

## Green hotel trend: Experiences from hotels worldwide and lessons learned for hotels in Vietnam

Xu hướng Khách sạn Xanh: Nhìn từ nhiều khách sạn trên thế giới và bài học kinh nghiệm cho khách sạn ở Việt Nam

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### Abstract

In recent years, facing the problem of environmental pollution, organizations have been tending towards sustainable development through the construction of green hotels. This research analyzes famous organizations in the hospitality industry that have been successful in building and managing green hotels, which completely becomes a model for other hotels to follow. On this basis, the research provides some lessons for Vietnamese hotels in building hotels following this trend and managing sustainability in the hotel industry.

**Keywords:** Green hotel trend; environmental protection; going green; sustainable development; Vietnam.

### Tóm tắt

Trong những năm gần đây, trước vấn đề ô nhiễm môi trường, các doanh nghiệp đang có xu hướng phát triển bền vững thông qua việc xây dựng các khách sạn Xanh. Nghiên cứu này phân tích một số tập đoàn nổi tiếng trên thế giới trong ngành khách sạn đã thành công trong việc xây dựng và quản lý khách sạn Xanh, hoàn toàn trở thành hình mẫu để các khách sạn khác hướng tới. Trên cơ sở đó, nghiên cứu đưa ra một số bài học kinh nghiệm cho các khách sạn Việt Nam trong việc xây dựng khách sạn theo xu hướng này và quản lý tính bền vững trong ngành khách sạn.

**Từ khóa:** Xu hướng khách sạn Xanh; bảo vệ môi trường; thực hành xanh; phát triển bền vững Việt Nam.

### 1. Introduction

In recent years, there has been a noticeable increase in green initiatives within the hotel industry worldwide. Some hotels in Vietnam

have started to implement environmentally friendly practices, albeit slowly. However, due to the relatively limited adoption of such practices in Vietnam, the scope of

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environmental conservation efforts within hotels remains narrow. Therefore, this article aims to examine the construction and management approaches aligned with global green trends at well-known hotels. By analyzing these practices, valuable insights can be gained to help hotels in Vietnam effectively integrate environmental protection measures into their operations.

The research methodology used in this study includes case study analysis and comparative analysis. This approach not only provides a comprehensive understanding of green practices in the hotel industry but also offers a model for future research efforts exploring similar topics across different industries or regions. By sharing these findings, the objective is to promote sustainable practices within the hotel industry in Vietnam and beyond, thereby contributing to environmental preservation and responsible business conduct.

## **2. Literature review and method**

### **2.1. Definition of hotel**

Hotels are a popular form of lodging in Vietnam. The term "hotel" is also defined in some current documents. Specifically, the concept of accommodation establishments in the Vietnam Tourism Law, issued on June 14, 2005, is as follows: "Tourist accommodation establishments are establishments that rent rooms, beds and provide other services to serve guests, in which hotels are the main tourist accommodation establishments." [10, p. 2]. According to the current Vietnam Hotel Rating Standards - TCVN 4391:2015, "Tourist accommodation facilities are built in blocks, ensuring the quality of facilities, equipment, and services necessary to serve guests" [3, p. 5].

### **2.2. Definition of green hotel**

Although this concept has been around for a long time and is commonly used today, there is

still no specific general concept to define it. Green Hotel Association defines: "A green hotel is an environmentally friendly real estate, where its management levels are always ready to propose programs to save water resources, save energy, reduce waste while saving costs to protect our earth" [9, p. 1]. As for the Zero Waste Alliance, a green hotel is "a hotel that strives to become more environmentally friendly through the reasonable use of energy, water, and materials while still ensuring the provision of quality services" [8, p. 29]. Thus, the above definitions all point towards a common spirit of green hotels, which is to minimize the impact on the environment through saving energy and water, minimizing waste in the process of providing services, and requiring the participation of everyone from management to employees and customers.

### **2.3. Impact of hotels on the environment**

The tourism industry is one of the largest and fastest-growing industries. In Vietnam, it is a profitable industry that significantly contributes to economic growth. However, along with the benefits, the tourism industry also brings about many social and environmental consequences such as water pollution, noise pollution, degradation of natural resources, loss of biological diversity, rampant construction, and land encroachment.

In the tourism industry, hotel business is one of the main areas. Therefore, hotels also have a significant impact on the environment by using a lot of resources. In a report on hotels in Europe, it was estimated that 75% of hotels' impact on the environment is due to overconsumption of unsustainable local and imported products, energy, and water, according to the due to discharge of waste into the soil, water and air environment [5]. The hotel's main activities including heating services, water heating, lighting systems, swimming pools, rat and insect

control, room operations, restaurants, bars, kitchens, and laundry, etc. impact the environment by consuming energy, water, materials (paper, ink, other primitive materials), creating a lot of wastewater, packaging waste, organic waste, using toxic chemical substances, causing soil and air erosion [2].

#### **2.4. Green trend in the hotel industry**

The hotel industry has responded to environmental pollution by researching and implementing more environmentally friendly activities, or “greener” activities, creating a positive impression with customers, and gaining a competitive edge in the market. Today, people worldwide are increasingly concerned about environmental issues, and tourists prioritize “green” factors when choosing accommodations. Surveys by tourism businesses and research analysts indicate a growing demand for eco-friendly accommodation among customers. For example, a survey by the famous travel website Booking.com on tourists' green trends has shown that 87% of tourists want their trip to be environmentally friendly by choosing green accommodation facilities; 39% of travelers always try to or often do so [13].

On the other hand, a survey by Deloitte Consulting on business travelers found that 95% of business travelers think a hotel should implement environmentally friendly initiatives; 38% of business travelers try to find green hotels before traveling; 40% are willing to pay more for green accommodation facilities [4, p. 2]. Since then, integrating environmentally friendly activities into the hotel business has become a global trend, giving rise to “green hotels”.

### **2.5. Method**

#### **2.5.1. Data collection**

The data below is based on United States-specific data, collected for the 2022 edition of

the Green Lodging Trends Report (GLTR) and World Travel & Tourism Council (WTTC). GLTR, launched in 2016, is the leading global benchmarking study on sustainability best practices in hotels. There were two methods of data collection: direct participation by responding to the GLTR survey on The Greenview Portal, an internationally recognized hotel sustainability management system, and receiving bulk data sets from companies.

#### **2.5.2. Sampling method**

- Voluntary participation: Hotels that responded to the GLTR survey on the Greenview Portal were self-selected to participate, indicating a voluntary sampling method.

- Bulk data sets: The inclusion of bulk data sets from companies suggests a potentially more diverse sample. This method may help capture a broader range of sustainability practices across the industry.

#### **2.5.3. Data analysis**

**Thematic chapters:** The best practices assessed in the 2022 reports were grouped into thematic chapters, including single-use plastic, climate action, community, and so on. Each chapter provides an in-depth analysis and includes unique charts for each best practice, facilitating focused analysis within specific sustainability domains.

**Hotel profiles:** Data and charts were divided based on hotel profiles such as geographic location, service type, STR chain scale, and hotel type. This segmentation allowed for both macro-level analysis across different types of hotels and more granular insights into specific segments, enabling a comprehensive understanding of sustainability uptake rates and best practices. Hotels that enroll in the program will receive a personalized benchmarking report, which will compare their performance against similar hotels.

These methods of data collection, sampling, and analysis collectively contribute to a robust evaluation of sustainability practices within the hotel industry, offering insights at both broad and detailed levels to drive informed decision-making and improvement efforts.

## 2.6. Green management activities at hotels

### 2.6.1. Energy management

Hotels planning and implementing initiatives to reduce energy use are common globally.

- Over 80% of all hotels plan and implement energy reduction initiatives.

- Planning and implementing energy reduction initiatives is a common practice across all STR chain scale segments but economy (53.7%) and midscale (55.4%) hotels have lower prevalence rates compared to other segments.

- The top countries for this practice are Switzerland (100%), Spain (99%), and Greece (97%).

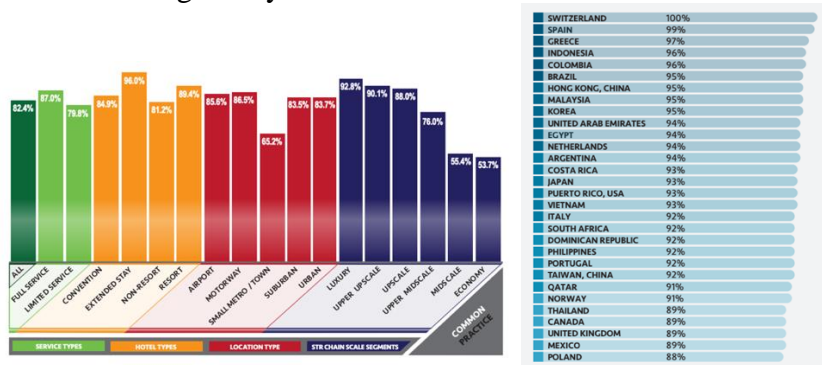


Figure 1. Data on hotels around the world implementing energy reduction initiatives

(Source: World Travel and Tourism Council)

### 2.6.2. Water management

Hotels planning and implementing initiatives to reduce water use is an emerging practice globally.

- This is an established practice for full-service hotels (69.7%) and an emerging practice for limited-service hotels (43.0%).

- Across the property types, extended stays top the list with an adoption rate of over 90%. Resorts come in second (76.3%), followed by convention hotels (54.1%) and non-resort (41.9%) hotels.

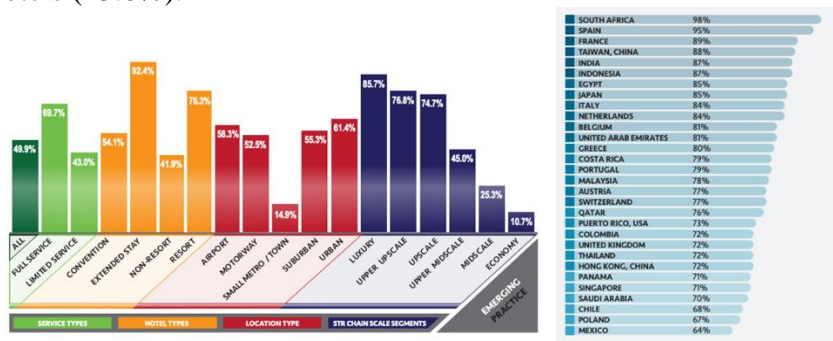


Figure 2. Data on hotels around the world implementing water reduction initiatives

(Source: World Travel and Tourism Council)

### 2.6.3. Waste management

Hotels replacing plastic water bottles offered to guests and staff with reuse models, reusable

options, or non-plastic alternatives is an emerging practice globally.

- This is a common practice for full-service hotels (75.4%) and an emerging practice for limited-service hotels (29.1%).

- Across the property types, it is common for extended stays (68.0%), resorts (63.3%), and convention hotels (52.2%) to implement this

practice. Non-resorts have a slightly lower implementation rate at 42.2%. Location affects the adoption of this practice.

- The top three countries that have adopted this practice are Spain (92%), Japan (86%), and Italy (84%).

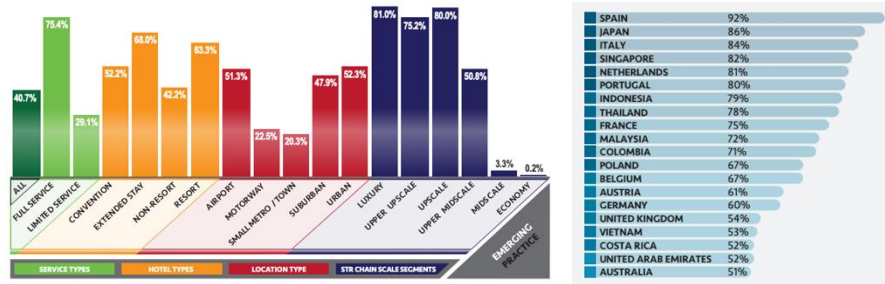


Figure 3. Data on hotels around the world implementing water bottle reduction initiatives

(Source: World Travel and Tourism Council)

2.6.4. Air quality management

Hotels having an air purification system or offering portable air purifiers are an established practice globally.

- The uptake rate is comparable across most service, property, and location types, as well as

STR chain scale segments, ranging from 60.7% to 76.9%. The exceptions are extended stays (26.0%) and economy hotels (13.5%), which have much lower uptake rates.

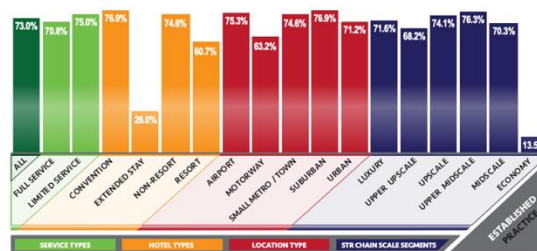


Figure 4. Data on hotels around the world having an air purification system or offering portable air purifiers

(Source: World Travel and Tourism Council)

2.6.5. Encourage employee participation

Hotels providing staff training on understanding and implementing sustainable practices, at least once a year, is an emerging practice globally.

- Over 70% of convention hotels and resorts have sustainability training, while over 40% of non-resorts and extended stays do the same.

- The top 3 performing countries are Egypt (97%), United Arab Emirates (91%), and Maldives (91%).

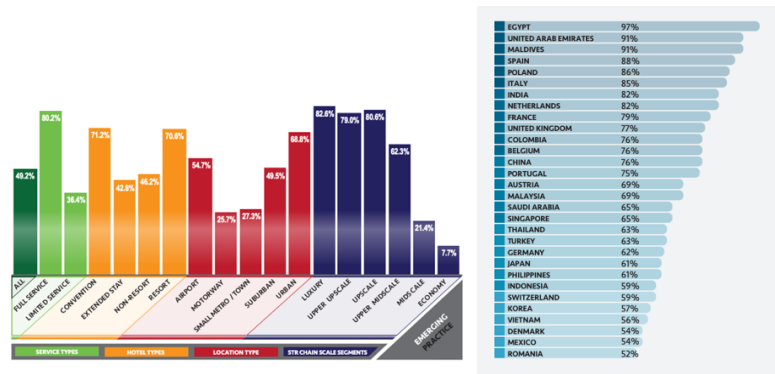


Figure 5. Data on hotels around the world providing staff training on understanding and implementing sustainable practices

(Source: World Travel and Tourism Council)

### 2.6.6. Raise guest awareness

Hotels offering guests opportunities to support environmental and social initiatives is a common practice globally.

- The prevalence rates across full-service (77.3%) and limited-service (79.3%) hotels are comparable to the global average.

- Offering guests opportunities to support environmental and social initiatives is most prevalent across extended stay (94.4%) and economy (92.2%) hotels.

- The top-performing countries for this practice are India Puerto Rico, USA, both of which have a 100% uptake rate.

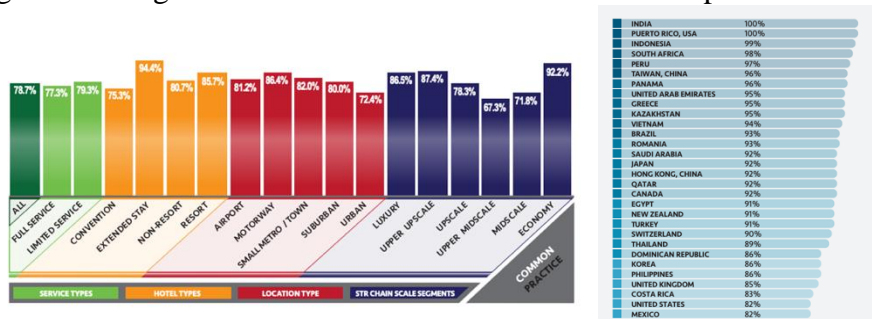


Figure 6. Data on hotels around the world support environmental and social initiatives

(Source: World Travel and Tourism Council)

## 2.7. Benefits of applying green activities to hotel business

### Cost savings

Hotels should invest in energy-efficient equipment and energy-saving practices, such as solar power, low-voltage lights, insulators, etc. However, some work needs to be done. The initial cost is quite high and it may take longer to break even, but the economic benefits of investing in energy-saving equipment are always worth it.

### Employee engagement

Employees tend to search for companies based on principles and ways of operating that suit them. Therefore, through the environmental protection program, hotels can create a safe, comfortable, and healthy workplace, thereby encouraging the working spirit of employees, and they will work more effectively and want to work and stick with the company.

### Guests loyalty

Implementing green practices in the hotel business will reduce local air, water, and soil

pollution, thereby creating a healthier environment. The local resources that communities and accommodation establishments depend on are also better protected, so that the overall quality of the destination and the tourist experience are better maintained, generating an increase in the number of returning customers and positive word of mouth.

#### *Create competitive advantage*

Implementing environmentally and socially friendly activities, such as buying local goods and services, demonstrates sustainable leadership and boosts the reputation of accommodation facilities in the eyes of consumers. This improves relationships with local communities and provides a significant competitive advantage.

### **3. Experience in developing green hotels at several hotels around the world**

Green trends have appeared for a long time in the world's hotel industry. Many hotels have followed this trend and achieved certain achievements. Typical among them are famous hotel corporations Accor Group, Intercontinental Hotels Group - Six Senses, and Hyatt - Grand Hyatt Singapore. These corporations have all received numerous prestigious awards and certificates for their commitment to environmental protection and sustainable development. This is an ideal model in this industry for other businesses to learn from. Therefore, the research team selected the aforementioned corporations to study the green activities they carry out.

#### **3.1. Accor Group**

Accor is one of the pioneering corporations when implementing environmental protection policies in the hotel business. Since 1994, this group has proposed the position of Director in charge of the environment. To date, due to the

need to protect the environment, Accor Group has improved the content of the Environmental Charter to 65 actions (the level of application varies depending on the brand). Specific content includes:

*Information and awareness raising:* Through periodic activities to present to staff about the hotel's environmental impact or invite external speakers to present specific issues within the contents of the Environmental Charter school.

*Energy management (some content applies to water management):* Includes measures such as: set consumption levels; monitor and analyze monthly consumption; list technical improvements; ensure optimal use of facilities and machinery; Install energy-saving decorative lights; use energy-saving light bulbs; install solar panels to heat water, etc.

*Water management:* Includes measures such as install devices to regulate water flow in faucets; install water flow regulation devices in showers; install water-saving sanitary equipment; use water-saving washing equipment; encourage guests to reuse towels; encourage guests to reuse bed linens; garden care, etc.

*Wastewater management:* Includes measures such as recovering and recycling used cooking oil; sorting and recovering food scraps; wastewater treatment.

*Waste management:* Includes measures such as reprocessing paper and cardboard packaging; recycling paper, newspapers, and magazines; limiting the use of non-biodegradable packaging; recycling glass bottles; carrying out waste classification in guest bedrooms; etc.

*Measures to protect the ozone layer:* Including measures such as eliminating equipment containing CFCs and checking equipment containing CFCs, HCFCs, or HFCs for leaks.

*Other environmental protection measures:*

Build a private organic garden for the hotel, reduce the use of pesticides; reduce herbicides; reduce use of fungicides; use organic fertilizers; water plants properly; plant locally adapted trees; participate in local environmental protection activities.

*Certification:* Receiving ISO 14001 certification is a higher-level activity than the above measures, helping to demonstrate the group's global environmental commitment as well as implementing the Environmental Charter.

### **3.2. Intercontinental Hotels Group – Six Senses**

Since its founding in 1995, Six Senses has aimed to create innovative and enriching experiences for visitors, linked to sustainable environmental development. In terms of governance and structure, Six Senses has a specialized unit, headed by the Vice President of Sustainable Development, and below is a team of coordinators on environmental and social issues at both the headquarters of the group and its resorts to implement the group's green policies and initiatives at the resort level. Six-Senses IHG Hotels Group creeds are Rethink, Responsible, Respect, Refuse, Reuse and Recycle.

This operator also contributes 0.5% of annual revenue to the Social and Environmental Responsibility Fund, of which 60% is local sustainable development projects. At the same time, Six Senses minimizes its ecological impact with energy efficiency, reuse, and recycling programs, responsible purchasing policies, and the use of locally produced organic foods in parallel with promoting sustainable tourism practices through community tourism programs combined with the conservation of cultural heritage and biodiversity both on land and in water.

For sustainable construction, Six Senses uses recycled materials such as wood, adobe bricks, mud, and thatch; refuses to develop fishing areas and golf courses because they believe they damage the environment, especially the use of pesticides or herbicides to maintain golf courses; invests in marine conservation; is passionate about protecting endangered species and committed to preserving natural habitats; makes many products on-site or work with local suppliers to eliminate the use of plastic packaging and the carbon footprint of deliveries.

### **3.3. Hyatt - Grand Hyatt Singapore**

Embracing care at the heart of the business, Grand Hyatt Singapore has been pioneering sustainable initiatives since 2002. The journey has seen the hotel achieving waste and water reduction, better utilization of resources, and providing guests with greater value through sustainable dining and wellness. Over the years, the hotel has been recognized for its efforts by multiple government organizations such as the National Environmental Agency, Singapore Environmental Council, and Building and Construction Authority.

Hyatt used Hyat EcoTrack to track sustainability metrics including greenhouse gas emissions, energy, water, waste, and recycling. These insights are important to help advance efficiency improvements. The hotel's sustainability commitment is aligned with the Singapore Green Plan 2030, a national sustainability movement that seeks to rally bold and collective action to achieve long-term net-zero emissions to build a sustainable future as well as the Hotel Sustainability Roadmap launched in March 2022. Located in the Orchard Road district, the hotel allows guests to travel easily in the city via a public transport network of underground metro and buses for a greener traveling experience.



### *Carbon emissions and water*

- The hotel's sustainability journey started in early 2002 with a Green Energy Management system that replaced the central air-conditioning system with a highly efficient "Total System and Right-Sizing Approach".

- Installation of a gas-powered Tri-generation plant (the first hotel in the world to do so) in 2011 to provide 30% of its electricity, heat, and cooling for laundry and air-conditioning needs.

- The hotel is operating on 100% renewable electricity following a partnership with Flo Energy, a local retailer that purchases REC (Renewable Energy Certificate) to offset the electricity they supply.

### *Waste and circularity*

- Committed to more responsibilities by achieving The PLEDGE™ (Food Waste Certification) in 2021.

- The first hotel to partner with Treatsure, a local start-up allowing users to purchase surplus food from restaurants directly.

- Use of Nordaq Water – The hotel saves 500g of CO<sub>2</sub>, 1L of unrennewable fossil fuel, and 7L of water for every bottled water replacement.

- The first hotel in Singapore to install an in-house waste management plant to convert daily food waste into fertilizers; eliminating the use of plastic trash bags and keeping food waste away from landfills.

### *Reducing plastic waste*

Replaced plastic bottled water with Just Water (packaged with plant-based materials) in all event spaces.

Work with local brands to produce sustainable corporate gifts - reusable bags made with plastic bottles; phone holders made with wooden chopsticks; beeswax wraps instead of plastic cling wraps.

- Partnership with ecoSPIRITS, Proof & Company in 2020 to reduce plastic crates, pallets, and glass bottles.

### *Hyatt's food philosophy*

- First in Singapore (in 2019) to implement a Nose-to-Tail program importing whole carcasses of beef to minimize wastage.

- First in Singapore to import carbon-neutral certified lamb.

- First in Southeast Asia (in 2018) to introduce plant-based meat products such as Beyond Meat, Beyond Sausage, JUST Egg, Impossible Meats, Omnimeat and Heura.

### *Sustainably sourced ingredients*

- 80% of its organic and seasonal vegetables are sourced from Cameron Highlands to reduce carbon footprint by more than 100 times as compared to using air-flown greens.

- In partnership with Ugly Food, the hotel sources 4,000kg of "ugly" oranges annually that would have landed up in landfills to provide freshly pressed orange juice.

- Use of organic Rainforest Alliance coffee beans and sustainable cocoa that protect endangered species while providing local communities/ workers with decent wages.

## **4. Current status of green trends in the hotel business in Vietnam and lessons learned about green hotel management for hotels in Vietnam**

### **4.1. Current status of green trends in the hotel business in Vietnam**

#### **4.1.1. Green hotel trend at Silk Sense Hoi An River Resort**

Silk Sense Hoi An River Resort has prioritized nature and environmental sustainability since the beginning of construction. All aspects, including construction, logo, equipment, and interior decoration, utilize eco-friendly materials.

*Green cups project:*

- Purpose: extend the lifespan of disposable cups.

Planting vegetables and nursery seedlings, and then distributing them free of charge to local communities: The Green Cups Project provides free green vegetables and seedlings to local communities, helping to plant more trees and increase awareness of environmental protection.

- The Green Cups Project assists beverage companies in reducing costs and the number of disposable cups that end up in the environment.

*The Waste2Green organic waste recycling machine:*

By integrating advanced technology and efficient processing capabilities, Waste2Green can transform organic waste into high-quality organic fertilizer (compost) in just 24 hours. The processing process not only reduces the amount of waste going into landfills but also produces reusable products that are beneficial for the environment. Furthermore, it saves labor and time in manually processing organic waste.

*Caman village:*

As a vegetable garden, Caman Village provides daily greens for the resort and employs environmentally friendly practices, including composting methods and natural pest control. This commitment to the environment ensures that every product delivered to guests carries the essence of sustainable ecotourism.

*Environmental activities:*

- Take part in climate change campaigns or local and national environmental initiatives such as Earth Hour, Energy Saving Week, Waste Reduction Week, World Vegetarian Day, Tree Planting Ceremony, etc.

- Inform guests about energy conservation and encourage them to take action.

- Use reusable water bottles and provide instructions to guests on how to refill their bottles.

Make sure the recyclable waste bins at the resort are clearly labeled.

*Community & social activities:*

- Host the Conference on Sustainable Tourism Development in Quang Nam Province  
- Tourism without Plastic Waste 2019, The Workshop of Quang Nam Develops Green Tourism.

- Silk Sense Resort staff regularly take part in cleaning and sanitizing public areas in Cam An ward.

*4.1.2. Green hotel trend at Amanoi Ninh Thuan**Promoting plant-based diets, reducing waste, and educating and enriching the community*

Amanoi's location in Núi Chúa National Park provides a unique opportunity to contribute to the preservation and reinvigoration of biodiversity, as the resort is situated within a Unesco Global Biosphere Reserve. A tropical paradise overlooking Vinh Hy Bay, the hotel team focuses on responsible dining and waste reduction efforts to improve the quality of life for the wider community on Vietnam's South-Central Coast.

*Benchmarking water bottling*

The resort has installed a new water-filtration bottling plant to provide fresh, filtered water to guests and team members in glass bottles. To ensure round-the-clock service for guests, bottles are available in various shapes and sizes and are adorned with the Aman logo.

*Litter picking*

The Amanoi team participates in weekly litter pick-up events with neighbors from the surrounding region to help clean up the beautiful area that the resort calls home. Attending these

events also raises awareness of environmental issues within the team.

#### *Reducing food waste*

The resort's kitchen follows a nose-to-tail philosophy, aiming to use all parts of each ingredient to create interesting dishes or to test new recipes in the staff canteen. This is part of the resort's continued efforts to ensure that all team members are consuming hearty meals and maintaining healthy, balanced diets.

#### *Planet-friendly plant-based eating*

Cutting back on meat consumption is kinder to the environment, reduces methane emissions from cattle, and cuts down on emissions from transporting and storing animal products. Locally sourced food also supports a community's economy better, too. Amanoi's fresh produce and farm-to-table approach to cuisine ensure that all ingredients used across the resort's dining venues are as rich in flavor and high in nutrition as possible.

### **4.2. Lessons learned about green hotel management for hotels in Vietnam**

#### *Research and select appropriate policies:*

To maximize the effectiveness of environmental protection measures, businesses should consider their capabilities and resources, and then select suitable activities to implement at the hotel. The three corporations: Accor, Intercontinental Hotels Group, and Hyatt are all large enterprises with huge investment capital, so they have set up numerous environmentally friendly measures that require quite large costs, especially those that use technological equipment. However, there are still many simple measures that do not require expensive initial investment costs or even measures that do not require investment. Therefore, environmental management measures for protection can be implemented at small-scale hotels, which represent the majority of hotels in Vietnam. This

is an important step to reduce the prejudice that many people have when it comes to environmental protection activities and often consider this a measure that requires expensive investment and is only suitable for large-scale hotels. As in the three corporations studied, hotels should establish a separate department or department specializing in managing issues of sustainable development strategies. Setting appropriate goals is also an important factor affecting the effectiveness of a business's environmental protection activities and even the ability to maintain and develop those activities.

#### *Encourage employee and customer participation:*

When businesses set environmental protection policies, they need to have a way to widely disseminate them to all employees, helping them to be fully aware of the values the business is aiming for; Organize training programs so that employees are more clearly and specifically aware of what needs to be done and how to do it. Employee participation is an important factor in creating and maintaining those values. At Hyatt, they always encourage employee morale, get employees excited about what the business is doing, organize many activities to raise awareness as well, and connect employees with the business, encourage them to do environmentally friendly things not only in the office but also at home, and on the street, then they share and pass it on to customers. Gradually, those green activities are no longer just the company's policy, but also become the lifestyle of each person and the culture of the entire enterprise, contributing to the sustainable development of the enterprise.

In addition, businesses can bring information about green activities to customers, both propagating to help protect the environment, raising community awareness, and helping customers better understand the sustainable

values that businesses pursue. From there, customers will be impressed by the business with a trustworthy image, creating a great competitive advantage in the market.

*Focus on monitoring the effectiveness of the process to make appropriate adjustments:*

In the process of implementing proposed environmental policies, businesses need to constantly monitor hotel activities such as measuring, checking, recording information, and then analyzing to evaluate the level and effectiveness of green measures in hotel business operations. After that, the department responsible for this issue needs to issue reports to draw experience for the next programs and make appropriate adjustments, balancing the short-term and long-term goals. Timely monitoring, inspection, and adjustment are essential to ensure continuous maintenance of environmental protection activities.

*Long-term investment in technology:*

One thing that can be seen in all three large corporations in the analysis is that they all pay great attention to technology development, even constantly researching to update and innovate because investing in technology costs a lot of money initially, but in the long run, it helps businesses save a large amount of operating costs by minimizing unnecessary energy consumption. Besides foreign hotels in Vietnam, most of them are small and medium-sized hotels, so mobilizing capital as well as investing large resources in science and technology also faces many difficulties. However, businesses can still start building their funds to serve technology development, send employees to technology seminars, and invest in employees to improve their skills. In the context of world economic integration and the 4.0 industrial revolution, absorbing, learning, and researching science and technology to innovate and be creative in

business activities constantly is extremely necessary.

## 5. Conclusion

Based on the provided information, the research study holds both academic and practical significance in the context of green management practices within the hotel industry in Vietnam. Academic contribution: the research offers specific insights into management strategies and measures that hotels in Vietnam can adopt to enhance their sustainability practices, thereby adding to the academic understanding of green management. Practical implications: by providing recommendations tailored to the capabilities and resources of hotels in Vietnam, the research can contribute to the adoption of more effective sustainability measures, potentially leading to environmental benefits and cost savings. The findings of the study can serve as a basis for policymakers and industry stakeholders to develop initiatives and regulations aimed at promoting sustainable practices within the hotel sector.

The research may be limited by its focus on global hotel chains and their practices. Future research could explore a more diverse range of hotel types and sizes to provide a comprehensive understanding of green management practices across the industry. Future research could employ quantitative methods to assess the prevalence and effectiveness of green management practices across a broader spectrum of hotels in Vietnam.

In summary, while the current study provides a valuable starting point for understanding green management in the hotel industry, there are opportunities for future research to further explore this important topic, address its limitations, and contribute to both academic knowledge and practical applications in the field of sustainability management.

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