

IMPACT OF SUSTAINABLE GREEN PRACTICES ON GUESTS' SATISFACTION IN SELECTED HOTELS IN ETI-OSA LOCAL GOVERNMENT AREA, LAGOS STATE

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Abstract:

This study assessed the impact of sustainable green practices on guests' satisfaction in selected hotels in Eti-Osa Local Government Area in Lagos State. It identified the various green practices used to enhance guest satisfaction in hotels, assessed the benefits of these practices for guest satisfaction and determined the factors influencing the use of green practices in hotels. The study employed a cross-sectional survey design, administering questionnaires to 150 randomly selected staff and guests from the designated hotels. Data were analysed using frequency distributions and correlation analysis with SPSS 24. The findings revealed that sustainable green practices include attractive landscape design (75%), installing an electrical system that automatically shuts down when leaving the room (65%), installing low-flow showerheads, faucets, and toilets (68%), providing recycling bins in guest rooms (66%), installing energy-efficient lighting facilities (67%), using environmentally friendly and sustainable products (71%) and consumption of local food (56%). The respondents believed that proper recycling of waste in hotels promotes guests' satisfaction (72%), implementing sustainable practices can reduce maintenance and operational costs (67%) and employing energy-efficient measures can significantly reduce utility bills (71%). Factors such as cost considerations (78%), awareness and education gaps (64%), and technical challenges (63%) may hinder the widespread implementation of sustainable initiatives. Moreover, there exists a significant relationship between sustainable green practices and guests' satisfaction in Eti-Osa LGA, Lagos State. The study, therefore, concluded that by embracing green practices, hotels can not only mitigate their environmental footprint but also contribute to building a more sustainable and resilient future for the industry and society as a whole.

Keywords: *Impact, sustainable green practices, guests' satisfaction, hotel.*

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1.0 Introduction:

The hospitality industry is increasingly adopting sustainable green practices as part of its corporate social responsibility (CSR) initiatives. These practices are not only aimed at reducing the environmental footprint of hotels but also at

enhancing guest satisfaction. According to Wang *et al.* (2022), the implementation of green practices in hotels has become a significant factor in maintaining competitive advantage in the industry, as modern consumers are increasingly eco-conscious.

Eti-Osa Local Government Area (LGA) in Lagos State is one of the fastest-growing urban areas in Nigeria, with a burgeoning hospitality industry. However, the environmental impact of this growth has raised concerns, necessitating the adoption of green practices in the hotel sector. Despite the increasing emphasis on sustainability in the hospitality industry, there is limited empirical research on the impact of sustainable green practices on guest satisfaction in Nigeria, particularly in Lagos State. Hotels in Eti-Osa LGA face challenges in implementing these practices, including cost, lack of awareness, and technical difficulties. Understanding the relationship between green practices and guest satisfaction is crucial for hotel managers who seek to enhance their service offerings while promoting environmental stewardship. The general objective was to assess the impact of sustainable green practices on guests' satisfaction in selected hotels in Eti-Osa Local Area of Lagos State. While the specific objectives were to:

- i. Identify the green practices adopted by hotels in Eti-Osa LGA.
- ii. Assess the benefits of these practices on guest satisfaction.
- iii. Determine the factors influencing the adoption of green practices in hotels.

2.0 Methodology

2.1 Research Design

3.0 Results

Table 1: Demographic Characteristics for Staff (n=60)

Parameter	Frequency (n=60)	Percentage (%)
Gender		
Male	36	60%
Female	24	40%
Age Group		
21-30 years	12	20%
31-40 years	24	40%

This study employed a cross-sectional survey design, which is suitable for examining the relationships between variables at a single point in time. The survey method was chosen for its effectiveness in collecting data from a large number of respondents, allowing for a comprehensive analysis of the impact of green practices on guest satisfaction.

2.2 Population and Sampling

The population for this study comprised staff and guests of selected hotels in Eti-Osa LGA, Lagos State. A sample of 150 participants was randomly selected, including 60 staff members and 90 guests from ten (10) hotels.

2.3 Data Collection Methods

Data were collected using a structured questionnaire, which was designed to capture information on the adoption of green practices, guest satisfaction, and the factors influencing these practices. The questionnaire included both closed-ended and open-ended questions, allowing respondents to provide detailed insights.

2.4 Data Analysis Techniques

The data collected were analysed using SPSS version 24. Frequency distributions were used to describe the characteristics of the respondents and the prevalence of green practices in the hotels. Correlation analysis was employed to examine the relationship between sustainable green practices and guest satisfaction.

Parameter	Frequency (n=60)	Percentage (%)
41-50 years	18	30%
51+ years	6	10%
Educational Qualification		
WASC/GCE	9	15%
OND/NCE	12	20%
B.Sc/HND	24	40%
M.Sc/MBA	12	20%
Ph.D	3	5%
Employment Status		
Full-time	48	80%
Part-time	9	15%
Contract	3	5%
Years of Experience		
1-5 years	9	15%
5-10 years	24	40%
10-15 years	18	30%
15+ years	9	15%

Source: Field survey report, 2025

Table 1 above indicates the predominance of male staff (60%), which suggests a gender imbalance which may influence the operational dynamics and the implementation of sustainable practices. Research indicates that gender diversity can enhance the adoption of sustainable practices due to the different perspectives men and women bring to environmental issues. The lower percentage of female staff (40%) might mean fewer perspectives on sustainability that are typically emphasised by women, such as resource conservation and guest comfort.

The majority of staff are within the 31-40 years age group (40%), followed by 41-50 years (30%). This distribution suggests a workforce that is experienced enough to understand and implement sustainability practices while still being open to innovation. This is an indication that middle-aged employees are more likely to be involved in strategic decision-making processes, including sustainability initiatives. The younger staff (21-30 years, 20%) may be more adaptable to new

technologies and practices, which is crucial for the dynamic nature of sustainable practices in the hospitality industry.

A significant portion of staff holds B.Sc/HND degrees (40%), indicating a workforce that is well-educated and capable of understanding and implementing complex sustainability practices. According to Fang & Li (2024), employees with higher educational qualifications are more likely to be aware of and engage with environmental sustainability initiatives. The presence of staff with M.Sc/MBA (20%) and Ph.D (5%) further suggests a strategic approach to sustainability, as higher education is often linked to greater awareness and advocacy for green practices. The majority of staff have between 5-10 years (40%) and 10-15 years (30%) of experience, which is ideal for the effective implementation of sustainability practices. Experience in the industry often correlates with a deeper understanding of operational efficiencies and the long-term benefits of sustainability. Staff with more than 15 years of experience (15%) likely provide strategic oversight, ensuring that sustainability practices align with the hotel's long-term goals (Mensah & Blankson, 2013).

Table 2: Demographic Characteristics for Guests (n=90)

Parameter	Frequency (n=90)	Percentage (%)
Gender		
Male	45	50%
Female	45	50%
Age Group		
21-30 years	22	24.4%
31-40 years	31	34.4%
41-50 years	18	20%
51+ years	19	21.2%
Educational Qualification		
WASC/GCE	9	10%
OND/NCE	18	20%
B.Sc/HND	40	44.4%
M.Sc/MBA	18	20%
Ph.D	5	5.6%
Marital Status		
Single	28	31.1%
Married	54	60%
Divorced/Widowed	8	8.9%
Income Level		
Less than ₦100,000	9	10%
₦100,000 - ₦200,000	27	30%
₦200,000 - ₦500,000	36	40%
Above ₦500,000	18	20%

Source: Field survey report, 2025

The equal representation of male and female guests (50% each) as seen in Table 2 above ensures a balanced view on the impact of sustainability practices on guest satisfaction. Studies suggest that both genders value sustainability, but in different ways—women often prioritise health and comfort, while men may focus on efficiency and cost-effectiveness. The largest group of guests falls within the 31-40 years age bracket (34.4%), followed by 21-30 years (24.4%). Younger guests are generally more environmentally conscious and supportive of sustainable practices, as suggested by recent studies (Gonzalo *et al.*, 2020). The older age groups (41-50 years and 51+ years) also show a significant presence, indicating that sustainability appeals across different age groups, albeit for

different reasons—older guests may prioritise comfort and health benefits.

With 44.4% of guests holding B.Sc./HND degrees, and 20% holding M.Sc./MBA, the data suggests that more highly educated guests are more likely to support and appreciate sustainability initiatives. According to Kim *et al.* (2013), higher education levels correlate with greater environmental awareness and a higher likelihood of choosing eco-friendly accommodation. Married guests constitute 60% of the respondents, indicating that family-oriented sustainability practices, such as safe and comfortable environments, are crucial for guest satisfaction. Research by Teng and Wu (2011) suggests that families often prefer hotels that implement sustainable practices, especially those

that ensure health and safety, such as non-toxic cleaning products and energy-efficient systems. The 31.1% of single guests may focus more on personal values and lifestyle alignment with the hotel's sustainability efforts (Chen & Tung, 2014).

The majority of guests (40%) have an income between ₦200,000 - ₦500,000, indicating a middle-to-upper-class demographic that is likely

less price-sensitive and more inclined to support sustainability initiatives. Higher-income guests (20% earning above ₦500,000) are often willing to pay more for sustainable luxury, as suggested by Han & Kim (2010). Lower-income guests (10%) may still appreciate value-for-money sustainability practices, although they might be more cost-conscious.

Table 3: Sustainable Green Practices

Green Practice	Mean Score	Standard Deviation
Attractive Landscape Design	4.20	0.89
Energy-Efficient Electrical Systems	4.10	0.85
Low-Flow Showerheads, Faucets, and Toilets	4.15	0.88
Recycling Bins in Guest Rooms	4.05	0.90
Environmentally Friendly and Sustainable Products	4.25	0.82
Consumption of Local Food	3.95	0.92
Use of Recycled Materials in Construction	4.05	0.87
Green Certification and Eco-Labelling	4.10	0.83
Energy Management Systems (e.g., smart thermostats)	4.00	0.90

Source: Field survey report, 2025

Table 3 above indicates that attractive landscape design satisfaction (Mean = 4.20) is strongly prevalent among the hotels surveyed. This reflects a substantial commitment to eco-friendly landscaping, which not only enhances aesthetic appeal but also contributes to environmental sustainability. Energy-efficient electrical systems (Mean = 4.10) are widely implemented across the hotels. By adopting energy-efficient lighting and electrical systems, hotels are reducing their energy consumption and operational costs, which aligns with best sustainability practices (Dixon *et al.*, 2018).

Low-flow fixtures (Mean = 4.15) indicate a common adoption of water-saving measures. This practice reflects hotels' efforts to conserve water and reduce utility expenses. Low-flow fixtures such as showerheads, faucets, and toilets are effective in minimising water usage without compromising guest comfort (Gonzalez *et al.*, 2020).

The use of recycling bins (Mean = 4.05) is frequent but slightly less emphasised compared to other green practices. While recycling is widely adopted, there may be opportunities to enhance the visibility and convenience of recycling facilities within hotels to further promote waste segregation and recycling efforts.

A mean score of 4.25 indicates a high prevalence of environmentally friendly products in the hotels surveyed. This reflects a strong commitment to using sustainable products, which contributes to reducing the environmental impact and aligning with guest expectations for eco-friendly amenities (Kim *et al.*, 2013).

Local food consumption (Mean = 3.95), though it is less common, is still positively rated by guests. This practice supports local agriculture and reduces the carbon footprint associated with food transportation. Hotels that emphasise local food offerings can enhance their appeal to guests

interested in sustainability (Hendrickson *et al.*, 2006).
With a mean score of 4.10, green certification is a common practice among the hotels surveyed. This

indicates a strong adherence to recognised sustainability standards, enhancing the hotel's credibility and appeal to environmentally conscious guests.

Table 4: Benefits of Sustainable Green Practices for Guest Satisfaction

Benefits	Mean Score	Standard Deviation
Promotes Guest Satisfaction	4.30	0.78
Reduces Maintenance and Operational Costs	4.00	0.85
Reduces Utility Bills	4.20	0.80
Enhances Brand Image	4.25	0.77
Increases Customer Loyalty	4.15	0.82
Improves Indoor Air Quality	4.10	0.81
Attracts Environmentally Conscious Guests	4.05	0.85
Supports Corporate Social Responsibility (CSR)	4.10	0.79

Source: Field survey report, 2025

With a mean score of 4.30, there is strong agreement that sustainable green practices significantly enhance guest satisfaction. Practices such as energy-efficient systems, green certifications, and the use of environmentally friendly products contribute to a more enjoyable and satisfying stay, aligning with expectations for quality and sustainability (Kim and Han, 2023). A mean score of 4.00 reflects a positive perception of the financial benefits associated with sustainable green practices. Respondents recognise that green practices, such as energy-efficient technologies and water-saving fixtures, lead to lower maintenance and operational costs.

The mean score of 4.20 indicates a strong agreement that green practices are effective in reducing utility bills. A mean score of 4.25 shows strong agreement that implementing sustainable green practices enhances a hotel's brand image. This indicates that guests and stakeholders view hotels with green certifications and eco-friendly initiatives more favourably.

The mean score of 4.15 suggests that sustainable green practices contribute to increased customer loyalty. Guests are more likely to return to hotels that demonstrate a commitment to environmental sustainability.

Table 5: Barriers to the Adoption of Green Practices

Barrier	Mean Score	Standard Deviation
Cost Considerations	4.40	0.75
Awareness and Education Gaps	4.10	0.82
Technical Challenges	4.05	0.85
Lack of Supplier Availability	4.00	0.88
Inadequate Infrastructure	4.05	0.84
Resistance to Change	4.00	0.89
Complexity of Implementation	4.10	0.81
Lack of Regulatory Support	3.95	0.90

Source: Field survey report, 2025

From Table 5 above, cost considerations (Mean = 4.40) are strongly perceived as a major barrier to the adoption of green practices. This high score reflects significant concerns about the initial and ongoing expenses associated with implementing green technologies. Hotels view the costs of sustainable practices as a substantial obstacle, which may deter investment despite the long-term benefits.

A mean score of 4.10 indicates that awareness and education gaps are notable barriers. There is agreement that better knowledge and training are needed to facilitate the adoption of green practices. The lack of awareness and understanding about the benefits and implementation of sustainable measures can hinder their widespread adoption.

Technical challenges (Mean = 4.05) are considered a barrier due to difficulties with technology integration and maintenance. Hotels face issues related to the installation, operation, and upkeep of green technologies, which can complicate their adoption and effectiveness.

A mean score of 4.00 reflects barriers related to the availability of sustainable products and materials. Hotels may encounter difficulties sourcing eco-friendly supplies, which can impede their ability to implement green practices effectively.

Inadequate infrastructure (Mean = 4.05) is a challenge for adopting green practices. Existing infrastructure may not support the integration of new green technologies or practices, making it difficult for hotels to implement sustainability measures without significant upgrades.

4.0 Discussion of Findings

The study found that practices such as using energy-efficient electrical systems (Mean = 4.10) and environmentally friendly products (Mean = 4.25) are prevalent in the sampled hotels. This is consistent with findings from recent studies, which highlight a growing trend in the hospitality industry towards sustainability (Chen, 2021;

Kwortnik *et al.*, 2023). The high rating for “Environmentally Friendly and Sustainable Products” indicates a strong commitment to reducing the environmental footprint. However, practices like “Consumption of Local Food” (Mean = 3.95) were less prevalent, reflecting a need for increased emphasis on local sourcing, which has been associated with enhanced guest satisfaction and reduced carbon footprints (Luo *et al.*, 2022).

Respondents rated the benefits of green practices highly, particularly in terms of promoting guest satisfaction (Mean = 4.30) and enhancing brand image (Mean = 4.25). This supports the findings of earlier research, which links green practices to improved guest perceptions and increased loyalty (Lee *et al.*, 2023). The reduction in utility bills (Mean = 4.20) also reflects a consensus that sustainable practices not only contribute to environmental goals but also provide economic advantages. This aligns with the literature suggesting that sustainability can lead to cost savings and operational efficiencies (Zhang *et al.*, 2023).

The primary barriers identified include cost considerations (Mean = 4.40) and technical challenges (Mean = 4.05). These findings are consistent with previous studies that emphasise financial and technical hurdles as significant impediments to the widespread adoption of green practices (Jin *et al.*, 2022; Kim & Han, 2023). Additionally, gaps in awareness and education (Mean = 4.10) further complicate implementation, highlighting the need for comprehensive training and increased awareness initiatives. The barriers, such as supplier availability and resistance to change, underscore the multifaceted nature of the challenges faced by hotels striving for sustainability (Chen *et al.*, 2024).

5.0 Conclusion

The study concluded that sustainable green practices are positively perceived and widely

adopted in the hotels of Eti-Osa Local Government Area. These practices not only enhance guest satisfaction and brand image but also provide economic benefits through reduced operational costs. However, significant barriers such as cost, technical challenges, and limited awareness must be addressed to facilitate broader implementation.

6.0 Recommendations

- i. **Increase Awareness and Education:** Hotels should invest in training programs to educate staff and guests about the benefits and implementation of sustainable practices.
- ii. **Financial Support and Incentives:** Policymakers and hotel management should explore financial incentives and support mechanisms to mitigate the high initial costs of green technologies.
- iii. **Promote Local Sourcing:** Encouraging the consumption of local food can enhance sustainability and appeal to environmentally conscious guests.
- iv. **Streamline Implementation Processes:** Simplifying the integration of green technologies and practices can help reduce technical challenges and resistance to change.

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