

Bibliometric analysis on green hotels: past, present and future trends

Journal of
Hospitality and
Tourism Insights

Muhammad Ashraf Fauzi

*Faculty of Industrial Management, Universiti Malaysia Pahang Al-Sultan Abdullah,
Kuantan, Malaysia*

Heesup Han

*School of Hospitality and Tourism Management, Sejong University,
Seoul, South Korea*

Sandra Maria Correia Loureiro

*Centro de Investigação em Sistemas e Tecnologias de Informação Avançadas,
ISCTE-Instituto Universitário de Lisboa, Lisboa, Portugal*

Antonio Ariza-Montes

Universidad Loyola Andalucía, Cordoba, Spain, and

Walton Wider

*Faculty of Business and Communications, INTI International University,
Nilai, Malaysia*

Received 30 January 2024

Revised 12 March 2024

22 April 2024

24 April 2024

Accepted 26 April 2024

Abstract

Purpose – Service providers and tourism players have introduced the green hotels concept to mitigate detrimental environmental impact. This study aimed to review the literature on green hotels based on bibliometric analysis.

Design/methodology/approach – In analyzing the potential and significant subject of the tourism industry and concern on environmental issues, this study evaluates the themes based on the past, present and future trends in green hotels from a bibliographic database retrieved from the Web of Science (WoS).

Findings – Several themes were identified from the role of the theory of planned behavior and predictors of consumers' intention to visit green hotels.

Practical implications – Implications were discussed mainly related to green hotels contribution towards sustainable tourism and its role in shaping the tourism sector's landscape. Among the practical implications include rewards by the authorities in the form of incentives or tax relief to green hotel operators, which will encourage conventional hotel transformation into green hotels. Furthermore, green hotels will be at the forefront of tourism and hospitality brands, requiring substantial green marketing initiatives. Sooner or later, opting for green hotels while traveling will be the norm among travelers.

Originality/value – The green hotels have emerged as a way to tackle the environmental issues related to tourism and hospitality while at the same time, allowing the industry to flourish. This research is one of the scant studies that provide a comprehensive overview about green hotel studies and offer future research agendas.

Keywords Tourism and hospitality, Green hotels, Tourist behavior, Bibliometric analysis, Pro-environmental behaviour

Paper type General review

This research was supported by research fund from Universiti Malaysia Pahang Al-Sultan Abdullah Flagship Grant: Made in UMPSA (UMPSA Grant no. PDU213001-3).

Funding: This research was supported by research fund from Universiti Malaysia Pahang Al-Sultan Abdullah Flagship Grant: Made in UMPSA (UMPSA Grant no. PDU213001-3) and Ministry of Higher Education Malaysia under the Fundamental Research Grant Scheme FRGS/1/2022/SS01/UMP/02/2 (UMPSA Grant no. RDU220137).

