

## **Eco Friendly Practices Influencing Consumer Selection Behavior Towards Sustainability of Hospitality Industry in Thailand**

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### **Abstract**

The study investigated the increasing adoption of sustainable practices in Thailand's hospitality sector, as well as their impact on customer choices. The main aim of this research was to understand the relationship between environmentally friendly practices and consumer behavior. This focused on plastic reduction, sustainable food sourcing, energy and water conservation, waste minimization, responsible tourism, and carbon emission reduction. The study used a mixed-methods approach, combining quantitative surveys from 200 participants and qualitative in-depth interviews with 30 stakeholders, including hotel operators, employees, and customers. The findings indicated a strong positive relationship between eco-friendly practices, service provider adaptation, and consumer selection behavior, showing that the customers increasingly prioritized sustainability in their lodging choices. The hotel industry faced challenges, including high costs for adopting sustainable initiatives and technical hurdles. The study emphasized the importance of environmentally friendly sustainability. Stakeholder recommendations included increasing investment in sustainable infrastructure, providing employee training, and raising consumer awareness through effective communication strategies. Future studies were encouraged to focus on longitudinal research that could track changes over time and investigate the influence of emerging technologies on sustainable tourism practices. This study contributed valuable insights into consumer preferences and industry practices, providing a roadmap for Thailand's hospitality sector to achieve greater sustainability and contributing to the broader discussion on sustainable tourism.

*Keywords: Sustainable Tourism, Eco-friendly Practices, Consumer Behavior, Hospitality Industry, Stakeholder Engagement, Thailand*