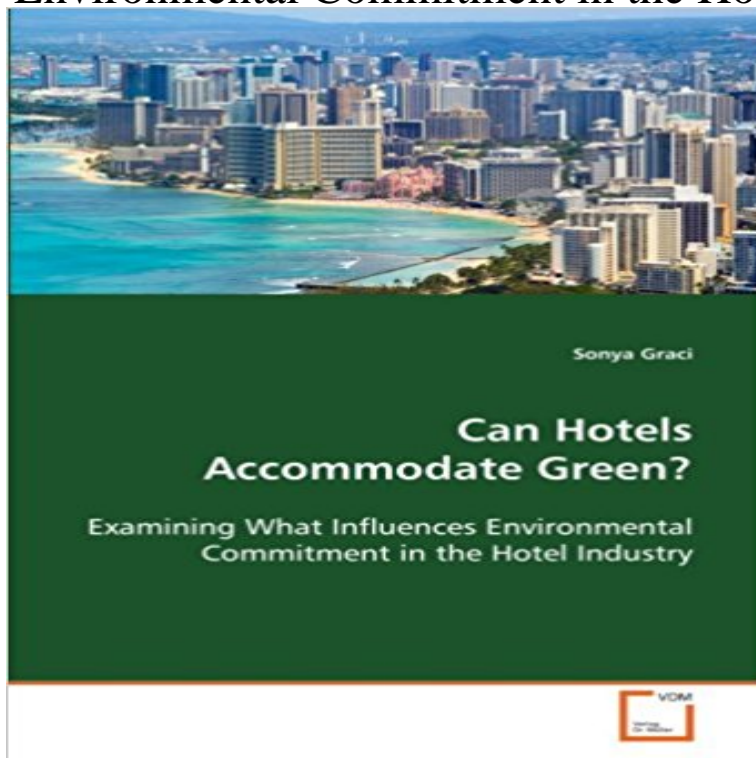


Can Hotels Accommodate Green?: Examining What Influences Environmental Commitment in the Hotel Industry



Despite several studies, international treaties and individual hotel companies commitment to going green in the tourist hotel industry, there has been a limited analysis of what influences this commitment. Literature and practice have determined that there are numerous benefits to greening hotel operations however there is still a gap between attitude and action in this industry. This book examines the motivating, organizational and impeding internal and external factors that affect the level of environmental commitment in a hotel. Through this analysis, several strategies and recommendations are proposed to close the gap between attitude and action in this industry. This book, through an in-depth investigation of what influences green, provides further context to the dilemma of how to move the green agenda forward in this industry.

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