

ASSESSMENT ON THE SUSTAINABLE PRACTICES OF 4-STAR HOTEL

ABSTRACT

AUTHORS

John Sherwin Alberto
Patricia Arzaga
Jackielyn Asico
Sofia Nicole Fortaleza
Angeline Quimba

RESEARCH ADVISER

Roland Rambo B. Jayoma,
CHP, MBA

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Hospitality Management

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This study investigated the sustainable practices adopted by 4-star hotels, with a particular focus on energy efficiency, water conservation, waste reduction, and the use of environmentally friendly materials. Using purposive sampling, the research analyzes how these green initiatives influence operational performance, enhance guest comfort, and contribute to environmental sustainability. The goal is to assess the effectiveness of these practices in balancing hospitality excellence with responsible environmental management. The researchers adopted a quantitative descriptive research design to assess how sustainable practices are implemented and perceived at Diamond Hotel. Data collection was conducted on-site, where sustainability efforts are actively practiced. A structured survey questionnaire served as the primary research instrument and was distributed to the target respondents—hotel customers. A total of twenty-six (26) participants provided feedback, offering valuable insights into the effectiveness and impact of the hotel's sustainable initiatives. This study integrates case studies and stakeholder interviews to examine the sustainability strategies implemented in hotels, with particular emphasis on green building certifications such as LEED and the adoption of renewable energy systems. The analysis reveals that interior design innovations in 4-star hotels not only reflect a strong commitment to environmental sustainability but also enhance guest satisfaction and uphold ecological responsibility. These findings underscore the hospitality sector's growing dedication to sustainable development while maintaining high standards of comfort and service. This study demonstrates that sustainable practices not only foster visually appealing and comfortable environments but also enhance operational efficiency within the hospitality industry. Despite these benefits, the sector faces notable challenges, such as increasing guest awareness and engagement with sustainability initiatives, as well as managing the high initial costs of adopting eco-friendly technologies. The research provides valuable insights for hospitality management, offering strategic recommendations to advance sustainable practices without compromising luxury, comfort, or service quality. These findings support the integration of eco-conscious innovations as a viable path toward long-term success and environmental responsibility in hotel operations.

RECOMMENDED CITATION

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