

Environmental practices, service quality, and behavioral intention of hotel in Central Visayas Region

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Abstract

This study aims to address the gaps and provide valuable insights to improve environmental practices, enhance service quality, and better understand guest behavioral intention in DOT accredited hotels in Central Visayas. Consequently, the implementation of environmental practices, such as inadequate water and energy conservation measures, poor waste management systems, and limited community engagement. Additionally, there are challenges in maintaining consistent service quality, including issues with reliability, green communication, and assurance. Furthermore, understanding the drivers of guest behavioral intention, such as revisit intention, word of mouth, willingness to pay more, and loyalty, remains critical for hotel success and requires further investigation. Anchored on the Department of Tourism who actively promote sustainable tourism, encouraging hotels to implement green initiatives and sustainable management practices, this study uses a descriptive correlational research design to examine the 385 respondents who check-in overnight in a hotel. In terms of profile, the majority of respondents are between are ages 28-38 years old (Gen Y), female, married, college or university, employed, with monthly income of 20,001-40,000, visit a hotel 3 times a year. Findings reveal that the main environmental practices of Department of Tourism accredited hotels in Central Visayas Region was community awareness, for service quality was tangibles, and in behavioral intention was word of mouth. However, a salient finding notes that better environmental practices in hotels are positively correlated with an increased intention to visit the hotel. Similarly, higher service quality is associated with a greater intention to visit the hotel. These factors, in turn, influence the guest's behavioral intention, leading to repeat visits, word-of-mouth recommendations, willingness to pay more, and increased loyalty to the hotel. Remarkably, environmental practices and service quality are predictor of behavioral intention, however not all environmental practices and service quality measures are predictive. Although the measure of green energy reduction was not a good signal for behavioral intention, it was still possible to draw the same conclusion from service quality. With this, an empirical result of the study offers a tailored structural framework and strategic plan in environmental

practices, service quality, and behavioral intention for DOT accredited hotels, travelers, DOT, LGU, employees in Central Visayas Region.

Keywords: behavioral intention, environmental practices, service quality

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1. Introduction

In the global hotel industry, there was a noticeable shift towards hotels taking a proactive stance in voluntarily embracing environmentally-friendly practices. This includes the adoption of ISO 14001 environmental certification and the European Union's Eco-Management and Audit Scheme (EMAS) for effective environmental management (Riillo, 2017). Internationally, there were growing recognition of the importance of sustainability in the hospitality industry, with hotels adopting eco-friendly practices to minimize their environmental impact (Jones et al., 2021). In the Philippines, the Department of Tourism has been actively promoting sustainable tourism, encouraging hotels to implement green initiatives and sustainable management practices (Department of Tourism, 2020). In Cebu, a prominent tourist destination, hotels have been increasingly focusing on environmental sustainability, integrating green technologies, and engaging in community-driven initiatives to preserve local ecosystems (Santos et al., 2022). Concurrently, hotels in the region were prioritizing service quality to meet the rising expectations of guests and enhance their overall experience (Cabugao et al., 2023). Guest behavioral intention in Central Visayas was also influenced by the emerging trend of conscious consumerism, where guests prefer accommodations that align with their values of sustainability and actively engage in word-of-mouth recommendations and repeat visits (Kawakami et al., 2021). Staying abreast of these current trends were vital for DOT accredited hotels in Central Visayas to ensure their long-term success and contribute to the sustainable development of the region (Gomez et al., 2023).

As such, this study aims to address several issues, problems, and gaps related to environmental practices, service quality, and behavioral intention within DOT accredited hotels in Central Visayas. Previous research has identified gaps in the implementation of environmental practices, such as inadequate water and energy conservation measures, poor waste management systems, and limited community engagement (Santos et al., 2021). Additionally, there are challenges in maintaining consistent service quality, including issues with reliability, green communication, and assurance (Cabugao et al., 2022). Furthermore, understanding the drivers of guest behavioral intention, such as revisit intention, word of mouth, willingness to pay more, and loyalty, remains critical for hotel success and requires further investigation (Kawakami et al., 2020). By conducting this study, aim to address these gaps and provide valuable insights to improve environmental practices, enhance service quality, and better understand guest behavioral intention in DOT accredited hotels in Central Visayas.

Environmental practices involve the adoption of strategies and actions by organizations to minimize their environmental impact and promote sustainability. This can include measures such as energy and resource conservation, waste management, adoption of eco-friendly technologies, and community engagement (Kozłowski et al., 2021). Service quality refers to the overall excellence and satisfaction experienced by customers during their interactions with a service provider. It encompasses various dimensions such as reliability, responsiveness, assurance, empathy, and tangibles, which collectively contribute to the perceived quality of the service (Lee et al., 2020). Behavioral intention refers to an individual's inclination or predisposition to engage in certain behaviors, such as revisiting a service provider, recommending it to others, expressing loyalty, or being willing to pay more for perceived value (Nguyen et al., 2022). These definitions provide an operational and theoretical understanding of environmental practices, service quality, and behavioral intention, serving as the foundation for study.

The theoretical foundation for environmental practices draws from Mbasera et al. (2016), who explore environmentally-friendly practices in hotels. Their study provides insights into various strategies and actions adopted by hotels to reduce their environmental impact and promote sustainability. The study by Lee et al., (2018) contributes to the theoretical understanding of service quality in the context of green hotels, highlighting the

importance of a "less is more" approach in measuring service quality. Their research suggests that reducing waste and adopting sustainable practices can enhance service quality perceptions. Additionally, the study by Borbon et al. (2022) examines tourist behavioral intention in visiting tourist attractions, providing valuable insights into the factors influencing visitors' intentions. These three studies contribute to the theoretical foundation of the present study on environmental practices, service quality, and behavioral intention in DOT accredited hotels in Central Visayas, as they provide insights into the different dimensions and interrelationships of these constructs.

Environmental practices, service quality, and behavioral intention were interrelated constructs that have been extensively studied in the literature. Research has shown that environmental practices adopted by organizations, such as hotels, can positively influence service quality perceptions and subsequently affect guest behavioral intention. For instance, Kozłowski et al. (2021) found that hotels with robust environmental practices were perceived to offer higher service quality, leading to increased guest satisfaction and loyalty. Furthermore, Lee et al.,(2020) demonstrated a positive relationship between environmental practices and service quality in the context of green hotels. They highlighted that hotels implementing sustainable practices were more likely to deliver superior service quality, resulting in positive guest experiences and intentions to revisit. Additionally, Nguyen et al. (2022) explored the relationship between environmental practices, service quality, and consumer behavioral intentions in the context of green hotel choice. They found that consumers' positive perceptions of environmental practices influenced their perceptions of service quality, ultimately leading to higher intentions to choose green hotels. These studies highlight the interconnected nature of environmental practices, service quality, and behavioral intention, emphasizing the importance of sustainable practices in enhancing service quality and driving positive guest behaviors.

The literature provides substantial support for the development of a structural framework and strategic plan for DOT (Department of Tourism) accredited hotels in Central Visayas, focusing on the interrelationships between environmental practices, service quality, and behavioral intention. Studies have highlighted the significance of environmental practices in enhancing service quality and guest satisfaction within the hospitality industry (Kozłowski et al., 2021; Lee et al.,2020). Furthermore, research has indicated that positive guest experiences and satisfaction drive behavioral intentions such as revisit intention, word of mouth, and loyalty (Borbon et al., 2022; Kim et al., 2023). By incorporating these findings, a structural framework and strategic plan can be developed to guide DOT accredited hotels in Central Visayas towards integrating sustainable environmental practices, improving service quality, and ultimately influencing guest behavioral intentions. Such initiatives align with the vision of the Department of Tourism to promote sustainable tourism and enhance the overall guest experience in the region.

The purpose of conducting this study on environmental practices, service quality, and behavioral intention for DOT accredited hotels in Central Visayas is to provide valuable insights and practical recommendations for improving environmental practices, enhancing service quality, and understanding guest behavioral intentions. By examining the relationships between these key factors, the study aims to contribute to the development of effective strategies and guidelines for hotel managers and policymakers in the region. This research will enable them to make informed decisions and implement targeted initiatives that prioritize environmental practices, elevate service quality, and foster positive guest experiences. Findings of this study will not only benefit the participating hotels but also contribute to overall sustainable development of tourism industry in Central Visayas.

The study on environmental practices, service quality, and behavioral intention for DOT accredited hotels in Central Visayas will benefit multiple stakeholders. Firstly, hotel managers and staff will gain valuable insights into effective strategies for improving environmental practices, enhancing service quality, and meeting guest expectations, leading to increased guest satisfaction and loyalty. Secondly, policymakers and government authorities responsible for tourism development can utilize the study findings to formulate and implement sustainable tourism policies and regulations. Thirdly, guests visiting DOT accredited hotels in Central Visayas will benefit from improved environmental practices, higher service quality standards, and enhanced overall guest

experiences. Additionally, the local community and the environment itself will benefit from the adoption of sustainable practices, contributing to the preservation of natural resources and promoting eco-friendly tourism. Ultimately, the study's outcomes will contribute to the long-term sustainability and success of the hotel industry in Central Visayas.

The study on environmental practices, service quality, and behavioral intention for DOT accredited hotels in Central Visayas aims to make significant contributions to the existing body of knowledge in the field. The output of this study will provide valuable insights into the interrelationships between environmental practices, service quality, and guest behavioral intention, specifically tailored to the context of DOT accredited hotels in Central Visayas. The findings will contribute to a deeper understanding of how sustainable practices, service quality dimensions, and guest perceptions shape behavioral intentions in the hotel industry. The study will also provide practical implications for hotel managers and policymakers by offering a structural framework, strategic plan, and environmental practices checklist that can be utilized to enhance sustainability, improve service quality, and elevate guest satisfaction and loyalty. By bridging the gap between theory and practice, this study will offer valuable knowledge and tools that can inform decision-making and drive positive change in the hotel industry in Central Visayas, ultimately contributing to its long-term sustainability and growth.

This study investigates the interplay between environmental practices, service quality, and behavioral intention of hotels in the Central Visayas Region. The scope includes an assessment of various environmental initiatives implemented by hotels, an evaluation of service quality factors, and an exploration of guests' behavioral intentions towards hotels exhibiting strong environmental practices and service excellence. The study focuses on hotels operating within the Central Visayas Region, aiming to provide valuable insights into sustainable practices in the hospitality industry. However, the findings are limited by the sample size and representativeness of the hotels surveyed, potential self-reporting bias from participants, answers the questionnaire not after their check out but experience to stay with the hotel, and the inability to establish causation between environmental practices, service quality, and behavioral intentions.

1.1. Objectives of the Study

This study aimed to proposed a structural framework and strategic plan for DOT Accredited Hotels in Central Visayas Region basis for the improvement environmental practices and service quality. Specifically, the study served several objectives. First, it determined the environmental practices of DOT accredited hotels in Central Visayas Region in terms of sustainable management of water, energy conservation, solid waste management, air quality management, environmental purchasing, and community awareness. It also determined the service quality in terms reliability, empathy, green communication, green energy reduction, assurance, and tangibles. It determined the guest behavioral intention in terms of revisit intention, word of mouth, willingness to | 龍 簀 examined the significant relationship of behavioral intention to environmental practices and service quality. Lastly, this study proposed a structural framework and strategic plan for the improvement of environmental practices and service quality DOT Accredited Hotels in Central Visayas Region.

2. Method

2.1. Research Design

The present study adopts a quantitative descriptive research design incorporating descriptive correlation analysis to explore the connection between environmental practices and service quality towards behavioral intention in hotels across the Central Visayas region. According to Panda et al.,(2022), "characterizes the connections between two or more variables" in quantitative research. By examining the extent to which environmentally sustainable practices and service quality influence guests' behavioral intentions, this study seeks to shed light on the potential for sustainable business practices to positively affect consumer decision-making in the hotel sector.

A descriptive correlation has grown in popularity across a variety of fields, according to recent research (Smith et al., 2018), because it enables researchers to better understand the nature of the relationship between variables without making assumptions about causation. This method may be used to examine the relationship between various factors that may affect hotel performance. Using descriptive correlation according to (Xu et al., 2020) looked into the relationship between service quality and behavioral retention in the hotel industry.

The research will utilize a structured questionnaire administered to guests during their stay or upon check-out to collect data and to those who have experienced already. Statistical measures such as mean, standard deviation, and ranking will be utilized to analyze the data. To test the significant relationship between guest behavioral intention and environmental practices as well as service quality, Spearman's rho correlation coefficient and regression analysis will be employed. Spearman's rho is a non-parametric measure of correlation that assesses the strength and direction of the relationship between two variables. Regression analysis, on the other hand, allows for the examination of how well the independent variables (environmental practices and service quality) predict the dependent variable (guest behavioral intention). These statistical techniques will provide insights into the extent to which environmental practices and service quality influence guest behavioral intention. The choice of these tests is based on their applicability to non-linear relationships and non-normally distributed data (Field, 2013; Pallant, 2016).

2.2. Participants of the Study

Table 1

CENTRAL VISAYAS (List of Selected Accredited Hotels) (January 2022 to December 2022)

CEBU (Cebu City, Lapu-Lapu City, & Cebu Province)			
No.	Name of Hotel	No of Guest/Year	No of Respondents/Hotel
1	Jpark Island Resort & Waterpark Mactan Cebu	103, 660	30
2	Waterfront Cebu City Hotel & Casino	94,900	25
3	Crown Regency Hotel	75,000	20
4	The Marco Polo Plaza Cebu	60,042	20
5	Dusit Thani Mactan Cebu Resort	49, 640	15
6	Cebu Parklane International Hotel	43,982	15
7	Solea Mactan Resort	43,617	15
8	Summit Galleria Cebu	40,150	12
9	Bluewater Maribago Beach Resort	34,675	12
10	Sarrosa International Hotel	30,660	12
11	Maayo Hotel	27,010	12
12	Hagnaya Beach Resort & Restaurant	13, 322	10
13	Kandaya Resort	9,955	10
14	Hidden Valley Mountain Resort	9,308	10
15	Golden Sands Destination Resorts	7,300	10
16	Sebastien Hotel	5,763	10
CEBU TOTAL		648,984 GUESTS	238 guests
BOHOL			
1.	Henann Resort Alona Beach	73,000	20
2.	Be Grand Resort Bohol	37,960	15
3.	Bluewater Panglao Beach Resort	31,390	15
4.	The Bellevue Resort Bohol	28,287	10
5.	Modala Beach Resort	22,995	10
6.	Alona Kew White Beach Resort	21,717	10
7.	The Bohol Shores	19,345	10
8.	Bohol Bee Farm Resort	17,520	5
9.	South Palms Resort Panglao	16,425	5
10.	Bohol Beach Club	16,060	5
BOHOL TOTAL		284,699 GUESTS	105 guests
NEGROS			
1.	Hotel Essencia	21,900	9
2.	Go Hotels Dumaguete	18,615	7
3.	Bethel Guest House	14,052	5
4.	Bravo Hotel	13, 687	4
5.	Check Inn Dumaguete	9,125	3
NEGROS TOTAL		77,379 GUESTS	28 guests

SIQUIJOR			
1.	Coco Grove Beach Resort	18,615	4
2.	The Bruce Luxury Private Cottage	6,570	3
3.	Tori's Paradise	4,745	3
4.	Coral Cay Resort	4,015	2
5.	Replica Manor	3,650	2
SIQUIJOR TOTAL		37,595 GUESTS	14 guests
GRAND TOTAL		1,048,657	GUESTS 385 guests

The participants of this study will consist of 385 customers who have stayed at DOT accredited hotels in the Central Visayas Region. Specifically, the distribution of participants across different locations within the region will be as follows: Cebu (238 customers), Bohol (105 customers), Negros (28 customers), and Siquijor (14 customers). This distribution aims to include a sufficient number of participants from each location to gain insights into the demographic profile, environmental practices, service quality, and guest behavioral intention within the Central Visayas hotel industry.

The hotels must have environmental practices in place and be accredited with a minimum 1-star rating ensures that they meet certain standards and sustainability guidelines before allowing guests to participate voluntarily in the survey. These requirements help to ensure that the data collected from the survey are based on hotels that have demonstrated a commitment to environmentally responsible practices and have achieved a certain level of service quality. This approach adds credibility to the research findings and enhances the overall reliability of the study.

The participants will be selected through a voluntary sampling method, where individuals who have recently stayed at the hotels will be invited to participate in the survey. The participants will represent different parts of the Central Visayas Region, ensuring a diverse sample. The sample size of 385 participants is determined based on the principle of achieving a representative sample size that allows for adequate statistical analysis and generalizability of findings to the larger population of guests in DOT accredited hotels in the Central Visayas Region. By including participants from various locations within the region, the study aims to capture the diversity of guests' experiences and perspectives.

The voluntary participation of the guests ensures that those who willingly choose to take part in the study are more likely to be motivated and interested in providing accurate and valuable information. Overall, the selected sample size and distribution of participants aim to provide a comprehensive understanding of the demographic profile, environmental practices, service quality, and guest behavioral intention in the hotel industry of the Central Visayas Region. The qualification of the respondents first must be 18 years old and above. Second, they have check in or tried to stay overnight in Central Visayas Hotels. Third, it must be a DOT accredited hotel in Central Visayas Region. Below is the list of hotels and the number of guests they have last year and the number of guests to be survey per hotel and per province.

2.3. Data Collection Instrument

The survey questionnaire will be used as an instrument in gathering the data needed to address the research questions. It was adapted from different studies and the prepared survey questionnaire contained four parts. The first part ascertained of the questionnaire were the profile of the respondents age, sex, civil status, academic background, employment status, monthly income, and number of visits per year in a DOT accredited hotel in Central Visayas adapted from Lee et al.,(2018). The second part was adapted and modified from the study of (Mbasera et al., 2016) environmental practices has been measured with six sub topics; sustainable management of water, energy conservation, solid waste management, air quality management, environmental purchasing, and community awareness. The third part was adapted and modified from the study service quality was measured using six items that were adapted from (Lee et al.,2018). The six subtopics; reliability, empathy, green communication, green energy reduction, assurance, and tangibles. The last part of the questionnaire to discover

the behavioral intentions of guest of the hotels measured using four items was adapted from (Borbon et al., 2022); revisit intention, word of mouth, willingness to pay more, and loyalty.

The questionnaire used in this study was subjected to a face-to-face validation process with the adviser to ensure its alignment with the research objectives. During this validation session, the adviser reviewed the questionnaire's content, structure, and relevance to the research aims. Feedback and suggestions were provided to enhance the clarity and appropriateness of the questions, ensuring that the survey effectively captured the intended information. By undergoing this validation process, the questionnaire's reliability and validity were strengthened, thereby increasing the confidence in the data collected and the subsequent analysis. The questionnaire underwent further scrutiny by a grammarian to ensure the appropriate and accurate usage of terms throughout the study. The grammarian carefully reviewed the questionnaire for grammatical errors, proper syntax, and consistency in language, guaranteeing that the survey instrument maintained a high standard of linguistic precision and clarity. The validation process involved five esteemed experts, each bringing their unique perspectives from the hospitality industry and research academia. Three experienced managers from renowned hotels provided valuable insights into the practical aspects of the study, ensuring that the research aligned with real-world scenarios and industry standards. On the other hand, two distinguished deans from reputable research-focused institutions in the hospitality field brought their extensive academic expertise, ensuring methodological rigor and scholarly integrity in the study. The collaboration of these experts from both the field and academia ensured a comprehensive validation process, enriching the study's credibility and relevance in the hospitality domain. The research instrument underwent a pretest with 30 respondents who had experienced checking in a hotel with established environmental practices and a Department of Tourism (DOT) accreditation. The results of the reliability test, measured through Cronbach's alpha, demonstrated that the instrument met the required reliability standards. The obtained Cronbach's alpha values for environmental practices (0.944), service quality (0.949), and behavioral intention (0.964) indicated high internal consistency among the items within each construct. These findings suggest that the survey questions pertaining to environmental practices, service quality, and behavioral intention were dependable and consistent in measuring the intended constructs, thus it is likely that the items have a high degree of internal consistency.

2.4. Data Gathering Procedure

The data-gathering phase of this research study took place from December 2022 to May 2023. Prior to data collection, the researcher obtained data from the Department of Tourism (DOT) statistic office to identify hotels in the Central Visayas region that are accredited by DOT. Subsequently, the researcher contacted these hotels to schedule appointments for data collection visits. In order to distribute the questionnaire for research purposes, approval was sought from the relevant institutions and hotels in Central Visayas. The researcher obtained official consent from the management of each participating hotel, ensuring their willingness to collaborate and support the data collection process. Additionally, the study's objectives was presented to the respective hotels review boards. The approval of these hotels played a crucial role in facilitating the smooth and ethical distribution of the questionnaire among guests, contributing to the overall success and credibility of the study. During the visits to the hotels, the researcher followed standard protocols and requested approval from the hotel management to conduct the survey. Additionally, the researcher requested the number of guest arrivals from January 2022 to December 2022 to ensure a comprehensive representation of guests' experiences.

The data in this study was collected through face-to-face surveys personally administered by the researcher. Strict adherence to protocols was maintained throughout the survey administration process. The survey questionnaires were distributed to targeted hotel customers who volunteered to participate in the study. Before answering the questionnaire, respondents were required to read and sign an informed consent form, which emphasized voluntary participation and assured strict confidentiality of their information. Respondents were provided with 10 to 20 minutes to complete the survey questionnaires. During this time, they were allowed to seek clarification on any of the questions to ensure accurate and meaningful responses. The researcher was present to assist and clarify any concerns raised by the respondents. The data-gathering procedure followed ethical guidelines

to ensure participant consent, privacy, and confidentiality. The face-to-face survey approach enabled direct interaction with the participants, providing an opportunity for the research team to clarify any ambiguities and gather comprehensive and reliable data for analysis.

2.5. Ethical Consideration

This study will strictly adhere to the National Ethical Guidelines 2017 for research involving human participants and the Data Privacy Act of 2012 to ensure the protection of the rights and well-being of the respondents. Prior to their participation, the volunteer respondents will be provided with an informed consent form that clearly outlines the purpose of the study, the voluntary nature of their participation, and the strict confidentiality of their information. By signing the informed consent form, respondents will indicate their understanding and agreement to participate voluntarily in the study. Furthermore, it prioritizes the strict nondisclosure of respondents' information to unwarranted parties. All data collected will be handled with the utmost confidentiality, ensuring that individual responses are anonymized and aggregated to protect the privacy of the participants. The researcher will implement appropriate data security measures to safeguard the collected data throughout the research process, including storage, analysis, and reporting. The ethical issues of informed consent, risk of harm, confidentiality/anonymity, and conflict of interest have specifically been addressed in a strategy that has been presented (Fleming et. al.,2018). By adhering to these ethical considerations, the study aims to ensure the integrity, validity, and ethical treatment of the participants involved, while contributing valuable insights to the field of research on the demographic profile, environmental practices, service quality, and guest behavioral intention in the Central Visayas hotel industry.

2. Results and discussion

Table 2

Summary Table on Environmental Practices of Hotel

Environmental Practices of Hotel	Mean	Verbal Interpretation	Rank
Sustainable Management of Water	4.26	<i>Agree</i>	5
Energy Conservation	4.38	<i>Agree</i>	2
Solid Waste Management	4.34	<i>Agree</i>	3
Air Quality Management	4.34	<i>Agree</i>	4
Environmental Purchasing	4.23	<i>Agree</i>	6
Community Awareness	4.39	<i>Agree</i>	1
OVERALL MEAN	4.32	<i>Agree</i>	

Legend: 4.5 to 5.0(Strongly Agree), 3.5 to 4.49(Agree), 2.5 to 3.0(Moderately Agree), 1.5 to 2.49(Disagree), 1.0 to 1.49(Strongly Disagree)

Table 2 illustrate the composite mean of 4.32 emerges as a pivotal indicator, representing the level of collective agreement among respondents on various sustainable practices implemented by the hotel.

The highest rank in the studied hotels pertains to community awareness of environmental practices, with an impressive mean score of 4.39. Energy conservation 4.38, solid waste management and air quality management 4.34, and sustainable management of water with a mean of 4.26. The highest rank of community awareness in environmental practices can be attributed to several key factors. Hotels that actively engage in community awareness initiatives demonstrate a strong commitment to sustainability beyond their own operations. By taking the lead in spreading awareness about environmental practices, hotels position themselves as responsible corporate citizens and gain the respect and support of the local community. This sense of responsibility and community engagement resonates positively with guests and stakeholders, enhancing the hotel's reputation and guest loyalty. Secondly, community awareness initiatives create a ripple effect of positive change within the local area. By educating and involving the community in sustainable practices, hotels contribute to a collective effort towards environmental conservation, waste reduction, and energy efficiency. This can result in a more sustainable and resilient community, fostering a symbiotic relationship between the hotel and its surroundings. Additionally, community awareness initiatives often generate positive publicity and goodwill, attracting environmentally conscious guests and investors who align with the hotel's values and commitment to sustainability. By prioritizing community awareness of environmental practices, hotels can become influential

advocates for sustainability, inspiring others in the hospitality industry and beyond to adopt similar initiatives. This collective effort towards a greener and more responsible future reflects positively on the hotel's overall service quality, guest satisfaction, and long-term behavioral intentions, establishing the hotel as a leader in environmentally conscious hospitality practices.

Community awareness of environmental practices in hotels often ranks higher compared to environmental purchasing. When hotels prioritize community awareness of their environmental practices, such as through engagement with local residents, educational initiatives, or partnerships with local organizations, it fosters a sense of shared responsibility and collaboration in sustainability efforts (Ruhanen et al., 2017). This visible engagement with the community not only enhances the hotel's reputation but also generates positive word-of-mouth and support from local stakeholders. On the other hand, while environmental purchasing is important for hotels to source sustainable products and materials, it may have a lower rank as it is primarily an internal procurement strategy that may not be as visible or impactful to external stakeholders without active communication and engagement.

Moreover, the lowest rank in the studied hotels pertains to environmental purchasing, with an average mean score of 4.23. The lowest rank in environmental purchasing within the studied hotels might be attributed to several factors. Implementing sustainable procurement practices can be challenging for hotels, especially if they face limited availability of eco-friendly products or suppliers. Green products may also come at a higher cost compared to conventional alternatives, which can present financial constraints for some establishments, particularly smaller or budget-oriented hotels. Additionally, some hoteliers might not fully grasp the long-term benefits of environmental purchasing or the positive impact it can have on their sustainability goals. If the significance of green procurement is not well understood, it may lead to a lower prioritization of this aspect in comparison to other sustainability initiatives. Furthermore, the lack of clear guidelines and standards for environmental purchasing within the industry could contribute to inconsistencies in implementation and make it challenging for hotels to adopt best practices. To address these challenges and improve environmental purchasing practices, hotels can seek partnerships with certified eco-friendly suppliers, participate in sustainable procurement programs, and collaborate with industry associations to establish guidelines and share best practices. By adopting environmentally responsible procurement strategies, hotels can enhance their overall sustainability efforts, reduce their environmental footprint, and contribute positively to the global movement towards more eco-conscious business practices.

The lowest rank in environmental purchasing might be influenced by various factors, such as challenges in identifying and procuring environmentally friendly products, cost considerations, and limited awareness of the potential benefits of green purchasing practices. Some hotels might face difficulties in finding suppliers that offer a wide range of eco-friendly products, leading to limited options for environmentally responsible purchasing. Moreover, green products may come at a higher cost, impacting the financial feasibility for certain establishments, particularly smaller or budget-oriented hotels. Additionally, some hoteliers may not fully understand the long-term benefits of environmental purchasing or the positive impact it can have on their sustainability goals. This lack of awareness could result in lower prioritization of environmental purchasing compared to other sustainability initiatives. To improve this aspect, hotels can conduct thorough research on sustainable suppliers, establish clear guidelines for environmentally friendly procurement, and educate staff and stakeholders about the importance of green purchasing. By enhancing environmental purchasing practices, hotels can make significant strides in their overall sustainability efforts, reduce their environmental footprint, and contribute positively to the global movement towards more eco-conscious business practices.

Table 3*Summary Table on Service Quality*

Service Quality	Mean	Verbal Interpretation	Rank
Reliability	4.44	<i>Agree</i>	4
Empathy	4.46	<i>Agree</i>	2
Green Communication	4.37	<i>Agree</i>	6
Green Energy Reduction	4.41	<i>Agree</i>	5
Assurance	4.46	<i>Agree</i>	3
Tangibles	4.52	<i>Agree</i>	1
OVERALL MEAN	4.44	<i>Agree</i>	

Legend: 4.5 to 5.0(Strongly Agree), 3.5 to 4.49(Agree), 2.5 to 3.0(Moderately Agree), 1.5 to 2.49(Disagree), 1.0 to 1.49(Strongly Disagree)

Table 3 shows the composite mean of 4.44 holds crucial significance as it represents the level of collective agreement among respondents regarding their overall satisfaction with various aspects of the hotel's services.

The highest rank in service quality, as measured by Tangibles, boasts an impressive mean rating of 4.52. Tangibles, one of the five dimensions of service quality in the SERVQUAL model, focuses on the physical evidence and appearance of service facilities, equipment, personnel, and communication materials. A mean score of 4.52 indicates exceptional performance and demonstrates a strong commitment to providing customers with tangible elements that are visually appealing, well-maintained, and aligned with their expectations. A high rating in this dimension suggests that the organization has invested significantly in creating an aesthetically pleasing and well-maintained environment, which contributes to an overall positive customer perception. Moreover, attention to Tangibles also implies that the company values consistency and pays meticulous attention to detail, as any shortcomings in this area can directly impact the customer experience. Additionally, the high score indicates that the service provider understands the importance of aligning the physical aspects of their service with customer expectations, thereby creating a sense of professionalism and trust. This achievement in Tangibles signifies a strategic focus on enhancing the overall service encounter, making a strong first impression, and fostering positive word-of-mouth referrals.

The lowest rank in service quality, with a mean rating of 4.37, is attributed to Green Communication. Among the five dimensions of service quality, Green Communication focuses on the effectiveness and transparency of the communication efforts employed by the service provider regarding their environmental initiatives and sustainable practices

Green Communication is a critical dimension in today's environmentally conscious landscape, as it directly influences customers' perceptions and attitudes towards a company's sustainability efforts. The relatively low mean score indicates potential shortcomings in the way the service provider communicates its green initiatives to its customers. This deficiency in Green Communication could be due to various factors, such as inadequate marketing efforts to highlight eco-friendly practices, a lack of transparency in reporting environmental impacts, or insufficient engagement with customers on sustainability matters. Such deficiencies may result in customers being unaware of the organization's commitment to sustainability, leading to missed opportunities to attract environmentally conscious clientele and to build brand loyalty. Addressing this issue is vital to bridge the gap between the company's green actions and customer awareness, fostering a sense of environmental responsibility and trust, ultimately leading to improved service quality and a positive brand reputation. Integrating effective Green Communication strategies will not only enhance the organization's standing among eco-conscious consumers but also demonstrate its genuine dedication to environmental stewardship. The tangibles of service quality take precedence over green communication in terms of customer perception. Providing well-maintained facilities, modern amenities, and aesthetically pleasing environments contributes significantly to customers' perception of service quality. In contrast, green communication, which emphasizes environmental initiatives and sustainability efforts, holds a lower rank as it is a secondary consideration for customers when evaluating service quality.

Table 4*Summary Table on Behavioral Intention*

Behavioral Intention	Mean	Verbal Interpretation	Rank
Revisit Intention	4.44	<i>Agree</i>	2
Word of Mouth	4.53	<i>Agree</i>	1
Willingness to Pay More	4.33	<i>Agree</i>	3
Loyalty	4.26	<i>Agree</i>	4
OVERALL MEAN	4.39	<i>Agree</i>	

Legend: 4.5 to 5.0(Strongly Agree), 3.5 to 4.49(Agree), 2.5 to 3.0(Moderately Agree), 1.5 to 2.49(Disagree), 1.0 to 1.49(Strongly Disagree)

Table 4 the composite mean of 4.39 holds significant value as it represents the level of collective agreement among respondents regarding their intentions and inclinations towards various behaviors related to the hotel.

The highest rank in the study pertains to the influence of "word of mouth" in behavioral intention, with a mean score of 4.53. This result indicates that word of mouth plays a significant role in shaping guests' behavioral intentions towards the hotel. Positive recommendations and reviews from friends, family, or other guests have a strong impact on influencing potential guests' decisions to choose and visit the hotel. When guests hear about exceptional experiences, outstanding service, and positive environmental practices through word of mouth, they are more likely to develop a favorable perception of the hotel and express a stronger intention to visit. Additionally, word of mouth serves as a powerful tool for building trust and credibility, as people tend to trust recommendations from others they know or perceive as reliable sources. The high rank of word of mouth suggests that hotels with a strong focus on providing outstanding guest experiences and sustainable practices may benefit from the ripple effect of positive word of mouth, leading to increased guest bookings and loyalty. To leverage this high rank, hotels should continue to prioritize service quality and environmental practices, as satisfied guests are more likely to share their positive experiences with others, generating valuable word-of-mouth referrals and contributing to the hotel's overall success and reputation in the market.

Word of mouth is a powerful and authentic form of communication, as it comes directly from friends, family, or other guests who have experienced the hotel's offerings firsthand. When potential guests hear about exceptional experiences, outstanding service, and positive environmental practices through word of mouth, it creates a strong emotional connection and trust in the hotel's brand. Positive word-of-mouth referrals serve as social proof, reinforcing the hotel's credibility and reliability. The high rank of word of mouth suggests that guests highly value and rely on the opinions of others when making decisions about where to stay. For hotels, this emphasizes the significance of delivering outstanding guest experiences and maintaining sustainable practices, as satisfied guests are more likely to share their positive experiences with others, contributing to a positive reputation and attracting potential guests through the power of word of mouth. To leverage this high rank, hotels should encourage and foster positive guest experiences, actively engage with guests to address any concerns, and implement initiatives to support sustainable practices. Moreover, hotels can harness the potential of social media and online platforms to amplify positive word-of-mouth referrals and further strengthen their brand image and guest loyalty.

The lowest rank in the study pertains to "loyalty" with a mean score of 4.26. This result suggests that guests may not strongly identify themselves as loyal customers to the hotel. Several factors might contribute to this lower rank. Firstly, guests may have had experiences that did not meet their expectations, leading to a lack of emotional attachment or loyalty towards the hotel. This could result from inconsistent service quality, unmet needs, or inadequate attention to guest preferences. Secondly, guests may not perceive unique or distinct qualities that set the hotel apart from other options, leading to a lack of strong loyalty. Thirdly, ineffective guest engagement and limited communication about loyalty programs or exclusive benefits might also contribute to this low rank. To address this aspect and improve guest loyalty, hotels should focus on delivering consistent and exceptional guest experiences. Engaging with guests to understand their preferences and needs can help tailor services and offerings to foster a stronger emotional connection with the hotel. Implementing loyalty programs and clearly communicating the added benefits of being a loyal customer can also incentivize guests to consider themselves more loyal to the hotel. Moreover, consistently delivering on promises and showcasing unique

aspects that make the hotel stand out can enhance guests' perception of loyalty and strengthen their relationship with the brand. To support this low rank, specific studies and references should be sought in reputable academic journals or industry reports that explore factors influencing guest loyalty, the effectiveness of loyalty programs, and strategies to enhance guest engagement and emotional attachment to hotels.

The lowest rank of "loyalty" with a mean score of 4.26 suggests that guests may not strongly identify themselves as loyal patrons of the hotel. This result raises important considerations for hotel management regarding factors that could be influencing guest loyalty. Several potential reasons might contribute to this lower rank. Firstly, guests may have encountered inconsistent service quality during their stays, leading to a diminished sense of emotional attachment or loyalty towards the hotel. Unsatisfactory experiences, unmet expectations, or unaddressed complaints can result in a weakened sense of loyalty among guests. Secondly, guests may not perceive the hotel as offering unique or exceptional qualities that set it apart from other options. Without a distinctive value proposition or standout features, guests may not develop strong loyalty towards the hotel. Thirdly, ineffective guest engagement and limited communication about loyalty programs or exclusive benefits might also contribute to this low rank. If guests are not aware of loyalty rewards or do not feel adequately recognized for their loyalty, their sense of attachment to the hotel may be limited. To improve guest loyalty, hotels should focus on delivering consistent and outstanding guest experiences. Addressing guest feedback and concerns promptly, engaging guests to understand their preferences, and offering personalized services can help foster a stronger emotional connection with the hotel. Implementing and effectively communicating loyalty programs, as well as showcasing unique aspects that make the hotel stand out, can enhance guests' perception of loyalty and encourage them to consider themselves more loyal to the hotel. To support this low rank, specific studies and references should be sought in reputable academic journals or industry reports that delve into guest loyalty, the effectiveness of loyalty programs, and strategies to enhance guest engagement and emotional attachment to hotels.

The lowest rank in the study suggests that guests may not strongly identify themselves as loyal customers to the hotel. This result could be influenced by several factors. Firstly, inconsistent service quality or unmet expectations during guests' stays could lead to a diminished sense of loyalty. If guests have experienced issues or concerns that were not adequately addressed, it can weaken their emotional attachment to the hotel and reduce their likelihood of returning or recommending it to others. Secondly, the lack of unique or distinctive qualities that set the hotel apart from its competitors might contribute to this low rank. Without a compelling value proposition or standout features, guests may not develop a strong sense of loyalty towards the hotel, as it fails to create a lasting impression.

The effectiveness of loyalty programs and guest engagement strategies could also impact guests' perception of loyalty. If guests are not aware of loyalty rewards or do not feel adequately recognized for their loyalty, they may not consider themselves loyal to the hotel. To support this low rank, specific studies and references should be sought in reputable academic journals or industry reports that explore factors influencing guest loyalty, the effectiveness of loyalty programs, and strategies to enhance guest engagement and emotional attachment to hotels. Addressing these issues can help hotels improve their overall guest loyalty and foster stronger relationships with their guests, leading to increased repeat business and positive word-of-mouth referrals.

Table 5 shows results with p value which is all 0.000 suggest highly significant positive correlation between sustainable management of water to revisit intention ($r=.457$), word of mouth ($r=.321$), willingness to pay more ($r=.531$), loyalty ($r=.513$) and overall intention ($r=.529$). This suggest that better sustainable management of water practices will result to higher behavioral intention. Similarly, energy conservation is also significantly positively correlated with revisit intention ($r=.421$), word of mouth ($r=.233$), willingness to pay more ($r=.256$), loyalty ($r=.354$) and overall intention ($r=.318$). This suggest that better energy conservation practices will result to higher behavioral intention. Also, solid waste management is significantly positively correlated with revisit intention ($r=.474$), word of mouth ($r=.411$), willingness to pay more ($r=.641$), loyalty ($r=.608$) and overall intention ($r=.629$). This suggest that better solid waste management practices will result to higher behavioral

intention. Similarly, air quality management is significantly positively correlated with revisit intention ($r=.447$), word of mouth ($r=.294$), willingness to pay more ($r=.461$), loyalty ($r=.476$) and overall intention ($r=.443$). This suggest that better air quality management practices will result to higher behavioral intention. Likewise, environmental purchasing is significantly positively correlated with revisit intention ($r=.519$), word of mouth ($r=.415$), willingness to pay more ($r=.565$), loyalty ($r=.649$) and overall intention ($r=.635$). This suggest that better environmental purchasing practices will result to higher behavioral intention. Also, community awareness is significantly positively correlated with revisit intention ($r=.652$), word of mouth ($r=.498$), willingness to pay more ($r=.527$), loyalty ($r=.607$) and overall intention ($r=.614$). This suggest that better community awareness practices will result to higher behavioral intention. Also, overall environmental practices is significantly positively correlated with revisit intention ($r=.616$), word of mouth ($r=.450$), willingness to pay more ($r=.599$), loyalty ($r=.655$) and overall intention ($r=.651$). This suggest that better overall practices will result to higher behavioral intention.

The sustainable management of water in environmental practices holds immense significance in relation to revisit intention, word of mouth, willingness to pay more, and loyalty. Research has consistently shown that consumers are increasingly drawn to businesses and establishments that demonstrate a commitment to environmentally responsible practices, such as water conservation (Mishra et al.,2016). Customers who perceive a business as actively managing water sustainably are more likely to have positive revisit intentions, as they are attracted to establishments that align with their values and environmental concerns (Grinstein et. al.,2016).

Table 5
Relationship between Environmental Practices of Hotel and Behavioral Intention

Sustainable Management of Water	r_s	p -value	Interpretation
Reliability	.595**	0.000	Highly Significant
Empathy	.611**	0.000	Highly Significant
Green Communication	.495**	0.000	Highly Significant
Green Energy Reduction	.580**	0.000	Highly Significant
Assurance	.639**	0.000	Highly Significant
Tangibles	.500**	0.000	Highly Significant
Overall	.695**	0.000	Highly Significant
Energy Conservation	r_s	p -value	Interpretation
Reliability	.429**	0.000	Highly Significant
Empathy	.416**	0.000	Highly Significant
Green Communication	.390**	0.000	Highly Significant
Green Energy Reduction	.316**	0.000	Highly Significant
Assurance	.327**	0.000	Highly Significant
Tangibles	.239**	0.000	Highly Significant
Overall	.402**	0.000	Highly Significant
Solid Waste Management	r_s	p -value	Interpretation
Reliability	.460**	0.000	Highly Significant
Empathy	.622**	0.000	Highly Significant
Green Communication	.623**	0.000	Highly Significant
Green Energy Reduction	.579**	0.000	Highly Significant
Assurance	.469**	0.000	Highly Significant
Tangibles	.477**	0.000	Highly Significant
Overall	.685**	0.000	Highly Significant
Air Quality Management	r_s	p -value	Interpretation
Reliability	.522**	0.000	Highly Significant
Empathy	.415**	0.000	Highly Significant
Green Communication	.491**	0.000	Highly Significant
Green Energy Reduction	.447**	0.000	Highly Significant
Assurance	.534**	0.000	Highly Significant
Tangibles	.437**	0.000	Highly Significant
Overall	.587**	0.000	Highly Significant

Environmental Purchasing	r_s	p -value	Interpretation
Reliability	.407**	0.000	Highly Significant
Empathy	.625**	0.000	Highly Significant
Green Communication	.523**	0.000	Highly Significant
Green Energy Reduction	.630**	0.000	Highly Significant
Assurance	.426**	0.000	Highly Significant
Tangibles	.494**	0.000	Highly Significant
Overall	.659**	0.000	Highly Significant
Community Awareness	r_s	p -value	Interpretation
Reliability	.576**	0.000	Highly Significant
Empathy	.555**	0.000	Highly Significant
Green Communication	.587**	0.000	Highly Significant
Green Energy Reduction	.485**	0.000	Highly Significant
Assurance	.529**	0.000	Highly Significant
Tangibles	.556**	0.000	Highly Significant
Overall	.695**	0.000	Highly Significant
Overall Mean	r_s	p -value	Interpretation
Reliability	.606**	0.000	Highly Significant
Empathy	.658**	0.000	Highly Significant
Green Communication	.670**	0.000	Highly Significant
Green Energy Reduction	.635**	0.000	Highly Significant
Assurance	.596**	0.000	Highly Significant
Tangibles	.562**	0.000	Highly Significant
Overall	.783**	0.000	Highly Significant

Legend: Significant at p -value < 0.01

Additionally, environmentally conscious consumers are more inclined to engage in positive word-of-mouth communication, recommending businesses that prioritize sustainable water management to their social circles, leading to increased referrals and a larger customer base (Yadav et al., 2016). Furthermore, customers are willing to pay more for products and services offered by environmentally responsible businesses (Rajagopal et al., 2016). The commitment to sustainable water management can enhance customer loyalty, as patrons are more likely to choose and repeatedly support businesses that share their commitment to environmental preservation (Homburg et al., 2015). In conclusion, sustainable water management practices positively influence consumer behavior, fostering revisit intention, word of mouth, willingness to pay more, and loyalty, while also contributing to overall business success.

Energy conservation in environmental practices holds significant importance in relation to revisit intention, word of mouth, willingness to pay more, and loyalty among consumers. Numerous studies have demonstrated that environmentally conscious consumers are more likely to be attracted to businesses and products that emphasize energy conservation as part of their sustainability efforts (Hartmann et al., 2018). Additionally, positive word-of-mouth communication often arises from environmentally responsible practices, as satisfied customers share their experiences with others, leading to increased referrals and expanding the customer base (Köster et al., 2019). Furthermore, consumers are increasingly willing to pay more for products and services offered by businesses committed to energy conservation (Wang et al., 2018). This willingness to pay a premium reflects their support for environmentally responsible initiatives, contributing to higher revenues for such businesses. Moreover, energy conservation practices contribute to fostering customer loyalty, as environmentally conscious patrons are more likely to choose and repeatedly support businesses that share their commitment to preserving the environment (Du et al., 2019). Energy conservation practices in environmental efforts have a positive impact on consumer behavior, leading to increased revisit intention, positive word of mouth, higher willingness to pay, and enhanced customer loyalty, thus driving business success.

Solid waste management in environmental practices holds immense significance in relation to revisit intention, word of mouth, willingness to pay more, and loyalty among consumers. Research has consistently shown that consumers are increasingly drawn to businesses and products that prioritize sustainable waste management as part of their environmental initiatives (Nguyen et al., 2018). Customers who perceive a business

as actively managing solid waste responsibly are more likely to have positive revisit intentions, as they are attracted to establishments that align with their values and environmental concerns (Hirunyawipada et al., 2015). Additionally, positive word-of-mouth recommendations from environmentally conscious customers can influence potential visitors and attract new customers, leading to increased referrals and expanding the customer base (de Oliveira et al., 2016). Moreover, consumers are willing to pay more for products and services offered by businesses that demonstrate a commitment to solid waste management and environmental sustainability (Duan et al., 2015). This willingness to pay a premium reflects their support for responsible waste practices, which can lead to increased revenue for the businesses. Furthermore, proper solid waste management contributes to fostering customer loyalty, as environmentally conscious patrons are more likely to choose and repeatedly support businesses that share their commitment to environmental preservation (Pirani et al., 2020). In conclusion, sustainable solid waste management practices within environmental efforts have a positive impact on consumer behavior, leading to increased revisit intention, positive word of mouth, higher willingness to pay, and enhanced customer loyalty, thus driving business success.

Air quality management in environmental practices holds significant importance in relation to revisit intention, word of mouth, willingness to pay more, and loyalty among consumers. Research has consistently shown that consumers are increasingly concerned about environmental issues, including air quality, and are more likely to be attracted to businesses and products that prioritize sustainable air quality management (Thøgersen, 2019). Customers who perceive a business as actively managing air quality responsibly are more likely to have positive revisit intentions, as they are drawn to establishments that prioritize their well-being and demonstrate environmental responsibility (Hartmann et al., 2018). Air quality management practices contribute to fostering customer loyalty, as environmentally conscious patrons are more likely to choose and repeatedly support businesses that share their commitment to preserving the environment and enhancing air quality (Du et al., 2019). Sustainable air quality management practices within environmental efforts positively influence consumer behavior, leading to increased revisit intention, positive word of mouth, higher willingness to pay, and enhanced customer loyalty, thus driving business success.

Environmental purchasing in environmental practices is highly significant in relation to revisit intention, word of mouth, willingness to pay more, and loyalty among consumers. Research has consistently shown that consumers are increasingly conscious of their environmental impact and are more likely to support businesses that prioritize eco-friendly and sustainable purchasing practices (Kang et al., 2018). Customers who perceive a business as actively engaged in environmental purchasing are more likely to have positive revisit intentions, as they are drawn to establishments that align with their values and contribute to environmental conservation (Hartmann et al., 2018). Environmental purchasing practices contribute to fostering customer loyalty, as environmentally conscious patrons are more likely to choose and repeatedly support businesses that share their commitment to environmental preservation (Rajagopal et al., 2016). Sustainable environmental purchasing practices within environmental efforts positively influence consumer behavior, leading to increased revisit intention, positive word of mouth, higher willingness to pay, and enhanced customer loyalty, thus driving business success.

Community awareness in environmental practices is highly significant in relation to revisit intention, word of mouth, willingness to pay more, and loyalty among consumers. Research has consistently shown that consumers are increasingly influenced by the environmental consciousness of their communities and are more likely to support businesses that actively engage in raising awareness about sustainable practices (Lee et al., 2016). Customers who perceive a business as actively promoting community awareness are more likely to have positive revisit intentions, as they feel a sense of alignment with establishments that contribute to the well-being of their local communities (Hartmann et al., 2018). Positive word-of-mouth communication often arises from environmentally conscious communities, as satisfied customers share their experiences with others, leading to increased referrals and expanding the customer base (Lee et al., 2016). Consumers are willing to pay more for products and services offered by businesses that actively contribute to community awareness and sustainability (Amin et al., 2020). This willingness to pay a premium reflects their support for initiatives that prioritize

community well-being and environmental education, contributing to higher revenues for such businesses. Community awareness practices contribute to fostering customer loyalty, as environmentally conscious patrons are more likely to choose and repeatedly support businesses that share their commitment to raising awareness and promoting sustainable practices (Hartmann et al., 2018). Sustainable community awareness practices within environmental efforts positively influence consumer behavior, leading to increased revisit intention, positive word of mouth, higher willingness to pay, and enhanced customer loyalty, thus driving business success.

Environmental practices hold significant importance in relation to revisit intention, word of mouth, willingness to pay more, and loyalty among consumers. Numerous studies have consistently demonstrated that consumers are increasingly concerned about environmental issues and are more likely to support businesses that prioritize sustainable and eco-friendly practices (Hartmann et al., 2018; Kang et al., 2018; Mishra et al., 2016). Customers who perceive a business as actively engaged in environmental practices are more likely to have positive revisit intentions, as they are drawn to establishments that align with their values and contribute to environmental conservation (Hartmann et al., 2018). Positive word-of-mouth communication often arises from environmentally responsible practices, as satisfied customers share their experiences with others, leading to increased referrals and expanding the customer base (Köster et al., 2019; de Oliveira et al., 2016). Additionally, consumers are willing to pay more for products and services offered by businesses committed to environmental sustainability, reflecting their support for initiatives that prioritize environmental responsibility (Wang et al., 2018; Pérez-Gladish et al., 2015). This willingness to pay a premium contributes to higher revenues for environmentally conscious businesses. Environmental practices contribute to fostering customer loyalty, as environmentally conscious patrons are more likely to choose and repeatedly support businesses that share their commitment to preserving the environment (Du et al., 2019; Rajagopal et al., 2016). Sustainable environmental practices positively influence consumer behavior, leading to increased revisit intention, positive word of mouth, higher willingness to pay, and enhanced customer loyalty, ultimately driving business success.

Table 6
Relationship between Service Quality and Behavioral Intention

Sustainable Management of Water	r_s	p -value	Interpretation
Revisit Intention	.457**	0.000	Highly Significant
Word of Mouth	.321**	0.000	Highly Significant
Willingness to Pay More	.531**	0.000	Highly Significant
Loyalty	.513**	0.000	Highly Significant
Overall	.529**	0.000	Highly Significant
Energy Conservation	r_s	p -value	Interpretation
Revisit Intention	.421**	0.000	Highly Significant
Word of Mouth	.233**	0.000	Highly Significant
Willingness to Pay More	.256**	0.000	Highly Significant
Loyalty	.354**	0.000	Highly Significant
Overall	.318**	0.000	Highly Significant
Solid Waste Management	r_s	p -value	Interpretation
Revisit Intention	.474**	0.000	Highly Significant
Word of Mouth	.411**	0.000	Highly Significant
Willingness to Pay More	.641**	0.000	Highly Significant
Loyalty	.608**	0.000	Highly Significant
Overall	.629**	0.000	Highly Significant
Air Quality Management	r_s	p -value	Interpretation
Revisit Intention	.447**	0.000	Highly Significant
Word of Mouth	.294**	0.000	Highly Significant
Willingness to Pay More	.461**	0.000	Highly Significant
Loyalty	.476**	0.000	Highly Significant
Overall	.443**	0.000	Highly Significant
Environmental Purchasing	r_s	p -value	Interpretation
Revisit Intention	.519**	0.000	Highly Significant
Word of Mouth	.415**	0.000	Highly Significant
Willingness to Pay More	.565**	0.000	Highly Significant
Loyalty	.649**	0.000	Highly Significant
Overall	.635**	0.000	Highly Significant

Community Awareness	r_s	p -value	Interpretation
Revisit Intention	.652**	0.000	Highly Significant
Word of Mouth	.498**	0.000	Highly Significant
Willingness to Pay More	.527**	0.000	Highly Significant
Loyalty	.607**	0.000	Highly Significant
Overall	.614**	0.000	Highly Significant
Overall Mean	r_s	p -value	Interpretation
Revisit Intention	.616**	0.000	Highly Significant
Word of Mouth	.450**	0.000	Highly Significant
Willingness to Pay More	.599**	0.000	Highly Significant
Loyalty	.655**	0.000	Highly Significant
Overall	.651**	0.000	Highly Significant

Legend: Significant at p -value < 0.01

Table 6 shows results with p value which is all 0.000 suggest highly significant positive correlation between reliability to revisit intention ($r=.480$), word of mouth ($r=.526$), willingness to pay more ($r=.507$), loyalty ($r=.482$) and overall intention ($r=.539$). This suggest that better reliability quality will result to higher behavioral intention. Similarly, empathy is also significantly positively correlated with reliability to revisit intention ($r=.658$), word of mouth ($r=.556$), willingness to pay more ($r=.593$), loyalty ($r=.717$) and overall intention ($r=.739$). This suggest that better empathy quality will result to higher behavioral intention.

Also, green communication is significantly positively correlated with reliability to revisit intention ($r=.546$), word of mouth ($r=.453$), willingness to pay more ($r=.514$), loyalty ($r=.567$) and overall intention ($r=.580$). This suggest that better green communication quality will result to higher behavioral intention.

Similarly, green energy reduction is significantly positively correlated with reliability to revisit intention ($r=.526$), word of mouth ($r=.470$), willingness to pay more ($r=.646$), loyalty ($r=.602$) and overall intention ($r=.657$). This suggest that better green energy reduction quality will result to higher behavioral intention. Likewise, assurance is significantly positively correlated with reliability to revisit intention ($r=.520$), word of mouth ($r=.423$), willingness to pay more ($r=.521$), loyalty ($r=.487$) and overall intention ($r=.547$). This suggest that better assurance quality will result to higher behavioral intention.

Also, tangibles is significantly positively correlated with reliability to revisit intention ($r=.607$), word of mouth ($r=.525$), willingness to pay more ($r=.592$), loyalty ($r=.587$) and overall intention ($r=.653$). This suggest that better tangibles quality will result to higher behavioral intention. Also, overall service quality is significantly positively correlated with revisit intention ($r=.734$), word of mouth ($r=.663$), willingness to pay more ($r=.697$), loyalty ($r=.746$) and overall intention ($r=.814$). This suggest that better overall service quality will result to higher behavioral intention.

A study by Chen et. al.,(2016) examining the airline industry found that higher perceived service reliability positively influenced customers' revisit intention, leading them to choose the same airline for future travel. In the context of word of mouth, a research by Yusr et al. (2018) focusing on the hospitality industry revealed that reliable service quality led to positive word-of-mouth recommendations from satisfied customers, significantly influencing the choices of potential customers. Moreover, Kumar et. al.,(2020) found that customers' willingness to pay more for a product or service was positively associated with their perception of service reliability, indicating that customers are willing to invest in brands they trust. Furthermore, in a study conducted by Chang et. al.,(2019) in the retail sector, it was established that service reliability played a vital role in building customer loyalty, leading to repeat purchases and an increased preference for the brand. These findings collectively highlight the crucial role of service reliability in shaping customers' behavioral intentions, making it a key driver for businesses seeking to enhance customer satisfaction and loyalty.

A study by Zhang et. al.,(2015) in the context of hotel services found that higher levels of empathy exhibited by hotel staff positively influenced customers' revisit intention, as they were more likely to return to

the same hotel due to the personalized and caring treatment they received. Additionally, a research by Han et. al.,(2019) in the healthcare industry revealed that empathetic service provided by medical practitioners resulted in positive word-of-mouth recommendations from satisfied patients, which significantly influenced the healthcare choices of others. Chao et. al.,(2020) found that customers' perception of empathy in service encounters positively affected their willingness to pay more, indicating that empathetic experiences create added value in the minds of customers. Furthermore, in a study by Liu et. al.,(2021) in the retail sector, it was established that empathy in customer service played a vital role in building customer loyalty, as empathetic interactions fostered a sense of trust and emotional connection with the brand. These findings underscore the critical role of empathy in service quality and its profound impact on shaping customers' behavioral intentions, making it an essential element for businesses aiming to enhance customer satisfaction and loyalty.

A study by Lee et. al.,(2017) focusing on the hospitality industry found that effective green communication by hotels positively influenced customers' revisit intention, as environmentally conscious messaging and practices resonated with guests, encouraging them to return for future stays. Research by Hsu et. al.,(2018) in the context of green restaurants revealed that positive green communication resulted in increased word-of-mouth recommendations from satisfied customers, significantly influencing the dining choices of others who valued sustainability. Study by Dolan et. al.,(2019) demonstrated that consumers were willing to pay more for products or services from businesses that engaged in green communication, indicating that environmental responsibility was perceived as an added value. Study by Jung et. al.,(2021) in the retail sector, it was found that green communication significantly affected customer loyalty, as environmentally conscious messaging and actions created a sense of alignment between the brand and its eco-conscious customers. These findings underscore the vital role of green communication in service quality and its profound impact on shaping customers' behavioral intentions, making it a strategic tool for businesses aiming to foster customer satisfaction and loyalty, particularly among environmentally conscious consumers.

Positive effects may arise when customers perceive the company as environmentally responsible, leading to higher revisit intention and positive word-of-mouth referrals (Han et. al.,2015). Ethical practices, such as green energy usage, can also foster customer loyalty and a willingness to pay more for eco-friendly services (Biswas et. al.,2015). However, any decline in service quality to achieve green energy goals can have adverse consequences. Customers may become dissatisfied with the service, leading to decreased revisit intention and negative word-of-mouth (Cui et. al.,2016). They might be reluctant to pay more for services perceived as subpar, affecting their willingness to pay and overall loyalty (Dangelico et. al.,2018). Businesses must carefully balance green energy initiatives with maintaining service quality to achieve positive behavioral intentions among customers, as the combined effect can significantly influence customers' perceptions and decisions.

The assurance of service quality refers to customers' confidence in receiving consistent and reliable service from a provider, which plays a crucial role in shaping their overall perception and trust in the business. Studies have consistently shown the positive relationship between assurance of service quality and behavioral intentions. Henseler et al. (2015) highlighted how the presence of high-quality tangibles positively influenced customer satisfaction, leading to increased word-of-mouth communication and recommendations. Zeithaml et al. (2016) found that service quality positively influenced customers' intentions to revisit and recommend the service to others. Similarly, Hennig-Thurau et al. (2017) highlighted that service quality significantly impacted customers' willingness to pay more for superior service. Sousa et. al.,(2018) demonstrated the importance of service quality in fostering customer loyalty and retention. These studies underscore the highly significant relationship between service quality and customers' behavioral intentions, emphasizing the need for businesses to prioritize and continuously enhance the quality of their services

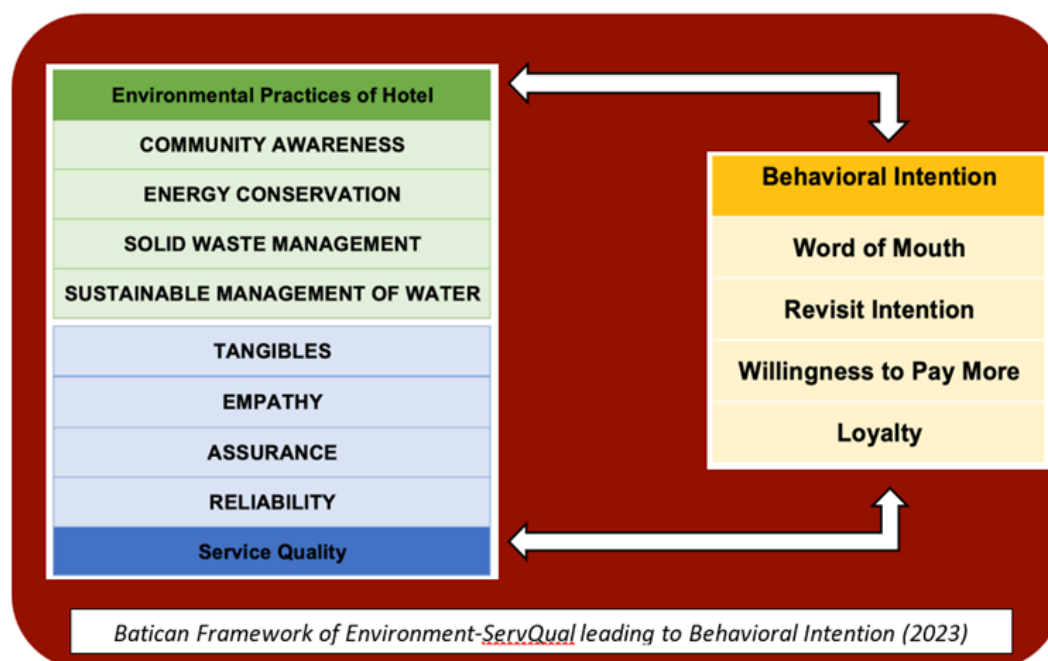
Structural Framework

Figure 2. Framework of Environment-ServQual leading to Behavioral Intention

This study has three main variables, environmental practices, service quality, and behavioral intention. Sub-indicators were enumerated based on the result of the ranking as assessed by the respondents of the study. This denotes that in terms of hotel environmental practices, community awareness got the highest rank among the indicators for hotel environmental practices followed by energy conservation then solid waste management and lastly the sustainable management of water. As to the service quality, highest rank among the indicators is the tangibles then empathy followed by assurance and reliability. As to the behavioral intention, highest on the rank is the word of mouth then revisit intention followed by willingness to pay more and then loyalty.

The arrows in the framework depicts the result of the study. The framework highlights the interconnected relationship between environmental practices, service quality, and behavioral intention in the context of hotel visits. The study's findings suggest that better environmental practices in hotels are positively correlated with an increased intention to visit the hotel. Similarly, higher service quality is associated with a greater intention to visit the hotel. These factors, in turn, influence the guest's behavioral intention, leading to repeat visits, word-of-mouth recommendations, willingness to pay more, and increased loyalty to the hotel. This virtuous cycle creates a positive feedback loop, where guests' positive experiences with environment.

The framework has color symbolism not just for beautify but more so, it has a deeper meaning. The environmental practices are in green as it is the most obvious and widely recognized color for environmental practices. It symbolizes sustainability, eco-friendliness, and environmental responsibility. Many hotels use various shades of green in their branding, marketing materials, and interior designs to convey their commitment to eco-conscious practices. Meanwhile the service quality is in blue since it is calming color often associated with reliability and trustworthiness. Hotels that prioritize consistent and dependable service may use shades of blue in their branding to assure guests of a positive and reliable experience. Lastly, Behavioral intention is in yellow as it represents optimism and happiness. In the context of behavioral intention, yellow might be employed to evoke positive emotions and a sense of enjoyment related to the hotel experience.

Hotel Environmental Practices and Service Quality as Predictor and Behavioral Intention as Outcome

This framework is derived from the result of the study where data reveals that Environmental Practices and Service quality are Predictor of Behavioral intention. However not all indicators of Environmental Practices and Service quality are Predictor. The sub-indicators of environmental practices were found to be good predictors of behavioral intention except for word of mouth. The same could be concluded from service quality although, the indicator green energy reduction was not a good indicator for behavioral intention.

The study shows that environmental practices are generally strong predictors of behavioral intention. This means that guests' intention to revisit the hotel, willingness to pay more, and overall behavioral intention are influenced by the hotel's eco-friendly initiatives and sustainability efforts. It is crucial for hotels to focus on their environmental practices to attract and retain environmentally conscious guests. The higher the level of environmental practices, the more likely guests are to exhibit positive behavioral intentions. As supported by a study by Xu et al.,(2019); Teng et. al.,(2019) investigated the impact of environmental practices on behavioral intentions in the hospitality industry. The researchers found a significant positive relationship between eco-friendly practices implemented by hotels and guests' behavioral intentions, including revisit intention and willingness to pay more. The study highlighted the importance of sustainable practices in driving positive guest behaviors and loyalty.

Similar to environmental practices, service quality is a strong predictor of behavioral intention. Guests' intention to revisit, willingness to pay more, and overall behavioral intention are influenced by the level of service quality provided by the hotel. Guests are more likely to exhibit positive behavioral intentions if they perceive the service quality to be high. As supported by Padlee, et al. (2019), the researchers explored the relationship between service quality and guest behavioral intentions in the hotel industry. The study found that tangibles, empathy, assurance, and reliability were significant predictors of guests' intention to revisit the hotel, recommend it to others, and demonstrate loyalty. The analysis reveals that the sub-indicator "green energy reduction" is not a strong predictor of behavioral intention, similarly with the findings of Lopes, et al. (2019). This implies that despite efforts to reduce energy consumption through eco-friendly energy practices, guests' behavioral intentions are not significantly influenced by this specific indicator.

The framework derived from the study provides valuable insights into the relationship between environmental practices, service quality, and behavioral intention in the hotel industry. The findings highlight the importance of both environmental practices and service quality in shaping guests' intentions to revisit, recommend, pay more, and demonstrate loyalty to the hotel. However, it also emphasizes that not all indicators within these variables are equally effective predictors of behavioral intention. To strengthen the framework and enhance guest behavioral intentions, hotels should focus on improving their overall environmental practices and service quality while paying attention to the specific sub-indicators that have the most significant influence on behavioral intentions.

Practical and Managerial Implication to Hotel Industry

The framework, which highlights the relationship between environmental practices, service quality, and behavioral intention in the context of hotels, has several practical and managerial implications for the hospitality industry. These implications can guide hotels in their efforts to enhance guest experiences, foster guest loyalty, and drive sustainable practices.

Practical Implications: The framework emphasizes the importance of implementing robust environmental practices to positively influence guest behavioral intentions. Hotels should focus on adopting sustainable initiatives such as energy conservation, waste management, water efficiency, and community awareness. Hotels can attract environmentally conscious guests who are more likely to exhibit positive behavioral intentions, including revisiting the hotel and recommending it to others. The framework highlights that service quality is a significant predictor of guest behavioral intentions. To improve guest satisfaction and loyalty, hotels should focus

on delivering exceptional customer service across all touchpoints. This involves training staff to exhibit empathy, reliability, and assurance, as well as maintaining high standards of tangible service aspects. The framework reveals that certain sub-indicators within environmental practices and service quality are stronger predictors of behavioral intention. Hotels should focus on leveraging these strong sub-indicators to maximize their impact on guest intentions. The framework also highlights sub-indicators that have less influence on guest behavioral intentions, such as "word of mouth" for environmental practices and "green energy reduction" for service quality. Hotels should analyze the reasons behind the weaker influence and take appropriate actions. The framework demonstrates the interconnection between environmental practices, service quality, and guest behavioral intentions. Therefore, hotels should adopt an integrated sustainability strategy that aligns environmental initiatives with service quality improvement efforts.

Managerial Implications. Hotel managers may invest in eco-friendly technologies and practices, promote environmental awareness among guests and staff, and integrate sustainability into the hotel's brand identity. This can be achieved by obtaining green certifications, showcasing eco-friendly initiatives in marketing materials, and engaging guests in eco-conscious activities during their stay. Hotel management may invest in staff training programs that emphasize the importance of service quality and guest-centricity. Regular performance evaluations and feedback mechanisms can help identify areas for improvement and ensure consistent service delivery. Additionally, empowering staff to address guest concerns promptly and effectively can further enhance the overall guest experience. Hotel managers may identify the most influential sub-indicators through guest feedback and data analysis. By prioritizing these aspects, hotels can allocate resources more efficiently and effectively to areas that have the greatest potential to drive positive behavioral intentions. Hotel management should investigate the underlying factors contributing to the weak influence of these sub-indicators. For instance, if "word of mouth" is not a strong predictor of behavioral intention for environmental practices, hotels may need to find alternative communication channels to effectively promote their sustainability efforts. Hotel management should foster collaboration and communication between different departments, such as sustainability, operations, and guest services, to create a unified approach to sustainability and guest experience. An integrated strategy can reinforce the positive feedback loop between environmental practices, service quality, and behavioral intentions, leading to improved guest satisfaction and loyalty.

In conclusion, the framework presented in the study offers practical and managerial insights for hotels seeking to enhance guest experiences, promote sustainability, and cultivate guest loyalty. Prioritizing environmental practices, elevating service quality, leveraging strong sub-indicators, addressing weak sub-indicators, and adopting an integrated sustainability strategy, hotels can create a positive guest experience that drives positive behavioral intentions and contributes to long-term success in the hospitality industry.

Table 7

Hotel Strategic Plan on Environmental Practices, Service Quality and Behavioral Intention Solid Waste Management hotel staff reminds the guests about proper solid waste management Objective: To improve solid waste management in the hotel by encouraging guests to participate in proper waste disposal practices.	Visible Signage: Install clear and informative signage in guest areas, such as trash bins, recycling stations, and waste collection points. The signage should include instructions on how to segregate waste and dispose of different types of waste properly. Waste Audits: Conduct periodic waste audits to assess the effectiveness of the solid waste management program. Analyze the types and quantities of waste generated by guests to identify areas for improvement.	Reduction in Contamination: Assess the percentage of waste contamination in recycling bins. Lower contamination rates indicate that guests are correctly segregating their waste. Reduction in Waste Volume: Measure the overall reduction in waste volume generated by the hotel. Successful solid waste management practices should lead to a decrease in the amount of waste sent to landfills.
Air Quality Management hotels are reducing pollution and congestion on the roads by using public transport or bicycles. Objective: To improve air quality around the hotel premises by reducing pollution and congestion on the roads through the promotion and adoption of public transport or bicycles as a preferred mode of transportation.	Bicycle Rental Services: Offer bicycle rental services to guests, providing them with a sustainable and healthy mode of transportation for short distances within the hotel vicinity and nearby attractions. Preferred Transportation Options: Promote the use of public transport or bicycles as preferred transportation options through marketing materials, website features, and check-in procedures. Highlight the environmental benefits and convenience of these modes of travel.	Reduction in Traffic Congestion: Monitor local traffic congestion levels, especially in areas surrounding the hotel. A reduction in congestion indicates decreased reliance on private vehicles. Air Quality Improvement: Analyze air quality data to determine the impact of the implemented strategies on air pollutant levels. A consistent improvement in air quality suggests the success of the air quality management measures.

Environmental practices, service quality, and behavioral intention of hotel in Central Visayas Region

Sustainable Management of Water The hotels are regularly detecting and repairing any drip or leak in guestrooms and the hotels are using water saving devices in guestrooms such as waterless urinals and low-flow toilets. Objective: To implement sustainable water management practices in the hotel, focusing on the detection and repair of leaks in guestrooms and the use of water-saving devices to reduce water consumption.	Staff Training: Train hotel staff on water conservation techniques, leak detection procedures, and the proper use and maintenance of water-saving devices. Empower staff to contribute to water management efforts. Water Usage Monitoring: Implement water usage monitoring systems to track water consumption in various areas of the hotel. Regularly review water consumption data to identify trends and areas for improvement. Water Recycling and Reuse: Explore opportunities for water recycling and reuse within the hotel, such as collecting and treating rainwater for non-potable uses like irrigation or flushing.	Staff Engagement: Evaluate staff engagement in water management initiatives and their adherence to leak detection and water-saving protocols. Water Consumption Reduction: Monitor water consumption data and calculate the reduction in water usage over time. This reduction should be attributed to the implementation of water-saving devices and leak detection and repair efforts. Water Recycling Impact: If the hotel implements water recycling and reuse systems, measure the amount of water recycled or reused and calculate the percentage of total water consumption it represents
Environmental Purchasing hotels are using locally-produced food and locally-grown food Objective: To implement environmental purchasing practices in the hotel by prioritizing the use of locally-produced and locally-grown food items in the hotel's food and beverage operations.	Promotion and Marketing: Promote the hotel's commitment to environmental purchasing by highlighting the use of locally-sourced ingredients in marketing materials, menus, and guest communications. Supplier Relationship Management: Foster strong relationships with local suppliers, supporting their businesses and collaborating to enhance sustainability efforts collectively.	Support for Local Economy: Evaluate the economic impact of the hotel's engagement with local suppliers and the support provided to the local community through the use of locally-sourced ingredients. Sustainability Recognition: Assess any sustainability certifications or awards earned by the hotel in recognition of its environmental purchasing practices.
Service Quality Tangibles hotel has planted vegetation to beautify the environment Objective: To enhance the tangibles aspect of the hotel's service quality by creating a visually appealing and aesthetically pleasing environment through the strategic planting of vegetation.	Landscape Design: Develop a comprehensive landscape design plan that includes the strategic placement of vegetation, such as trees, shrubs, flowers, and ornamental plants, to enhance the hotel's exterior and interior spaces. Native and Sustainable Plant Selection: Opt for native plant species that are well-suited to the local climate and require minimal maintenance. Prioritize sustainable landscaping practices to minimize water consumption and chemical use. Green Areas and Garden Spaces: Create designated green areas and garden spaces throughout the hotel premises, such as courtyards, rooftop gardens, or atriums, to provide guests with opportunities to relax and enjoy the natural surroundings.	Landscape Maintenance: Track the maintenance schedule and quality of care provided to the planted vegetation. Well-maintained and healthy plants contribute to a visually appealing environment. Green Space Utilization: Monitor the utilization of designated green areas and garden spaces by guests. Higher usage indicates that the landscaping efforts have successfully created inviting spaces for guest relaxation and enjoyment. Biodiversity and Habitat Support: Assess the impact of the planted vegetation on local biodiversity and wildlife habitat. The presence of native plants can attract beneficial insects and birds, contributing to ecological balance.
Empathy hotel staff does not rigidly adhere to the hotel regulations nor neglect the guests' requirements Objective: To improve the empathetic aspect of the hotel's service quality by fostering a customer-centric approach where staff members show understanding and flexibility in addressing guests' needs and requirements.	Empower Staff to Make Decisions: Empower staff to make on-the-spot decisions that prioritize guest satisfaction and well-being, even if it means deviating from strict hotel regulations. Encourage them to exercise judgment and flexibility in resolving guest issues. Personalized Guest Interactions: Encourage staff to engage in personalized interactions with guests to build rapport and understand their individual preferences and requirements. This may involve remembering guests' names and preferences and tailoring services accordingly.	Guest Reviews and Testimonials: Analyze guest reviews and testimonials to identify mentions of staff empathy and flexibility in addressing guest requirements. Positive reviews are indicative of successful empathetic interactions. Staff Empathy Ratings: Conduct internal staff assessments or surveys to gauge staff empathy levels and the perceived quality of their interactions with guests.
Assurance hotel staff has undergone training or specialized knowledge in environmental protection. Objective: To enhance the assurance aspect of the hotel's service quality by providing staff with specialized training and knowledge in environmental protection, ensuring that guests receive accurate and reliable information about the hotel's sustainable practices.	Environmental Training Program: Develop a comprehensive environmental training program for all hotel staff. The program should cover various aspects of environmental protection, including sustainable practices, waste management, energy conservation, and water efficiency. Certifications and Courses: Encourage staff to participate in relevant environmental certification programs or courses to deepen their knowledge and expertise in sustainable practices. Offer incentives or support for staff pursuing such certifications. Internal Environmental Guidelines: Establish clear and consistent internal guidelines on environmental protection, which all staff members are expected to follow. Ensure that these guidelines align with the hotel's broader	Staff Participation in Training: Monitor the number of staff members who have completed the environmental training program or obtained relevant certifications. Higher participation rates indicate successful implementation of the strategy. Knowledge Assessment: Conduct periodic assessments to measure staff members' knowledge and understanding of environmental protection principles and sustainable practices. Guest Feedback on Information Accuracy: Collect guest feedback on the accuracy and reliability of information provided by staff regarding the hotel's environmental initiatives. Positive feedback indicates effective assurance in guest communications

	sustainability initiatives.	
Reliability hotel staff is able to quickly correct their mistakes when receiving guest complaints or errors Objective: To improve the reliability aspect of the hotel's service quality by ensuring that staff can promptly and effectively address guest complaints or errors to regain guest trust and confidence.	Complaint Handling Training: Provide comprehensive training to all hotel staff on complaint handling and resolution techniques. Emphasize the importance of active listening, empathy, and prompt action to address guest concerns. Empower Staff to Resolve Issues: Empower staff to take ownership of guest complaints and errors and provide them with the authority to make decisions or offer appropriate compensation to resolve issues.	Complaint Resolution Time: Measure the average time taken to resolve guest complaints or errors. Aim for a swift resolution to demonstrate reliability in addressing guest concerns. Guest Satisfaction Scores: Monitor guest satisfaction scores specifically related to the handling of complaints or errors. Higher scores indicate successful implementation of the strategy.
Green Energy Reduction hotel refers to the guest's requirements to provide sheets or towel changing services every day or every several days. Objective: To reduce the hotel's energy consumption and carbon footprint by implementing a green energy reduction strategy in the housekeeping department through guest participation in the decision-making process regarding sheets and towel changing services.	Guest Communication: Develop a clear and informative communication strategy to inform guests about the hotel's green energy reduction efforts. This includes explaining the benefits of reducing linen and towel changes for energy conservation and environmental sustainability. Reward Program: Consider implementing a reward program to incentivize guests who actively participate in the green energy reduction initiative, such as offering loyalty points or discounts for their eco-conscious choices.	Guest Participation Rate: Measure the percentage of guests who opt for reduced linen and towel changes as part of the green energy reduction initiative. Staff Compliance: Monitor staff compliance with guest preferences regarding linen and towel changes. Ensure that housekeeping staff respect guest choices and follow the green energy reduction policies.
Green Communication hotel is providing information on environmental conservation. Objective: To improve green communication in the hotel by effectively providing guests with information on environmental conservation practices and initiatives.	Environmental Information Materials: Develop and distribute informative materials, such as brochures, leaflets, or digital content, that highlight the hotel's environmental conservation efforts, sustainable practices, and ways guests can contribute to conservation during their stay. Digital Channels: Utilize the hotel's website, mobile app, and email communications to disseminate information on environmental conservation, sustainability initiatives, and updates on the hotel's eco-friendly practices.	Guest Feedback: Collect guest feedback through surveys, comment cards, or online reviews to assess the effectiveness of the green communication efforts. Positive comments and guest appreciation indicate successful communication. Website Engagement: Track website engagement metrics, such as the number of visits to environmental conservation pages and the duration of time spent on these pages.
Behavioral Intention		
Word of Mouth Because of guest experiences with the hotel, I would convince others to also visit this hotel. Objective: To increase positive word-of-mouth marketing for the hotel by providing exceptional guest experiences that motivate guests to recommend the hotel to others.	Outstanding Guest Service: Train all hotel staff to deliver outstanding guest service, ensuring that every guest feels valued, appreciated, and well-cared for during their stay. Personalized Experiences: Offer personalized experiences and services to guests based on their preferences and needs, creating memorable moments that guests would be eager to share with others.	Word-of-Mouth Referrals: Track the number of guest referrals received through word-of-mouth, such as friends or family members who book a stay based on a recommendation from a previous guest. Online Reviews: Monitor online review platforms (e.g., TripAdvisor, Google Reviews) for an increase in positive reviews mentioning outstanding guest experiences.
Revisit Intention Encourage guest to come more often in the hotel. Objective: To increase the revisit intention of guests and encourage them to return to the hotel for future stays, thereby fostering loyalty and building a base of repeat customers.	Stay Enhancement Incentives: Encourage longer stays by offering incentives such as discounted rates or complimentary add-ons for extended bookings. Loyalty Program: Implement a loyalty program that rewards guests for their repeat visits. Offer points or bene	Revenue from Repeat Bookings: Analyze revenue generated from repeat bookings. An increase in revenue from returning guests indicates successful efforts in encouraging revisit intention. Referrals from Repeat Guests: Measure the number of new bookings that can be directly attributed to referrals from repeat guests. Positive word-of-mouth from loyal customers can drive new business.
Willingness to Pay More willing to spend extra in my travel activities in this hotel Objective: To increase guests' willingness to pay more for their travel activities and experiences at the hotel, thereby enhancing the hotel's revenue and profitability.	Value-Added Services: Offer value-added services and amenities that justify a premium price, such as exclusive experiences, personalized concierge services, or upgraded room options. Upselling and Cross-Selling: Train staff to effectively upsell and cross-sell additional services or experiences to guests during their stay, highlighting the unique benefits and value they provide.	Average Room Rate: Monitor the average room rate over time, looking for increases that indicate guests are willing to pay more for their stay. Revenue from Upsells: Track the revenue generated from upselling additional services or experiences to guests during their stay.
Loyalty consider myself loyal to this hotel Objective: To foster guest loyalty and cultivate a strong base of loyal customers who consider themselves loyal to the hotel, leading to repeat visits and positive word-of-mouth referrals.	Special Recognition: Recognize and reward loyal guests with special privileges, such as room upgrades, welcome amenities, or access to exclusive facilities. Consistent Quality: Ensure consistent high-quality service and experiences throughout the guest's stay, reinforcing their positive perception of the hotel.	Guest Lifetime Value: Assess the lifetime value of loyal guests, considering their average spending and frequency of visits. Guest Retention Rate: Track the rate at which loyal guests continue to return for subsequent stays, indicating the success of loyalty initiatives. Guest Referrals: Measure the number of new

Feedback and Improvement: Actively seek feedback from loyal guests to understand their preferences and expectations. Use this feedback to continuously improve and enhance the guest experience.

bookings that can be directly from loyal guests. Positive word-of-mouth from loyal customers can drive new business.

3. Conclusion and recommendation

The main environmental practices of Department of Tourism accredited hotels in Central Visayas Region was community awareness, for service quality was tangibles, and in behavioral intention was word of mouth. The study's findings suggest that better environmental practices in hotels are positively correlated with an increased intention to visit the hotel. Similarly, higher service quality is associated with a greater intention to visit the hotel. These factors, in turn, influence the guest's behavioral intention, leading to repeat visits, word-of-mouth recommendations, willingness to pay more, and increased loyalty to the hotel. This virtuous cycle creates a positive feedback loop, where guests' positive experiences with environment. However not all environmental practices and service quality measures are predictive. Although the measure of green energy reduction was not a good signal for behavioral intention, it was still possible to draw the same conclusion from service quality. Hotels should prioritize enhancing their overall environmental practices and service quality while focusing on the specific sub-indicators that have the greatest impact on behavioral intentions in order to improve guest behavioral intentions a structural framework and strategic plan were proposed for environmental practices, service quality, and behavioral intention of DOT Accredited Hotels in Central Visayas Region.

For the Department of Tourism/ Policy maker develop a checklist for environmental practices for the hotels in Central Visayas Region and add it in their accreditation requirements. Local Government Unit of Central Visayas Region to support environmental practices of the community. For the DOT accredited Hotels in Central Visayas, should adopt environmental purchasing for environmental practices, improve green communication for better service quality, and make a strategy for guest loyalty in behavioral intension. To use the output framework and strategic plan of the study. Travelers in Local and International to choose DOT accredited hotels for a better and pleasant stay. Employees in the hotels the staff should undergo training or specialize knowledge and skills in environmental practices, service quality, and behavioral intention. For the future researcher, may conduct a similar study directed toward environmental practices, service quality and behavioral intention with its mediating effect on the hotel and staff image. By implementing these recommendations, hotels in the Central Visayas Region can improve their environmental sustainability, service quality, and overall guest experience, ultimately leading to higher guest satisfaction, loyalty, and positive word-of-mouth recommendations.

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