

BUILDING COMPETITIVE ADVANTAGE THROUGH ENVIRONMENTAL MARKETING IN HOSPITALITY: EMPLOYEE CUSTOMER ENGAGEMENT AND INCENTIVES

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Abstract

This study analyses how internal and external environmental marketing orientation contributes to economic and market performance in hospitality. Drawing on stakeholders and equity theories, it evaluates the effects of promoting employees and customers engagement, together with the role of incentives to reward pro-environmental behaviour. Results show that the environmental involvement of customers and employees mainly enhances market performance by strengthening brand image and reputation, while incentives relate primarily to economic performance through higher sales, pricing, and profitability. Employee engagement also amplifies the effect of customer engagement on competitive advantage. By clarifying the mechanisms that drive each performance dimension, this research advances theoretical understanding of environmental marketing orientation and provides actionable guidance for hotels aiming to develop more effective environmental strategies

Track: Tourism Marketing