

Sustainability Meets Luxury: An Empirical Study on Green Marketing Challenges in 5-Star Hotels and Resorts of Gujarat

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Abstract: Sustainable marketing has emerged as the most after sought study globally and in India. This paper aims to address the challenges faced by hotels / resorts in Gujarat in practicing sustainable / green marketing. We also aim to study the practice of green marketing in the 5-Star hotels and resorts of the state of Gujarat, India. A total of 26 hotel managers were surveyed, and their hotel's sustainable practices were studied. A detailed study was conducted by carefully identifying the dependent and independent variables and 59 research papers were studied that were discussing majorly on challenges and barriers faced by hotels and resorts in practicing sustainability. The findings have identified 4 barriers / challenges from multiple dimensions, viz., Institutional Barriers, Operational & Financial Barriers, Managerial & Knowledge Barriers, Market & Consumer Barriers. The statistical analysis found statistically significant difference in perceived severity across the four barrier clusters.

Keywords: Green Practices, Sustainability, Hotels, Barriers, Challenge, Gujarat

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