

Customer Consciousness on Willingness to Pay for Green Practices: a Hospitality Industry Approach

Prithvi Roy

Lovely Professional University, India

This paper examines the hotel customers' willingness to spend more for green hotel practices, also the customers' motivations to pay for these practices. Studies have primarily focused on hotel customers' willingness to spend more to stay in eco or environmentally friendly hotels. This paper offers a review of 13 high-quality journals from the database like SCOPUS and web of science. This study found that hotel customers with deeper environmental concerns declare a higher willingness to pay premiums for hotels' green practices. The study also adds to the body of knowledge by mentioning the neural loops that influence a customer's ability to spend a high price to stay at a green sustainable hotel. This review helps provide the hotel industry and stakeholders with information that can be used to develop and implement better green hotel policies, and also, they should make aware of the usage of green services and their importance so that consumers can easily buy without any hesitation

Keywords: *Customer, Green Practices, Hotels, Price, Sustainable, Tourism, Willingness*