

CUSTOMIZING HOTEL SUSTAINABILITY PROGRAMS: CHOICE OVER REWARD

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Abstract

Hotels increasingly promote sustainability initiatives, yet guest participation often remains low due to generic, one-size-fits-all program designs. This study examines whether customizable sustainability programs and different incentive types influence guests' willingness to participate, booking intention, and willingness to pay more. A quasi-experimental field study at a full-service hotel (N = 209) compared a standard program with a customizable one offering three participation options. Incentives were varied between a pro-self reward (refillable water bottle) and a pro-social reward (donation of 20 litres of clean water per day). Two-way ANOVAs show that customization significantly increases willingness to participate and booking intention, whereas incentive type does not produce meaningful differences. A Chi-square test shows that customization increases the proportion of guests willing to pay more, although the additional amounts stated by those willing to pay do not differ across conditions. Findings highlight the importance of autonomy and choice in sustainability engagement.

Track: Tourism Marketing