

Sustainable Tourism and Online Travel Reviews: Bridging the Perception Gap in the Global Hospitality Landscape with a Focus on Eco-Friendly Hotels

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Abstract

This study examines tourists' perception of sustainability in "sustainable" accommodations via analysis of 10,361 TripAdvisor reviews. It aims to understand how tourists value sustainability. Addressing gaps in sustainable tourism literature and Online Travel Reviews (OTRs) aids the industry in communicating its commitment to sustainability. Findings reveal that, despite sustainability branding, tourists often neglect these features in reviews, highlighting a gap between industry perception and consumer awareness. Identifying variations in sustainability perceptions among diverse nationalities emphasises the need for tailored marketing strategies. In conclusion, the research stresses the importance of intensified marketing efforts to bridge the industry-consumer gap in sustainability expectations globally.

Subject Areas: *Consumer Behaviour, Intention-Behavior Link, Service Marketing*

Track: Tourism Marketing