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GREEN TRANSFORMATION IN THE TOURISM AND HOSPITALITY INDUSTRY: GLOBAL TRENDS AND CHALLENGES

Abstract: Sustainability is no longer an optional consideration for the hospitality industry – it has become a must-have for the tourism business. The call for sustainable practices has never been louder than it is today. The UN report “Towards a Green Economy” notes that tourism is one of the most powerful drivers of sustainable growth in the global economy. Tourism can play a significant role in the fight against climate change, as part of its broader commitment to sustainable development. On one side of the tourism and hospitality phenomenon, there is a strong need to generate income and jobs, while on the other side, it is important to minimize the negative environmental impacts. Green practices create a competitive advantage for the tourism and hospitality business in terms of cost optimization, innovative service offerings, operational management efficiency, the introduction of smart technologies, customer attraction and many other processes. The subject of the research of the paper is the integration of sustainability into business models, the introduction of circular practices in the hotel business. The paper presents real examples of green practices in the field of hospitality, which highlight the trends and strategies of transformation. The challenges of the ecological economy facing the hospitality industry, complex problems of negative environmental impact were identified. We discussed the green skills of sustainable use of environmental resources, the determinants of sustainability, and new market opportunities. Recommendations are presented to strengthen green economic development, which will help the hospitality industry to occupy a position of a reliable player in the era of digital technologies in global and local markets. Research shows that hotels in Georgia are increasingly considering the issues of implementing green practices in their business models and strategies, although from a practical point of view the industry is not clearly oriented towards a sustainable trend.

Keywords: Green transformation, sustainable, hospitality industry.

JEL classification: Z32, Q01, Q56.

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მწვანე ტრანსფორმაცია ტურიზმისა და მასპინძლობის ინდუსტრიაში:

გლობალური ტენდენციები და გამოწვევები

აბსტრაქტი: მდგრადობა აღარ არის სტუმარმასპინძლობის ინდუსტრიისთვის არჩევითი განხილვის საკითხი - ის ტურიზმის ბიზნესის აუცილებელი მოთხოვნა გახდა. მდგრადი პრაქტიკისადმი მოწოდება არასდროს ყოფილა ასეთი ხმამაღალი როგორც დღეს. გაეროს მოხსენებაში „მწვანე ეკონომიკისაკენ“ აღნიშნულია, რომ ტურიზმი - ეს არის მსოფლიო

ეკონომიკის მდგრადობის ზრდის ერთ-ერთი ყველაზე ძლიერი მამოძრავებელი ძალა. ტურიზმს შეუძლია ითამაშოს მნიშვნელოვანი როლი კლიმატის ცვლილებასთან ბრძოლაში, მდგრადი განვითარებისადმი მისი უფრო ფართო ვალდებულების ფარგლებში. ტურიზმისა და მასპინძლობის ფენომენის ერთ მხარეს შემოსავლისა და სამუშაო ადგილების გენერირების ძლიერი საჭიროებები დგას, ხოლო მეორე მხარეს მნიშვნელოვანია გარემოზე ნეგატიურ ზემოქმედებასთან დაკავშირებული ეფექტების მინიმიზაცია. მწვანე პრაქტიკა კონკურენტულ უპირატესობას უქმნის ტურიზმისა და მასპინძლობის ბიზნესს, ხარჯების ოპტიმიზაციის, მომსახურების ინოვაციური შეთავაზების, ოპერაციული მენეჯმენტის ეფექტურობის, ჰკვიანი ტექნოლოგიების დანერგვის, მომხმარებლის მოზიდვის და სხვა მრავალი პროცესების მხრივ. ნაშრომის კვლევის საგანია მდგრადობის ინტეგრირება ბიზნეს მოდელებში, ცირკულარული პრაქტიკის დანერგვა სასტუმროს ოპერაციულ მენეჯმენტში. ნაშრომში წარმოაჩენილია მწვანე პრაქტიკის რეალური მაგალითები სტუმარმასპინძლობის სფეროში, რომელიც ხაზს უსვამს მწვანე ტრანსფორმაციის ტენდენციებსა და სტრატეგიებს. იდენტიფიცირდა მასპინძლობის ინდუსტრიის წინაშე მდგარი ეკოლოგიური ეკონომიკის გამოწვევები, გარემოზე უარყოფითი ზემოქმედების კომპლექსური პრობლემები. განვიხილეთ გარემოს რესურსების მდგრადი გამოყენების მწვანე უნარები, მდგრადობის განმსაზღვრელი ფაქტორები, ახალი საბაზრო შესაძლებლობები. წარმოდგენილია რეკომენდაციები მწვანე ეკონომიკური განვითარების გასაძლიერებლად, რომელიც ხელს შეუწყობს სტუმარმასპინძლობის დარგს ციფრული ტექნოლოგიების ეპოქაში საიმედო მოთამაშის პოზიცია დაიკავოს გლობალურ და ადგილობრივ ბაზრებზე. გამოკვლევებით დგინდება, რომ საქართველოში სასტუმროები სულ უფრო მეტად განიხილავენ მწვანე პრაქტიკის დანერგვის საკითხებს თავიანთ ბიზნეს მოდელებსა და სტრატეგიებში, თუმცა პრაქტიკული თვალსაზრისით დარგი არ არის მკაფიოდ მიმართული მდგრადი ტენდენციისკენ.

საკვანო სიტყვები: მწვანე ტრანსფორმაცია, მდგრადი, მასპინძლობის ინდუსტრია.

JEL classification: Z32, Q01, Q56.

Introduction.

In an era where environmental awareness is not just a trend but a necessity, the tourism and hospitality sector is facing challenges. Climate change is setting the global agenda. Business leaders are struggling to respond to growing public and political pressure and align their systems and operations with the goals of the Paris Climate Agreement, which is designed to keep global warming well below 2°C and ideally below 1.5°C. This is particularly important for the hospitality sector, as it involves implementing sustainable strategies to reduce their emissions by 90 percent by 2050.

The need for the hospitality industry, particularly hotels and service operators, to adopt sustainable practices on a global scale is rapidly growing. In addition to the customer experience, the industry is also considering the sustainability of their operating ecosystems, from employee well-being to community contributions. As the planet faces increasing climate challenges, sustainability has become a top priority for environmentally conscious guests.

According to Booking.com, 83% of travelers consider sustainable travel a necessity, and the demand for eco-friendly hotels is growing rapidly. Large hotel companies are joining the commitment to sustainable development and environmental care to emphasize their competitive advantage, create their green brand, and stand out from competitors in the tourism market.

In recent years, achieving a transition to an environmentally sustainable future has become a concern for global institutions (Braga, Ernst, 2023). Green transition is an activity that forces business organizations to shift from carbon-based activities to more sustainable ones. Studies by Nassam and others show that in recent years, increasing ecological degradation caused by climate change, inadequate resource management, pollution control, and poor environmental management have put hotels under market pressure. (Naseem..., 2022). Environmental degradation has raised concerns among many consumers, calling for urgent measures to restore the sector (Mohsin..., 2022). Estola et al.'s research shows that the driving factors of market functions (i.e., demand and supply) are the result of increased competition in the market, consumer preferences, technological developments, and others. In the hospitality industry, market forces (i.e., changes in consumer preferences) require the industry to focus on its sustainable operations. Since hotel operations are vital to business success, the widespread presence of hotels in the global economy has added value to the world's socio-ecological development (Estola..., 2017).

The purpose of the research paper is to study the current state of sustainable work, green practices, green trends and the introduction of innovations in the Georgian hotel sector. In this regard, to present complex problems of negative environmental impact. What is the issue of mitigating the environmental impact of the Georgian hotel sector and its compliance with international practice. We discussed initiatives to ensure the sustainable use of environmental resources, green skills, determinants of sustainability and new market opportunities in the tourism sector.

Literature review.

The studied bibliographic material shows that interesting articles and models on green infrastructure management issues have been presented by Georgian and foreign authors. Separate models of sustainable hotel industry have been interestingly developed by foreign researchers working in this field. Among them are: Langgat, B. Ramdani, S. Pavic, E. Tok; A. Barakagira, C. Paapa; Stefan Gössling, Martin Balas, Marius Mayer, Ya-Yen Sun; S. Naseem, M. Mohsin, M. Zia-Ur-Rehman, S.A. Baig, M. Sarfraz; Wang S., Yan, J. Langgat et al. provide valuable insights and developments, demonstrating that today's changing landscape of sustainable work, technological developments, and green practices has improved understanding of the current need for green practices, trends, and innovations to achieve sustainable work (Langgat, Ramdani, Pavic, Tok, 2023). Barakagira and Paapa's research shows that green practices adopted by hotels provide companies with competitive advantages in terms of cost and material savings, as well as customer retention. The study provides a comprehensive understanding of green innovation activities that help organizations achieve sustainable performance. It aims to identify data that improves the effectiveness of hotel management in the face of increasing market pressures (customers and competitors). In particular, this valuable study critically examines the dominant drivers of firms' sustainable performance within a unified framework (Barakagira, Paapa, 2023).

Based on the rich literature on existing green concepts, research offers practical assistance to hotel organizations. In-depth research indicates that eco-hotel managers should raise awareness of environmental protection, adapt to green development principles, consider energy-efficient measures, waste management practices, save water and other green approaches to contribute to their commitment to environmental responsibility. Based on the postulates of the Green Hotel Association (2014), green hotels refer to "establishments that offer guests comfortable, healthy and natural accommodation in accordance with the basic principles of environmental protection, sustainable management and minimization of environmental impact".

About Environmental Management for Hotels Environmental Management for Hotels is a comprehensive guide to support hotel companies to manage and operate their hotel properties more sustainably. Each chapter of the manual focuses on a different key issue within hotel operations, including energy

consumption, water conservation, waste management, food safety, supply chains and social sustainability. This manual was published in 2014 when Sustainable Hospitality Alliance was known as International Tourism Partnership (ITP), part of Business in the Community (BITC).

GHA Is an association “committed to encouraging, promoting and supporting ecological consciousness in the hospitality industry.” It “urges hoteliers to “green up” with small measures such as serving drinking water on request only as well as with major renovations to all-fluorescent lighting and by every measure in between.” GHA has devoted itself to “the task of seeking out and researching ideas and techniques that hoteliers can use to conserve water and energy and reduce solid waste” (Green Hotels Association, 2014).

The EHL analysis report “Hospitality Outlook 2025” is interesting in relation to the research issue, where it is noted that “The future of the hospitality industry is undeniably intertwined with sustainability and an eco- and human-centric approach.” The same report states that “The long-term goal should be to embed sustainability into business models and transition toward more circular practices. (Hospitality Outlook, 2025).

Stefan Gössling, Martin Balas and other authors paper “A review of tourism and climate change mitigation: The scales, scopes, stakeholders and strategies of carbon management” indicate that Tourism needs to reduce emissions in line with other economic sectors, if the international community's objective of staying global warming at 1.5°-2.0 °C is to be achieved. This will require the industry to half emissions to 2030, and to reach net-zero by mid-century. Mitigation requires consideration of four dimensions, the Scales, Scopes, Stakeholders and Strategies of carbon management. The paper concludes that without mitigation efforts, tourism will deplete 40% of the world's remaining carbon budget to 1.5 °C. Yet, the most powerful decarbonization measures face major corporate, political and technical barriers. Without worldwide policy efforts at the national scale to manage the sector's emissions, tourism will turn into one of the major drivers of climate change (Gössling, Balas , Mayer, Ya-Yen Sun, 2023).

As for Georgia, it has decided to develop a Green Growth Strategy to modernize the economy, achieve sustainable development and improve the coherence of social, economic and environmental policies. Georgia has joined the Organization for Economic Co-operation and Development (OECD) Declaration on Green Growth (2015), as well as the Pan-European Strategic Framework for Greening the Economy (Batumi, 2017). The Green Growth Strategy should be a guiding document for the country to achieve economic growth, protect the environment, create green jobs and promote social justice. (Georgia: The Path to Green and Sustainable Development. “World Bank, 2020).

Methodology.

The study used empirical research methods, comparative analysis. A survey and verbal interviews with representatives of the hotel industry were used. Practical and theoretical material, special and fundamental works were analyzed.

Results and discussion.

In today’s environmentally conscious world, the concept of sustainability has become crucial in all sectors, including the hospitality industry. As tourism’s impact on the planet becomes increasingly significant, the role of environmental sustainability in hotels has become crucial. Focusing on sustainable practices not only contributes to the health of the ecosystem, but also improves the customer experience, potentially increasing business opportunities.

We have some interesting numbers in the ever-changing field of hospitality. Bianca Liut, Corporate Content Manager at EHL Hospitality Business School, presents interesting data in the Hospitality Outlook 2025 report:

The global hospitality market grew from \$4.39 trillion to \$4.70 trillion in 2023 Source: Hospitality Global Market Report.

2023 Future projections estimate the market will grow at a compound annual growth rate (CAGR) of 5.5% Source: Hospitality Global Market Report.

2023 The projected growth of the global hospitality market is set to soar to \$5,816.66 billion by 2027 Source: Hospitality Global Market Report.

2023 The hospitality sector employs approximately 330 million people worldwide Source: WTTC.

By 2032, 126 million new jobs are expected to be created Source: WTTC. A new position in hospitality becomes available every 2.5 seconds Source: Unilever The travel, tourism, and hospitality sectors employ about 9.1% of the total global workforce Source: WTTC. Around \$8.6 trillion was spent in traveler outlays in 2024, representing roughly 9% of this year's global GDP Source: McKinsey (Lüthy, 2025).

According to statistics, the hotel industry in Georgia is developing rapidly. There are 3,198 accommodation facilities operating in Georgia, which combine 53,759 rooms and 128,015 beds. A total of 22 branded hotels are planned to open across the country in 2024-2028 (National Statistical Service of Georgia, 2025). According to the Galt & Taggart Tourism Sector Review, hotel prices have increased globally due to inflationary pressures, but have remained at the same level in Georgia due to oversupply. The authors of the study note that the increase in prices in Georgia was limited, on the one hand, by increased competition in hotels, and on the other hand, by a decrease in demand for Tbilisi.

Sustainability now encompasses far more than environmental concerns, extending to employee well-being, community engagement, and long-term resource management. For the hospitality industry, particularly hotels and service operators, the imperative to adopt sustainable practices on a broad level is growing rapidly. Beyond the customer experience, the industry must consider the sustainability of their operational ecosystems, from employee welfare to community contributions. As the planet faces mounting climate challenges, sustainability has emerged as a core priority for eco-conscious guests. The next frontier for the hospitality industry is to align travel, accommodation, and guest experiences with sustainable goals. Practices such as incentivizing eco-friendly behavior, reducing resource consumption, and engaging guests in sustainability efforts are becoming common. "Despite travel's inherent environmental impact, there are still viable ways to foster a more sustainable future."

Despite travel's inherent environmental impact, there are still viable ways to foster a more sustainable future. "The challenge is that sustainability is often associated with sacrifice, but it doesn't have to be that way. Sustainability can be implemented without sacrificing quality, even in the luxury segment," says Friederike Grupp, Head of Sustainability of Hotelplan Group (EHL-Report, Hospitality Outlook 2025).

Hotels are considered to be a major contributor to environmental degradation through water pollution, greenhouse gas emissions, soil contamination and food waste generation across the hospitality and tourism sectors. For example, in the UK, hotels generate 28.97 thousand tonnes of waste per year, accounting for 9% of the total food waste generated by the industry (Wang, 2018).

The issue of environmental pollution is undeniable, as the hotel industry has been growing faster than ever in the last few decades. In view of this, the term "green" has attracted significant attention. In today's social environment, tourists prefer to stay in green hotels and are even more likely to spend more on green products. This is because green consumption is considered an essential concern and aspect of consumer values, beliefs, behaviors, and needs. Various studies have shown that many guests have positive perceptions, are attracted to, and choose to stay in green hotels, and remain loyal to them (Nimri, Patiar, 2020).

If guests observe certain "green" practices in a hotel, they may assume that the hotel will meet their environmental concerns. The alignment of these interests motivates customers to consider returning to the

hotel. In other words, the “green” hotel “practices” influence guests’ perceptions and behaviors. This led to the development of the following hypotheses: Green consumption refers to consumption behavior associated with zero, minimal, or reduced environmental impact, practices and behaviors related to green consumption include using hotels for their natural environment, consuming organic food, and purchasing environmentally friendly products and services. The development of a circular economy in the tourism and hospitality sector should depend on new interactions between consumers and the hotel industry and new integrations of their green practices (Sørensen, Bærenholdt, 2020).

Green innovation allows businesses to focus their operations on sustainable performance. Research by Sharma et al. shows that the hotel industry is currently adopting green products and processes in response to environmental pressures (Sharma, Kundu., 2020). The green trend forces hotel companies to implement green practices (innovations) to ensure the sustainable operation of the companies. Green innovations allow companies to reinvent the product using renewable materials. In any hotel, the areas with the greatest environmental impact are water, waste and energy use. The operation of hotels significantly contributes to the generation of waste. Their operation poses risks to destinations. On one side of the tourism and hospitality phenomenon, there is a strong need to generate income and jobs, while on the other side of the same system, it is important to minimize the effects associated with negative impacts. This battle of opposites must reach the deep roots of hotel companies in order to maintain an adequate balance between economic growth and sustainability (Leyva, Parra, 2021).

The Luxury Lifestyle Awards has announced its 2024 list of the 100 Best Sustainable Hotels and Resorts, a distinguished collection that combines sustainability and luxury. This annual recognition highlights global leaders in the hospitality industry who are defining exceptional guest experiences while preserving and protecting the planet. Each property recognized on this prestigious list has demonstrated a commitment to sustainability. Guest experience played a critical role in the selection of hotels, with many of the winning hotels offering unique educational programs, interactive ecotourism experiences and opportunities for guests to actively engage in sustainability efforts. Many of the hotels also lead biodiversity conservation initiatives, protect local wildlife and practice responsible land use to ensure their operations have a positive impact on the planet.

“The 2024 Top 100 Sustainable Hotels and Resorts winners demonstrate that luxury can coexist with responsibility,” says the founder and CEO of the Luxury Lifestyle Awards. These hotels are shaping the future of hospitality with a harmonious balance of environmental stewardship, community engagement and exceptional guest service (Luxury Lifestyle Awards - a prestigious global recognition program, 2024).

Green hotel initiatives are a growing trend that is attracting high attention from policymakers, researchers, and hospitality industry players. Various organizations have also been established with the sole purpose of focusing on green initiatives and activities implemented by hotels, such as the Green Leaf Foundation, the Global Ecolabelling Network, and Food Before Wasters (Han, Yoon, 2015).

In addition, many hotels have implemented “green” strategies and initiatives to be considered “green hotels.” The survey results show that most hotels are working towards the Green Leaf certification from the Green Leaf Foundation. At the same time, many of them have revised their operations and policies in Thailand to align with the “green trend,” including sourcing local eco-products, installing energy-efficient equipment, and implementing waste management and recycling policies. A green hotel in Bangkok has reviewed green practices to attract guests and gain a competitive advantage, implementing energy-saving initiatives, using boxes made from recycled materials, packaging containers, and developing a protocol to promote green certifications, such as the Green Globe Certification for its brand (Green Globes for Sustainable Interiors).

The “Hotel Environmental Management” guidelines proposed by the World Sustainable Hospitality Alliance for the Georgian hotel business are very interesting, as they discuss key issues related to hotel operations and offer tools and practical guidance on various key issues of hotel operations, including energy consumption, water conservation, waste management, food safety, supply chains and social sustainability. They focus on various key issues and include: an analysis of the issue both in a global context and in relation to hotels; a guide to monitoring and evaluating services and developing strategies to increase positive impact; a step-by-step guide to implementing practical and sustainable solutions.

Climate change has been described by scientists and world leaders as the most ‘dangerous and urgent challenge’ the world faces today. Politicians, captains of industry and members of the public are placing it at the top of their agenda, and so must hotel owners and operators. Hotels have an important role in improving the environment for the future. All hotels, however small, place a burden on the environment. They consume water and energy and create large quantities of waste, transportation contributes to local emissions as well as climate change and chemicals used for cleaning or in air-conditioning systems can release harmful emissions to the atmosphere and deplete the ozone layer. Many of the goods that hotels buy in have environmental impacts associated with their manufacture, use and disposal. However, if every hotel and resort in the world could reduce its environmental impacts it would make a big difference to global issues such as long-term energy supply, man-made climate change, atmospheric and land contamination and reserves of safe water supplies. Hotels are visited by millions of people and sound sustainable practices will, in turn, influence guests, customers and staff.

Water is essential to the hotel and tourism industry – for food preparation, cleaning and hygiene, guest comfort and recreation. Hotels also depend upon the survival of their supply industries such as agriculture and the food and drink industries – none of which could function without sufficient water. Water accounts for around 10 per cent of utility bills in many hotels. Even in areas where water is scarce, it makes commercial sense to use it wisely. Most hotels pay for the water they consume twice – for its initial purchase and then to dispose of it as wastewater. Saving water reduces the amount of wastewater that needs to be treated, thereby lessening the risk of water pollution. In rural or remote areas, it also ensures that local residents are not deprived of their essential supply. Depending on how water-efficient they are to start with, hotels can reduce the amount of water consumed per guest per night by up to 50 per cent compared with establishments with poor performance in water consumption (Environmental Management for Hotels, 2025).

Let's highlight a few important ones in water management:

- Conduct a hotel water audit to identify key water costs and where savings can be made.
- Record consumption figures for each operation.
- To calculate water consumption per night in a hotel, divide the total amount of water used in guest rooms during the month.
- Calculate the results of the water audit by the total amount of water used in guest rooms during the month.
- Set realistic goals and objectives for the entire hotel.
- Save water through routine changes (for example, not washing items under running water).
- Install sensors, low-flow and other water-saving devices in kitchens, guest bathrooms and public restrooms.
- Take advantage of any financial incentives offered by your national or local government to install water-saving technologies.
- Use rainwater diversion and collection (rainwater harvesting) facilities for reuse on the hotel grounds.

- Establish a monitoring and targeting system. Continuously monitor results, prepare progress reports, and take corrective action when necessary.
- Training is required. Staff should know how to use water wisely and how to maintain equipment for optimal energy efficiency.

Waste management is also an important issue in hotels:

Hotels should develop a waste management program to reduce the amount of waste generated, saving materials, resources, and energy. On average, a hotel generates about 1 kg of waste per guest per night. This number increases rapidly when you multiply it by the number of guest nights per year, as well as the cost of disposal. Waste disposal costs are likely to increase steadily due to the reduction in landfill capacity and the cost of collection. Many wastes have value because they can be recycled into something else. A hotel can make money from its own hotel waste. Often, at least 30 percent of a hotel's solid waste stream can be sorted for recovery and recycling.

Waste management includes: Reduction - The best way to improve waste management is to create as little waste as possible by purchasing it in the first place; Recovery - You need to create systems to collect and sort waste so that it can be reused or recycled. Reuse - Consider where certain items can be reused, or whether they can be sold or donated to organizations outside the hotel that can reuse them. Recycling - Many hotels, restaurants, and tourist establishments already have some system in place to sort and collect everyday waste, such as bottles, cans, cardboard, and paper, for reuse or recycling.

We conducted a study analyzing hotel green services and sustainability using the example of Georgian hotels. More than 310 accommodation facilities with more than 34,700 beds will be added to the Georgian hotel market. As a result, the number of hotels will increase to 2,680, and the number of beds will increase to 142,700. In addition, over the next 4 years, the amount of private investments in the hotel sector will amount to approximately 1 billion GEL (Government Program, 2025-2028).

During the survey, which aimed to study the experience and opinions of green practices of hotels operating in Georgia, a rather low interest in the study was revealed. However, we received the desired information in the form of complete or partial responses, which amounted to approximately 52% participation. The survey of respondents was conducted using specially designed questionnaires.

Also, field observations revealed that there is generally less interest in green practice implementation studies in Georgia. The business sector often does not perceive that participating in the study will significantly improve their future trends. Unfortunately, such surveys are often not viewed as an opportunity for collaboration or development. On the contrary, they are often perceived as an "additional burden" or unnecessary activity. It is necessary to raise awareness among representatives of the hotel and restaurant industry about the importance of such studies. However, it is worth noting that the survey overwhelmingly reflects the opinion and desire for sustainable development of international standards, attraction of green investments, green practices, development of ecological economy, and production of ecological products. However, we believe that production goals are not directed towards future sustainable management.

It should be noted that environmental degradation is mostly associated with industries, large-scale production, in our case the contribution of hotels in this regard is quite large. It is important to manage with sustainable approaches, green models, which take into account that the economy is part of society, and society is part of nature. Empirical results show that hotels are increasingly considering sustainability issues in their business models and strategies. However, the desire of the industry alone is not enough, we must take into account green management approaches in practice.

The tourism industry should set science-based carbon reduction targets. A low-carbon, industrial emissions-reducing industry aligned with climate goals, by encouraging innovative technologies and services.

Tourism can and must play a significant role in addressing climate change as part of its broader commitment to sustainable development. Tourism as a non-negligible contributor to climate change has the responsibility to reverse the growth trajectory of its GHG emissions over the next three decades to a more sustainable emissions pathway.

We believe the vision of the Global Sustainable Hospitality Alliance is important for the hotel industry, which will foster collaboration and innovation, as all advice is important in the common journey towards a sustainable future.

Therefore, to reduce water, waste, and energy consumption, hotels need to incorporate sustainability into their daily operations. Smart technologies, such as AI-powered energy management and water recycling, optimize resources, while local sourcing reduces waste. These circular practices increase efficiency and sustainability. Data-driven strategies enhance these efforts.

Conclusions and recommendations.

The development of the hotel business in the world in the context of global changes concerns improving the quality of service, green management, environmental protection and sustainable infrastructure, safety standards, green investments, attracting qualified personnel to the service industry, retraining, etc.

In order for a hotel to achieve and maintain accreditation, there are several key areas in which it must demonstrate sustained efforts:

Energy Conservation-Minimizing energy loss is critically important. Hotels can implement advanced energy management systems, utilize renewable energy sources, and switch to energy-efficient appliances. **Water Management-**Water conservation is another important aspect. Hotels can install low-flow fixtures and use rainwater harvesting to reduce water consumption.

Waste Reduction-Reducing, reusing, and recycling waste helps hotels reduce their environmental impact. From using biodegradable toiletries to composting organic waste, these practices are essential for sustainability. Sustainable tourism should also benefit the local community. Hotels can support the local economy by employing local staff, offering local products, and providing community services. It is important to select suppliers who follow sustainable practices and choose environmentally friendly products.

In the coming years, it will become increasingly important for hotel and hospitality operators to invest in sustainable practices at the macro level – from the customer experience to the well-being of employees and their communities – while ensuring sustainable and resource-efficient use and practices.

In the evolving hospitality industry and in the context of global climate change, sustainability is becoming a top concern for guests. While travel itself presents sustainability challenges, hotels and hospitality establishments can take holistic measures to enhance the sustainability of their services and position themselves as responsible leaders in the ever-changing hospitality landscape.

Building a new environmental ‘culture’ will involve communicating to staff, guests and other stakeholders. These may include investors, shareholders, your bank manager, suppliers and members of your local community.

Finally, it is entirely possible to establish a new environmental “culture” with staff, guests, and other stakeholders, including investors, shareholders, bank managers, suppliers, and members of the local community. As more hotels implement sustainable practices, it helps create a global culture of conscious and responsible travel that respects the world’s commitment to sustainable goals.

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