

Green practices to implement green hotel concept at Grand Hotel des Alpes, France

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Abstract: This research aimed to analyze the implementation the implementation of Green practices and Green hotel concept in Grand Hotel des Alpes, France. It is a descriptive statistic research where questionnaires were distributed to 14 employees in the hotel. The data were collected through observation, document study, literature review, and questionnaires. The result of the study implies that there are aspects that are implemented very appropriately, namely aspects of land use, aspects of energy efficiency, aspects of environmental management, and aspects of operational management. The aspects that are implemented accordingly are aspects of water conservation, aspects of the use of space materials, and aspects of Environmentally Friendly Hotel Operations. The Green practices has been applied appropriately to support the Green hotel concept implementation at Grand Hotel des Alpes, Chamonix, France. Grand Hotel des Alpes has implemented Green practices and Green hotel in line with the Green Hotel Association concept.

Keywords: hotel, green practices, green hotel.

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Introduction

In recent years, increasing consumer consumption has led to a rapid global economic growth making human lives more comfortable and convenient. However, this also comes with a downside where natural resources are continuously overused to fulfill demands because of the rising level of consumption (Teng et al, 2014). Recently, tourism has experienced increased development and expanded diversification, and it is becoming one of the fastest developing financial sectors around the world. These dynamics have turned the industry into a pivotal driver of socioeconomic advancement in all nations worldwide, contributing to more than 10% of the gross domestic product (Abdou et al, 2020). The growing impact of the tourism industry as an economic force and its potential as a development tool are indisputable. At the tourism industry is a collection of tourism businesses that are interrelated in producing goods and services to fulfill the needs of tourists at a visited destination.

Nowadays, the hospitality industry has been focusing on developing sustainability management. Food industry especially restaurants are also trying to catch up in creating green restaurants to develop sustainability. Moreover, to support the development of sustainability in green restaurants, customers' support is central and highly needed. (Teng & Wu, 2019). One of the countries where the tourism being a major industry is France (Devi & Triyuni, 2021; Dewi et al, 2022; Surya et al, 2022).

This country is located in the western part of Europe. Its area covers medieval cities, Mediterranean beaches and alpine villages which are major tourism attractions in the country. As a country, France offers an extraordinary historical heritage and the most diverse natural environment. Moreover, it is the first country to be recognized for its culinary delight by UNESCO. However, air and water pollution as well as waste disposal has created environmental issue around the world. It has become a major issue which has attracted attentions from the global community. This then lead to green awareness and the development of sustainability management (Zuriyati et al, 2014).

The reputation of French food has been worldwide and this certainly makes many food enthusiasts want to taste it directly from their home country. Some of the "green" actions implemented in the hospitality business include using local or organic products, installing water-saving devices, and saving energy, according to (Teng & Wu, 2019). The environmental issues have brought changes to people's way of life and has led to people to people being more concious in tackling the issues. Therefore, consumers now have shown environmental consciousness and have been making choices to promote sustainability. In general, the facilities and services that must be provided include room service, food, and beverages, as well as various other supporting facilities that can be enjoyed by tourists during their stay on terms of payment (Susepti et al, 2017). This days, there are numerous of tourism industry who use plenty of energy and did not try to minimize the waste as result of the operational activity. It is includes of the electricity, water as well as resource. They provide huge amount of food but at the end of the shift it were not be able to be spent properly.

Grand Hotel des Alpes is a 5-star hotel and has successfully held the title of Green hotel, which is located at Chamonix mont blanche, france. Grand Hotel des Alpes implementing Green practices is a management system standard based on detailed requirements that can be applied to hotel business and operations with the aim of reducing the environmental impact of energy use, water, waste management, and other related factors, including the safety of the hotel and the people in it. Green practices which includes Reduce, Reuse, Recycle or use recycled materials, use low-energy lights, and also implement water-saving programs. Grand Hotel des Alpes seeks to implement Green practices, one of the departments that supports services by implementing Green practices at Grand Hotel des Alpes, namely the F&B Service Department. Having previously implemented the Green hotel concept which has been carried out continuously in every season

The Food and Beverage Department has a significant meaning in the progress of a hotel because it can attract guests and increase revenue for the hotel. Along with the times, the Food and Beverage Department as the part that handles food and beverages for guests is also a determinant for a hotel to be categorized as a star hotel. The better the taste and quality of the food served, the more the name of a hotel will be raised. Even some star and international standard hotels usually charge quite high prices for the food and drinks they offer. This has affected the hotel positively in terms of financial income, because the proceeds from the sale of food and beverages provide many benefits for the hotel's financial income. Not infrequently the income from the sale of food and beverages is the largest sector that provides benefits to the hotel's financial income.

To support the Green hotel concept that has been applied to the Grand Hotel des Alpes hotel, companies need to adapt and implement Green practices to train and manage their employees by improving the way they work to support the environment. As the number 1 Green hotel in Chamonix, France, the hotel continues to practice the Green hotel concept, every season, especially in the F&B Service Department. Hotels

still need to analyze the extent to which green practices have been implemented based on the Green hotel concept that has been applied, and in this case the hotel industry needs Green practices and Green hotels as the key to environmental management in achieving organizational environmental goals. Therefore, this issue is interesting to be examined under the title " Green practices to implement green hotel concept at Grand Hotel des Alpes, France".

Methodology

This research was conducted in Grand hotel des alpes, France. This hotel is a 5-star hotel. This research was conducted for 5 months in the period from February to June 2022. Grand hotel des alpes, France was chosen as the location of this research because at this hotel has never done any research about the green practices implementation in supporting green hotel.

This research is a descriptive statistic study which was conducted by distributing questionnaires to the whole population with 14 employees at stakeholder level in Hotel Grand Hotel des Alpes as samples. The criteria of the respondent itself are for those who as managerial level and have power of decision makin in the green concept regulation. The data were collected through observation, document study, literature review, interview and questionnaires. The questionairre is consists of 22 questions in English and French and consists of 3 indicators of Green Practices and 8 indicators of Environmental Performances as described in Table 1.

Table 1. Green Practices

| Green Practices | Practices |
|-----------------|---|
| Green Food | a. Purchase or use organic and local materials for operational activities |
| Green Action | b. Use of environmentally friendly products c. Recycle, reduce the reuse of plastic and paper. |
| Green Donation | a. Contribute funds for environmental issues generated by operational activities. Participate in community programs and provide education about green practice. b. Participate in community programs and provide education about green practice. |

Source: (Ilina et al, 2019).

Table 2. Green Hotel

| Green Hotel | Practices |
|---|---|
| Environmentally Friendly Hotel Management | a. Environmentally friendly hotel management level b. The degree of influence of environmentally friendly hotel policies |
| Environmentally Friendly Hotel Operations | a. The level of procurement of environmentally friendly hotel operational materials b. The level of implementation of environmentally friendly food safety c. The level of sanitation hygiene (cleanliness) in environmentally friendly kitchens, warehouses, |

| | |
|---|---|
| | and restaurant |
| | d. The level of implementation of green hotel activities for employees, hotel guests, and the community in protecting the environment |
| | e. The level of application of hotel care to the surrounding community |
| | f. Level of application of safety and occupational health in preventing and reducing accidents and disease |
| Land Use | a. Environmentally friendly land management level b. The level of landscape arrangement and maintenance of environmentally friendly accessibility |
| Efficiency of Use of Building Materials | a. The level of use of environmentally friendly materials b. Environmentally friendly material maintenance level |
| Energy Efficiency | a. Environmentally friendly level of energy management b. Environmentally friendly level of energy usage monitoring |
| Air Quality | a. Environmentally friendly indoor air comfort level b. Environmentally friendly outdoor air comfort level |
| Water Efficiency | a. Environmentally friendly water management level b. Level of implementation of environmentally friendly water efficiency programs c. Level of supervision of environmentally friendly water efficiency programs |
| Waste Management | a. Environmentally friendly level of solid waste management b. Environmentally friendly level of liquid waste management c. Environmentally friendly level of B3 (Hazardous & Toxic Material) waste management |

Source: (Ilina et al, 2019)

The questionnaire was shared to 14 employees in Hotel Grand Hotel des Alpes. The data was collected via online by google form. After getting data from the respondent, the next step is to analyze the results of the questionnaires by processing and counting the answer with the following formula:

$$\text{Percentage "Yes" answer} = \frac{\text{Total of "Yes" answer}}{\text{Total score}} \times 100\%.$$

If the answer is "Yes" will be given score 1, and if the answer is "No" will be given score 0. Based on Arikunto (2010:44) the result of the score will be classified in 5 criteria as follows: 81-100% = very appropriate; 61-80% = appropriate; 41-60% = appropriate enough; 21-40% = less appropriate; 0-20% = not appropriate.

Results and Discussion

Results

Green Food

Implementing Green practices is important because the hospitality sector has a significant impact on the environment due to the use of energy and water, the use of products that can generate solid waste and are harmful to the environment. Adopting Green practices programs can provide a significant competitive advantage to the business itself. It is also important to consider the food traceability which contains information about the food crop history, transformations and processes it has gone through as well as its journey from farm to fork. These information requires efficient collection, storage, real-time transmission, and management of information (Mangina & Vlachos, 2005).



(Source: Arsenal, 2022)

Figure 1. Type of food in Petit Dejeuner Restaurant

Grand Hotel des Alpes continues to pay attention to food safety which includes sustainable food, namely by using food ingredients that support the environment for the long term in the future. By buying and using organic ingredients such as cheese, ham, meat, vegetables for some of the needs of food preparation activities carried out in the morning at breakfast and at the buffet in the afternoon provided in the lounge by buying and using local ingredients such as fruits and vegetables that come from local local farmers and make menu changes using local or seasonal ingredients that are only available in certain seasons such as pineapples which are only available in summer, hot wines which are only available in winter.

Table 3. Result of The Questionnaire of Green Food

| Question | Statement | Percentage (%) | Criteria |
|----------|---|----------------|-------------|
| Q4 | Hotel applying a green practice by operate the implementation of environmentally friendly food safety | 71 | Appropriate |

Grand hotel des alpes continues to pay attention to food safety in an environmentally friendly manner which includes sustainable food, namely by using food ingredients that support the environment for the long term in the future. By buying and using organic materials for some of the needs of food preparation activities. buy and use local materials for some needs food prepara-tion activities and make menu changes using local or seasonal ingredients. Traceability is required in the current food quality and safety standards where it is central to do continuous monitoring of products and agricultural supplies throughout the supply chain (Mangina & Vlachos, 2005). Provide information on menus that have special characteristics such as low fat, vegetarian, vegan and others.



Figure 2. Fresh ingredient in storage room

Green Action

Grand hotel des alpes has implemented Energy and Water efficiency, including the use of energy-saving technologies in various fields such as lighting, ventilation, office equipment, transportation and others and by using Eco-Friendly Products, including the use of recycled, Tree-free, biodegradable, and organic products. Recycling and Composting, can be done by recycling existing materials such as glass, plastic, iron, cardboard, paper and other. Restaurant workers have central roles in recognizing consumers' behavioral intention, however it has not received sufficient attention (Namkung & Jang, 2013). Meanwhile, the composting process is carried out for food waste and by preventing pollution by reducing the amount of raw materials, reusing efforts, and increasing environmentally friendly operational activities. In order to knowing more about the implementation of Green Practices at Grand Hotel des Alpes, Table 4 showed the implementation of Green action at the hotel.

Table 4. Result of The Questionnaire of Green Action

| Question | Statement | Percentage (%) | Criteria |
|----------|--|----------------|--------------------|
| Q1 | Hotel applying a green practice by operate Environmentally friendly hotel management level | 70 | Very Appropriate |
| Q2 | Hotel applying a green practice by operate the degree of influence of environmentally friendly hotel policies | 64 | Appropriate |
| Q3 | Hotel applying a green practice by operate the procurement of environmentally friendly hotel operational materials | 57 | Appropriate Enough |
| Q5 | Hotel applying a green practice by operate the sanitation hygiene (cleanliness) in environmentally friendly kitchens, warehouses, and restaurants | 85 | Very Appropriate |
| Q6 | Hotel applying a green practice by operate the implementation of green hotel activities for employees, hotel guests, and the community in protecting the environment | 80 | Appropriate |
| Q8 | Hotel applying a green practice by operate the safety and occupational health in preventing and reducing accidents and disease | 71 | Appropriate |

| | | | |
|-----|--|----|--------------------|
| Q9 | Hotel applying a green practice by operate environmentally friendly land management level | 54 | Appropriate Enough |
| Q10 | Hotel applying a green practice by operate the landscape arrangement and maintenance of environmentally friendly accessibility | 80 | Very Appropriate |
| Q11 | Hotel applying a green practice by operate the use of environmentally friendly materials | 70 | Appropriate |
| Q12 | Hotel applying a green practice by operate environmentally friendly material maintenance level | 70 | Appropriate |
| Q13 | Hotel applying a green practice by operate environmentally friendly level of energy management | 68 | Appropriate |
| Q14 | Hotel applying a green practice by operate environmentally friendly level of energy usage monitoring | 54 | Appropriate Enough |
| Q15 | Hotel applying a green practice by operate environmentally friendly indoor air comfort level | 64 | Appropriate |
| Q16 | Hotel applying a green practice by operate environmentally friendly outdoor air comfort level | 63 | Appropriate |
| Q17 | Hotel applying a green practice by operate environmentally friendly water management level | 54 | Appropriate Enough |
| Q18 | Hotel applying a green practice by operate the implementation of environmentally friendly water efficiency programs | 70 | Appropriate |
| Q19 | Hotel applying a green practice by carrying out supervision of environmentally friendly water efficiency programs | 63 | Appropriate |
| Q20 | Hotel applying a green practice by operate environmentally friendly level of solid waste management | 59 | Appropriate Enough |
| Q21 | Hotel applying a green practice by operate environmentally friendly level of liquid waste management | 57 | Appropriate Enough |
| Q22 | Hotel applying a green practice by operate environmentally friendly level of B3 (Hazardous & Toxic Material) waste management | 60 | Appropriate Enough |

Table 4 showed the very appropriate with the percentage 85% is the statement that hotel applying a green practice by operate the sanitation hygiene (cleanliness) in environmentally friendly kitchens, warehouses, and restaurants. This

process requires control and management, and it is significant to the notion of food and beverage management because it stays the in different circumstances and does not change in restaurants in any size or quality (Nigar, n.d.)

The other statement that reaches 80% under the criteria Appropriate are the statement that said that the hotel applying a green practice by operate the implementation of green hotel activities for employees, hotel guests, and the community in protecting the environment in grand hotel des alpes. This statement indicates that the implementation of green practices in the hotel concern about the continuous improvement to support green hotel activities for employees, hotel guests, and the community in protecting the environment around the hotel.

Discussion

Greed hotel developments requires greater cost, and it has been a hindrance for the industry. However, consumers demand to develop green hotels has forced the industry to tackle this obstacle (Butler, 2008). By looking at other statements, by percentage of 70% that Hotels applying a green practice by operate Environmentally friendly hotel management level, implementation of management level at Grand Hotel des Alpes which is environmentally friendly by always using paper that can be used repeatedly and does not use printing materials made of plastic in the back office

Followed by another statement that resulted in a percentage of 64%, namely the Hotel applying a green practice by operating the degree of influence of environmentally friendly hotel policies, the level of hotel policy regarding the operation of green practices at the Grand Hotel des Alpes can be seen as still lacking for adaptation of these policies to the public. employees and to guests, so there is still a need for improvement to get results that make policies regarding green practices can be implemented properly

The statement that the hotel applies a green practice by operating the procurement of environmentally friendly hotel operational materials managed to get a percentage of 57% which occurred at the grand hotel des alpes for the use of operational materials the effectiveness of the procurement of environmentally friendly operational materials.

Hotel fine dining culture has remained as a major influence to the dominant model of food and beverage education in hospitality (Wood, 2007) despite by providing information and education to every employee and continuously carried out by the hotel at every change of season or at the beginning of the season making a statement Hotel applying a green practice by operating the safety and occupational health in preventing and reducing accidents and disease gets a percentage of 71%

To create a competitive and successful destination, it is significant to provide accomodations. Hotels should be in adequate number with sufficient capacity so more guests can come. The increase in occupancy and longer stay will make spending hinger which means higher investment, tax incomes and work places in the area are guaranteed (Attila, 2016). Grand Hotel des Alpes is built next to the river in the city of Chamonix, France and the scenery presented by this hotel is the mountains and rivers that are in this city. The manufacture of this hotel has paid attention to land management which is made in such a way that this building can not only provide access for guests to enjoy the surrounding scenery with a sense of comfort but also by paying attention to the impact of the hotel building after it is made so that it can benefit the surrounding environment around the grand hotel des alpes, so that the Hotel statement applying a green practice by operating

environmentally friendly land management level gets a percentage of 71% which can be said to be appropriate

Just like products, a specific life cycle is also central in each tourism destinations. It depends on geographical location, the size, the attraction forces, the tourism products, the load-bearing capacity and the development level of a territory very much (Attila, 2016). The operation of landscape arrangement and maintenance of environmentally friendly accessibility gets a percentage of 54% seeing the condition of the arrangement at the grand hotel des alpes which can be said to have gone towards an arrangement that is in accordance with the concept of green practices while maintaining and preserving the environment around the grand hotel des alpes

From the two statements each produces the same percentage, namely 70% in the statement that discusses the use and operation of environmentally friendly materials and how the maintenance is at the grand hotel des alpes, in the statement Hotel applying a green practice by operate the use of environmentally friendly materials and Hotel applying a green practice by operate environmentally friendly material maintenance level.

Hotel applying a green practice by operate environmentally friendly level of energy management and Hotel applying a green practice by operate environmentally friendly level of energy usage monitoring are two statements that explain how to apply good energy use to get good results from the application of green practices at the grand hotel des alpes, checking the use of energy that is not excessive and still maintaining the sustainability of the energy so that it can be used as much as possible in the future, both now and in the future.

From the two statements each produces the same percentage, namely 70% in the statement that discusses the use and operation of environmentally friendly materials and how the maintenance is at the Grand Hotel des Alpes, Grand Hotel des Alpes have changed all the shampoo, shower gel and conditioner from mono-use to big bottles (300cl) attached to the walls. And also replacing all plastics with non plastics products (slippers without plastic, plastic bags in the room replaced with paper bags or cotton bags, straws are recycled plastic, etc.) for the statement Hotel applying a green practice by operate the use of environmentally friendly materials and Hotel applying a Green practices by operate environmentally friendly material maintenance level.



(Source: Arsenal, 2022)

Figure 3. Big bottles shampoo and slippers without plastic cover

Excellent design, marketing and service delivery have significant influence to consumers memorable experiences. These experiences have two dimensions where first, consumer participation which ranges from passive to active and, second, the connection which links the customer to the experience event (Shaw et al, 2011). Grand hotel des alpes is a hotel located in a mountainous area and has a different season every month, in winter, the hotel uses heating in every room in the grand hotel des alpes, and in summer, the hotel does not provide air conditioning automatically in guest rooms but only using fan are placed if there are guests staying overnight who want a fan in their room but for other rooms they can only rely on air coming from outside the room and can be seen with the statement Hotel applying a green practice by operate environmentally friendly indoor air comfort level gets a percentage of 64% and hotels applying a green practice by operating environmentally friendly outdoor air comfort level gets a percentage of 63%.

The use of water at the Grand Hotel des Alpes is very important, how to operate water management, implementing water efficiency programs and carrying out supervision of environmentally friendly water efficiency program. There are many things that need to be considered in order to get results from using environmentally friendly water efficiency at the Grand Hotel des Alpes and have obtained a percentage of 54% in the Hotel statement applying a green practice by operating environmentally friendly water management level and a 70% percentage in the Hotel statement applying a green practice by operating the implementation of environmentally friendly water efficiency programs, and in the Hotel statement applying a green practice by carrying out supervision of environmentally friendly water efficiency programs, a percentage of 63% is obtained.

Solid and liquid management applied to the environmentally friendly grand hotel des alpes where each solid waste will be collected in a special room and if it is considered sufficient it will be moved to a landfill and can be recycled again so that it can be used again later , and also pay attention to liquid waste so as not to pollute the surrounding environment and keep the environment free from residual waste generated by the hotel.



(Source: Arsenal, 2022)

Figure 4. Solid waste management

Hotels applying a green practice by operating environmentally friendly level of solid waste management get a percentage of 59% and in the statement Hotel applying a green practice by operating environmentally friendly level of liquid waste management 57% under criteria appropriate enough and The other statement that

reaches 60% under the criteria Appropriate enough is Hotel applying a green practice by operate environmentally friendly level of B3 (Hazardous & Toxic Material) waste management.



(Source: Arsenal, 2022)

Figure 5. Recyclable laundry bag

Green Donation

Grand hotel des alpes takes part in projects community and donate funds for environmental issues caused by the hotel. In addition, the hotel also provides education to the public on the environmental impact of the restaurant industry and lead to ecological sustainability. In order to knowing more about the implementation of Green donation at Grand hotel des alpes, Table 5 showed the implementation of Green Practices at Grand Hotel des Alpes.

Table 5. Result of the Implementation of Green Donation

| Question | Statement | Percentage (%) | Criteria |
|----------|---|----------------|-------------|
| Q7 | Hotel applying a green practice by operate the application of hotel care to the surrounding community | 64 | Appropriate |

In current years, linen and towel reuse programs are considered no longer enough to promote sustainability. Consumers demand the hospitality industry to be more environmentally friendly, and for the industry to create more programs and campaigns to the green hotel concept (Ogbeide, 2012). Based on Table 5, Q7 has score is 64 % under the criteria appropriate for Green donation implementation with the statement that hotel applying a green practice by operate the application of hotel care to the surrounding community for example by funding and participating in environmental projectsand also by providing educating the public about green practices.

Conclusions

Grand Hotel des Alpes has implemented Green practices and Green hotel in line with the Green hotel association concept. The percentage of Green hotel implementation demonstrates that the overall implementation of Green practices is

implemented by Grand Hotel des Alpes, which is 67% and is included in the "appropriate" category. From the results of the analysis presented, Grand Hotel des Alpes applies Green practices that already support Green hotels in accordance with the Green hotel concept from the Green Hotel Association.

There are aspects that are implemented very appropriately, namely aspects of land use, aspects of energy efficiency, aspects of environmental management, and aspects of operational management. The aspects that are implemented accordingly are aspects of water conservation, aspects of the use of space materials, and aspects of Environmentally Friendly Hotel Operations. Green practices activities implemented by Grand Hotel des Alpes to support aspects of the Green hotel concept, namely Green Food, Green Action, and Green Donation. Not all activities in every aspect of Green hotel are carried out by hotels due to lack of knowledge of Green hotels and limited materials. Although there are several aspects that have not been implemented based on the concept of the Green hotel association, it does not hinder the purpose of the Grand Hotel des Alpes because it is proven that the Grand Hotel des Alpes is one of the famous hotels in the city of Chamonix, France and throughout the world and is a five-star hotel that has complete and luxury facilities that is in great demand by guests and hotel visitors.

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