and effective. This type of advertising also influences customer behaviour. When tourists see that a hotel supports environmental protection, they may prefer that hotel over others. Eco-friendly advertising can be done through newspapers, magazines, television, websites, social media, travel apps, brochures and hotel booking platforms. However, businesses must avoid false or exaggerated claims because misleading advertising can lead to greenwashing. Therefore, eco-friendly advertising becomes successful only when it is supported by real environmental action and transparent communication (Banerjee et al., 1995).

○ **Green Certification and Eco-labels**

Green certification and eco-labels are very important tools in green marketing because they provide proof that a hospitality business follows certain environmental standards. Green certification is usually given by recognized organizations after checking the environmental practices of hotels, resorts or tourism businesses. These practices may include energy efficiency, water conservation, waste management, pollution control, use of eco-friendly materials, employee training and community responsibility. Eco-labels are symbols or marks that show customers that a product, service or business meets environmental criteria. In the hospitality industry, green certification helps build customer trust. Many customers may not be able to personally check whether a hotel is truly eco-friendly or not. In such cases, certification acts as evidence of environmental responsibility. When a hotel displays a recognized eco-label, customers feel more confident about choosing that hotel. It also helps hotels differentiate themselves from competitors in the tourism market. Green certification also motivates hotels to improve their internal operations (Nyilasy et al., 2014). To receive or maintain certification, businesses need to follow proper environmental practices and regularly monitor their performance. This can include reducing electricity use, managing water properly, training staff, reducing waste and maintaining records of sustainability activities. Therefore, certification is not only a marketing tool but also a management tool. However, green certification must be genuine and transparent. Hotels should not use fake labels or unclear claims because this can damage their reputation. If used honestly, green certification and eco-labels improve brand credibility, support responsible tourism and reduce the chances of greenwashing. They also help customers make informed choices and encourage the hospitality industry to move toward more sustainable and regenerative practices (Rahman et al., 2015).

○ **Digital Promotion of Environmental Practices**

Digital promotion of environmental practices means using online platforms to communicate a hotel’s green activities and sustainability efforts to customers. In the modern hospitality industry, digital promotion has become very powerful because most tourists search for hotels, compare services and read reviews online before making bookings. Hotels can use websites, social media pages, blogs, emails, mobile apps, online travel agencies and video platforms to share their environmental initiatives. Through digital promotion, hotels can show their green practices in a more attractive and detailed way. For example, they can post videos of solar panels, waste recycling systems, organic gardens, rainwater harvesting units, local food

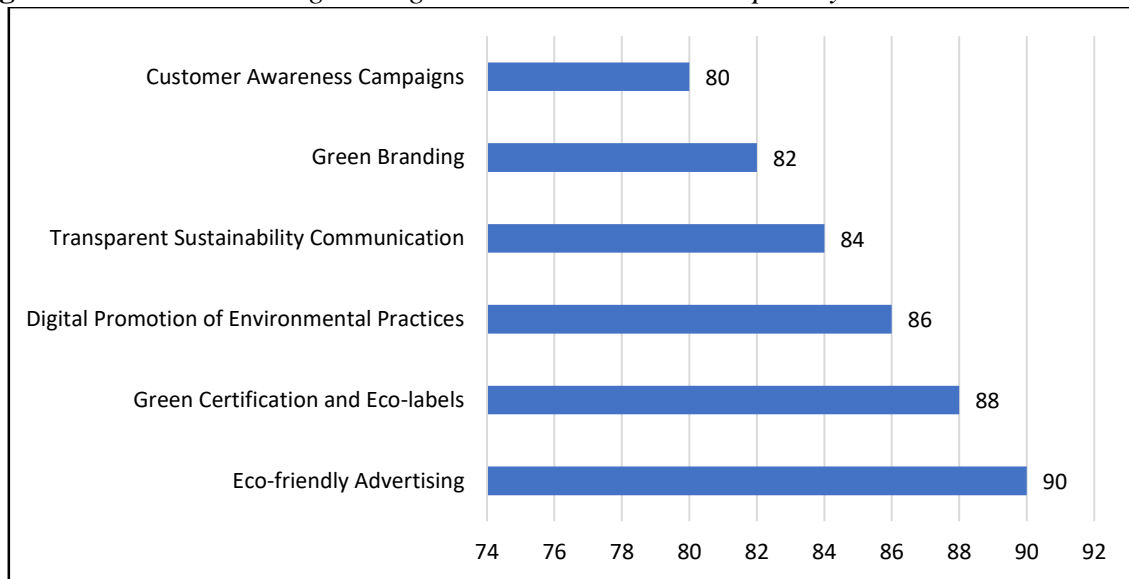
sourcing and community development activities. They can also share stories of local farmers, staff training programmes, biodiversity protection projects and guest participation in eco-friendly activities. Such content helps customers understand the real efforts of the hotel and creates emotional connection with the brand. Digital promotion also increases transparency. Hotels can publish sustainability reports, carbon reduction data, water-saving achievements and green certification details on their websites. This helps customers verify the claims made by the business (Buhalis & Law, 2008). Social media platforms can also be used to educate guests about responsible tourism, such as saving water, avoiding plastic, respecting local culture and supporting local products. In this way, digital promotion becomes both a marketing and awareness-building tool. Another benefit of digital promotion is wider reach. A hotel can communicate its environmental message to national and international customers at a low cost. Positive online reviews related to green services can also strengthen the hotel’s reputation. However, digital promotion should always be honest and based on actual practices. If the online image does not match the real guest experience, customers may lose trust. Therefore, digital promotion of environmental practices is effective only when it is authentic, consistent and supported by genuine regenerative hospitality actions (Xiang et al., 2015).

Table 3: *Green Marketing Strategies and Their Role in Hospitality Business*

S. No.	Green Marketing Strategy	Role in Hospitality Business	Value (%)
1	Eco-friendly Advertising	Helps hotels promote green practices such as plastic-free rooms, solar energy, organic food and waste recycling to attract eco-conscious customers.	90
2	Green Certification and Eco-labels	Builds customer trust by showing that the hotel follows recognized environmental standards and genuine green practices.	88
3	Digital Promotion of Environmental Practices	Uses websites, social media, blogs and travel platforms to share green initiatives and sustainability efforts with customers.	86
4	Transparent Sustainability Communication	Provides clear information about energy saving, water conservation, waste reduction and local support to reduce doubt and build credibility.	84
5	Green Branding	Creates a positive brand image by presenting the hotel as responsible, ethical and environment-friendly.	82

6	Customer Awareness Campaigns	Encourages guests to save water, reduce plastic use, reuse towels and participate in responsible tourism practices.	80
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Figure 3: *Green Marketing Strategies and Their Role in Hospitality Business*



Source: Table 3

Table 3 explains the major green marketing strategies and their role in hospitality business. Eco-friendly advertising has the highest value of 90%, which shows that advertisements related to plastic-free rooms, solar energy, organic food, waste recycling and nature-friendly services are very important for attracting eco-conscious customers. Green certification and eco-labels, with a value of 88%, help hotels build customer trust because these certifications show that the hotel follows recognized environmental standards and genuine green practices. Digital promotion of environmental practices has a value of 86%, which means that websites, social media, blogs, online travel platforms and videos are useful tools for sharing green initiatives and sustainability efforts with a wider customer base. Transparent sustainability communication, with a value of 84%, is also important because clear information about energy saving, water conservation, waste reduction and local community support reduces customer doubt and strengthens credibility. Green branding has a value of 82%, showing that hotels can create a positive image by presenting themselves as responsible, ethical and environment-friendly businesses. Customer awareness campaigns, with a value of 80%, encourage guests to save water, reduce plastic use, reuse towels and participate in responsible tourism practices. Overall, these green marketing strategies help hospitality businesses improve brand image, attract environmentally conscious tourists, build trust and promote responsible tourism.

Consumer Perception towards Green Hospitality

It is the perception that customers have in relation to the greenhouse mindset that hotels, resorts and tourism businesses embrace is known as consumer perception towards green hospitality.

Today, many customers are more conscious about global problems like climate change, pollution, water scarcity, plastic waste and loss of biodiversity. Due to this awareness, they are now more concerned with the way the hotels are using natural resources and the efforts taken by hotels towards the environment. Green hospitality generates a positive image in the mind of the visitors because it also reflects that the hotel is not a hotel just for profit or luxury, but also for the care of nature, society and future generations (Leung et al., 2013).

Consumer perception is crucial as it has a direct impact on the customer choice, satisfaction and loyalties. Customers may be willing to choose a hotel over other ones if they feel that the hotel is truly "green. They can also feel proud and gratified that they are helping the environment while on vacation. But consumers also demand transparency. When a hotel claims to be green without taking any steps to ensure this status, consumers might lose their faith. Thus, consumer perception about green hospitality relies on transparency, service quality, environmental commitment and true green practices (Litvin et al., 2008).

- **Improving the awareness of tourists about environmental protection**

One of the primary drivers of green hospitality is a growing awareness of the natural world among visitors. One of the key factors contributing to the rise of green hospitality is tourists' environmental consciousness. Most tourists are now more knowledgeable about environmental issues than in the past. People are becoming more aware of environmental impacts caused by travel and tourism through education, media, social media, documentaries and global climate discussion. They recognize that tourism can bring issues like waste, water consumption, carbon emissions, harming nature and putting strain on local communities. Consequently, more travellers are interested in travelling responsibly and with a focus on the environment. This awareness affects the behaviour and expectations of tourists.

They like to stay in hotels that are energy-saving, plastic-free, have a proper waste management system, conservation of water, renewable energy and local community support (Merli et al., 2019). Other features that can appeal to tourists include towel re-use programs, eco-friendly toiletries, refill stations and paperless billing. This makes them feel that the hotel is committed to protecting the environment. Environmental awareness also has an impact on the definition of comfort and luxury for today's tourists. Previously luxury was associated primarily with big rooms, high equipment costs and high usage. In today's world, many tourists view responsible and meaningful experiences as a component of quality hospitality. They appreciate good environment, natural design, local culture, healthy food and low impact services. As a result, there is greater environmental awareness which has led to a growing trend in adopting green practices and effective communication of these at the hotel and resort level (Kang et al., 2012).

- **Desire for "Eco Friendly" Hotels**

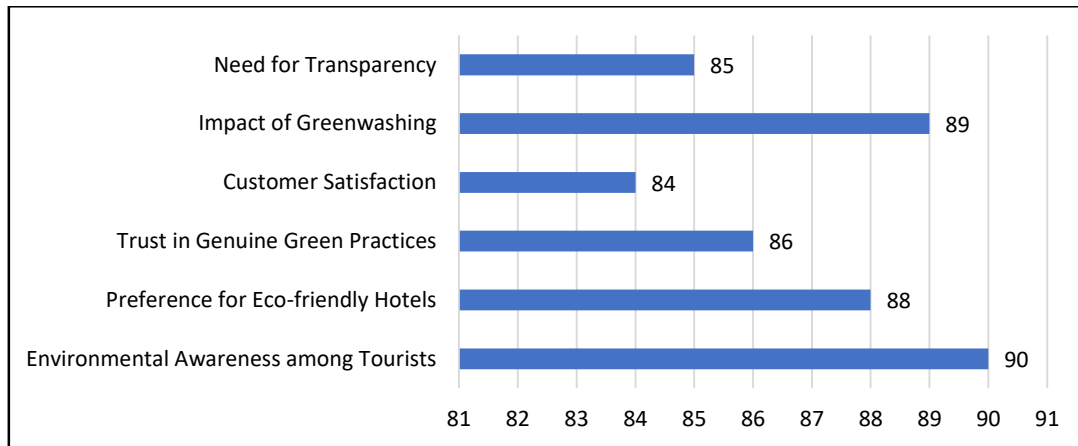
Many customers opt for hotels and resorts that are environmentally and socially responsible, as this is a popular feature. This preference is on the rise because tourists want to be able to choose a travel option that reflects their values. If customers know that a hotel is using solar energy, conserving water, cutting waste, no single use plastic, no organic or local food and supporting local communities, they might feel better about staying there. These hotels engender responsibility and trust of the customers. Eco-friendly hotels are also favored for the better

experience for guests in a healthy and natural environment. For instance, the customer satisfaction can be enhanced by using organic food, natural cleaning products, fresh air, eco-friendly room materials and reducing the use of chemical products. Eco-friendly hotels are perceived to be safer, cleaner and more meaningful by many tourists than conventional hotels. These hotels also offer the opportunity for the visitors to take part in responsible actions, such as a reduction in the amount of laundry, segregation of waste or supporting local products. This preference is also good for the hospitality industry. Eco friendly hotels can appeal to eco sensitive tourists, build up their brand image and acquire a market edge. If customers are happy with the green hospitality services provided, they can endorse the hotel to others and could even opt to select the same hotel for future travel (Manaktola & Jauhari, 2007). But the preference for eco friendly hotels is based on authenticity. It is not just about ticking the boxes of the word "green" that customers are looking for; they are looking for actual green practices. Thus, hotels need to be transparent, share accurate information and not greenwash. In conclusion, the increasing popularity of eco-friendly hotels is a testament to the importance of green hospitality in the travel and tourism industry. It represents a change in visitor attitudes towards tourism, as they are not only seeking comfort and quality service but also environmental care, ethical business and positive contribution to society.

Table 4: *Consumer Perception, Eco-friendly Hotel Preference and Greenwashing Issues*

S. No.	Factor	Explanation	Value (%)
1	Environmental Awareness among Tourists	Tourists are becoming more aware of climate change, pollution, plastic waste and responsible travel.	90
2	Preference for Eco-friendly Hotels	Many customers prefer hotels that save energy, conserve water, reduce waste and use organic or local products.	88
3	Trust in Genuine Green Practices	Customers trust hotels more when green claims are supported by real actions, certification and transparency.	86
4	Customer Satisfaction	Eco-friendly hotels provide healthier, cleaner and more meaningful guest experiences, which improve satisfaction.	84
5	Impact of Greenwashing	False or exaggerated green claims reduce consumer trust and damage the reputation of hotels.	89
6	Need for Transparency	Clear communication, proof of green practices and honest reporting help reduce greenwashing and increase customer confidence.	85

Figure 4: *Consumer Perception, Eco-friendly Hotel Preference and Greenwashing Issues*



Source: Table 4

Table 4 explains consumer perception, eco-friendly hotel preference and greenwashing issues in the hospitality industry. Environmental awareness among tourists has the highest value of 90%, which shows that tourists are now more conscious about climate change, pollution, plastic waste and responsible travel. This awareness influences their hotel choices and encourages them to prefer businesses that follow green practices. Preference for eco-friendly hotels has a value of 88%, indicating that many customers like to stay in hotels that save energy, conserve water, reduce waste and use organic or local products. Trust in genuine green practices has a value of 86%, which means customers believe hotels more when environmental claims are supported by real actions, green certification and transparent communication. Customer satisfaction, with a value of 84%, shows that eco-friendly hotels can provide healthier, cleaner and more meaningful guest experiences. The impact of greenwashing has a value of 89%, highlighting that false or exaggerated green claims can seriously reduce consumer trust and damage the reputation of hotels. The need for transparency, with a value of 85%, shows that clear communication, proof of green practices, honest reporting and measurable results are necessary to reduce greenwashing and increase customer confidence. Overall, the table shows that modern customers are more aware, more selective and more careful about green claims, so hotels must adopt genuine environmental practices and communicate them honestly.

Greenwashing in Hospitality Industry

Greenwashing in the hospitality industry is a practice whereby hotels, resorts, restaurants or tourism businesses claim to be environmentally friendly when really they are not and do not practice and measure genuine green practices. It implies making environmental statements that are either false, exaggerated or poorly defined to appeal to the eco-minded consumer and to boost the brand image. A hotel can claim to be “eco-friendly” or “green” but may not have the proper systems in place to conserve water, waste, energy and community. The primary drivers behind greenwashing are growing competition in the hospitality sector, customer demand for more eco-friendly properties, customer desire to stay "on the radar," lack of strict monitoring, lack of clear environmental standards and poor customer awareness and intention to make reputation improvement investments without actually committing the resources. One of the

adverse impacts of 'greenwashing' on consumer trust is when the customer learns that the environmental statements made by a hotel are not accurate.

Not only can it harm brand reputation, but it can also cause customers to lose trust in that brand and even in other brands that are considered 'green'. Genuine green marketing is distinguished from green marketing which is a mere greenwashing by being based on sound actions, transparency, correct labelling, verifiable results and honest claims (Seele & Gatti, 2017). Whereas greenwashing relies on persuasive words, effective advertisements and unsupported claims, genuine green marketing is related to real acts, transparency, proper labelling, measurable effects and honest claims. A "green marketing hotel" might talk the talk in green colors with nature images and vague slogans without taking any action, a "real green marketing hotel" would be able to provide evidence of the use of solar energy, recycling of waste, water saving, local purchases and eco-certification.

To minimize greenwashing, hospitality enterprises must report transparently, obtain third-party green certification, conduct frequent environmental audits, train employees on environmental issues and communicate with guests and have measurable sustainability targets. Hotels should not make false claims but give accurate information on their environmental practises. Consumers should also be taught to examine certifications and authentic practices prior to the belief of green claims. Thus, greenwashing can be minimised, confidence can be secured and the hostelry can start to develop in a more responsible and sincere manner (Delmas & Burbano, 2011).

Conclusion

To sum up, Regenerative Hospitality & Green Marketing is one of the most crucial aspects of making the hospitality industry more responsible, ethical and environmentally conscious. Regenerative hospitality is not just about meeting the needs of tourists by offering them comfort and services; it's about helping nature, society and local culture as well. Renewable energy, water conservation, waste reduction, recycling, local food, organic products, conservation of biodiversity and engagement of communities can help alleviate environmental stress and enhance the quality of a destination. Green marketing can help to convey these practices to customers and help build a positive brand image, but it needs to be truthful, transparent and genuine. Misleading statements without actual environmental practices can lead to loss of consumer confidence and harm the reputation of the business through greenwashing. Tourists' growing environmental consciousness indicates that today's consumers want to stay at hotels that implement actual eco-friendly measures and embrace responsible tourism. The future of hospitality is more than just profit, luxury and comfort for customers; it is also about restoration, responsibility, transparency and positive contribution. This is a combination of regenerative hospitality and honest green marketing that can help the hospitality industry safeguard natural resources, boost community resilience and customer loyalty and support sustainable tourism development in the long term.

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