JOURNAL OF GASTRONOMY HOSPITALITY AND TRAVEL

ISSN: 2619-9548 **Journal homepage:** www.joghat.org

Received: 29.06.2025 Accepted: 13.02.2026

Journal of Gastronomy, Hospitality and Travel, 2026, 9(1), 217-236

Research Article

MAPPING THE GREEN HOTEL LITERATURE: A BIBLIOMETRIC REVIEW ON ATTITUDES AND BEHAVIORS IN SUSTAINABLE HOSPITALITY

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Abstract

Owing to their comfort-oriented service delivery, hotel enterprises are among the prominent establishments in terms of resource consumption. Therefore, the increasing number of green hotels in the accommodation sector is critical for the future of both the industry and the planet. However, despite consumers' largely positive attitudes toward green accommodation, the number of consumers who actually choose green hotels remains relatively low. Understanding the reasons behind this phenomenon, conceptualized as the attitude–behavior gap in the context of sustainable consumption, is of great importance to the green hotel sector. Accordingly, studies addressing the green hotel concept along the axis of attitude and behavior were examined using a bibliometric analysis. The Web of Science (WoS) database was used for sample selection, and 520 studies deemed suitable for the stated objective were subjected to various analyses using the VOSviewer software. The findings indicate that Heesup Han is the most productive researcher in the field in terms of publications, citations, and collaborations. In addition, universities from South Korea, the United States, China, and Malaysia excelled in publication and citation performance. An examination of the geographical distribution shows that studies are predominantly concentrated in the United States and Far Eastern countries, while Europe, despite being a major tourism destination, remains relatively underrepresented. Finally, the majority of studies were grounded in the Theory of Planned Behavior, suggesting the need to address the topic within the framework of alternative theoretical perspectives.

Keywords: Green Hotel, Sustainable Accommodation, Attitude-Behavior Gap, Bibliometric Analysis

Introduction

According to the World Economic Forum's (WEF) Global Risks Report 2025, extreme weather events are the second most significant global risk in the coming two years. Over a ten-year horizon, the top four risks are extreme weather events, biodiversity loss and ecosystem collapse, critical changes to vital Earth systems, and the depletion of natural resources (water, energy, minerals, forests, agricultural land, etc.) to levels insufficient to meet demand (World Economic Forum, 2025). These findings clearly indicate that the importance of issues related to sustainable consumption is far greater than generally perceived. Reflecting this situation, there has been a significant increase in activities and practices aimed at sustainability and environmental protection, particularly in recent years (Sunaoğlu, 2023).

The tourism sector stands out as an industry with highly intense and reciprocal interactions with concepts such as sustainability, sustainable consumption, ecology, and the natural environment. Although the rapid growth of the tourism industry is a significant driver of global economic development, exports, and employment (Kiat, 2022), it simultaneously brings serious environmental burdens, including greenhouse gas emissions, waste generation, and climate change (C.-P. Wang et al., 2023). Accounting for approximately 11% of global carbon emissions and projected to continue growing, the travel and tourism sector plays a critical role in achieving international climate targets (World Economic Forum, 2022). Despite efforts to promote sustainable tourism, projections indicate that the tourism sector will increasingly require more energy, fresh water, land, and food. Between 2010 and 2050, tourism-related resource consumption is expected to increase by 92% for water and 189% for land. At this juncture, sustaining the global tourism system necessitates rapidly increasing resource inputs, while the system itself also plays a significant role in the rapid depletion of these resources, thereby rendering itself increasingly vulnerable (Gössling and Peeters, 2015).

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DOİ: 10.33083/joghat.2026.611

Transportation and accommodation sectors hold significant shares in the tourism sector's contribution to global carbon emissions (Gössling and Peeters, 2015). Within this scope, the accommodation sector, a dominant component of tourism and a vital element of the tourism value chain (Filimonau et al., 2022), with a total capacity of 17.5 million beds across 187,000 hotels worldwide (Hoteltechreport, 2025), represents one of the most resource-intensive industries (Chung, 2020). High-capacity and luxury hotels consume above-average amounts of water (up to 300% more than the standard hotel average use per person), energy, and materials owing to their intensive operations. Their multifunctional activities also generate substantial waste and emissions, posing significant environmental threats (Matiza and Slabbert, 2025; Nimri, Patiar and Jin, 2020; UNEP and UNWTO, 2012; L. Wang, 2022). The environmental damage caused by the accommodation sector accounts for approximately 20% of tourism-related emissions (Sultana, Amin and Islam, 2022).

Hotels require considerable energy and water resources and generate substantial waste through departments such as food and beverages and room cleaning. Furthermore, continuous operations, such as heating, cooling, ventilation, and lighting, contribute to increased carbon emissions (Chan, 2025). Additionally, consumer behaviors in hotels, such as excessive use of towels and linens, exacerbate environmental impacts (Chen and Tung, 2014; Han and Yoon, 2015). Traditional hotels, regardless of their scale, are particularly associated with environmental degradation because of their reliance on fossil fuels for heating and electricity and their use of single-use products (Han et al., 2011).

For all these reasons, accommodation facilities are frequently criticized as unsustainable businesses because of their excessive resource consumption and increasing carbon footprints (Casado-Díaz et al., 2020; Lin et al., 2023). The Sustainable Hospitality Alliance states that the global accommodation sector must reduce absolute carbon emissions by 66% by 2030 and 90% by 2050 to ensure that the projected growth in the sector does not lead to a corresponding increase in carbon emissions (Sustainable Hospitality Alliance, 2017). In this context, sustainability in the accommodation sector is no longer merely an environmental responsibility but is considered an urgent contemporary issue that requires immediate attention (Peeters, Çakmak and Guiver, 2024).

In response to the negative environmental impact of hotel operations, many tourism businesses have begun adopting various eco-friendly strategies, including energy conservation and waste management practices (Manaktola and Jauhari, 2007). In this context, green hotels have emerged as accommodation establishments that embrace environmentally friendly practices and implement sustainability principles (Kement et al., 2025). To minimize their environmental footprint, green hotels integrate sustainable practices into their operations, such as waste management, the reuse of linens and towels, eco-friendly training for guests and staff, energy-efficient appliances, the use of alternative energy sources, organic food, water recycling, and green building design (Chi et al., 2023; Chua and Han, 2022).

The findings from the 2024 Green Lodging Trends Report, which surveyed approximately 20,000 hotel establishments across 50 countries to assess the current state and forecast future trends of sustainability practices in the global hospitality sector, clearly demonstrate the significant advancements in green initiatives within the accommodation industry. According to some prominent results highlighted in the report, an impressive 95.9% of the examined hotels had a linen/towel reuse program in place, while 93.2% tracked their carbon emissions, typically at least once a month. Furthermore, 91.7% have replaced plastic mini-bathroom amenity bottles with refillable dispensers for items such as shampoo, conditioner, soap, and lotion, and 90.9% possess an action plan specifically aimed at reducing carbon emissions. The report also revealed that 83.1% of hotels monitored their energy consumption, 82.0% tracked their water consumption, and 81.8% had an action plan for waste reduction. Additionally, 79.6% utilized eco-friendly cleaning products, 63.2% had eliminated the use of plastic straws, and 51.0% offered guests opportunities to contribute to environmental and social initiatives. Notably, almost 60% of these hotels have a dedicated sustainability budget, 61.3% maintain a sustainability team, and 62.9% conduct sustainability meetings at least once a month (Greenview, 2024). These figures unequivocally illustrate the extent to which sustainable practices have been integrated into the hospitality sector.

Another significant reason hotel establishments adopt sustainable strategies is the shift occurring on the consumer side. Travelers are increasingly concerned about issues such as global warming, ozone depletion, and habitat destruction, with more individuals becoming aware of the environmental impact of their purchasing decisions. This change has triggered the green management movement in the accommodation sector (Lee et al., 2010) and made sustainability a core issue in the global hotel industry (Chua et al., 2024; Jones, Hillier and Comfort, 2014). Booking.com's 2021 Sustainable Travel Report indicated that 61% of participants stated

that the pandemic encouraged them to travel more sustainably, while 81% expressed a desire to stay in sustainable accommodations in the coming years. Similarly, in a 2021 Expedia survey, 59% of travelers stated that they would spend more to increase the sustainability of their trips (Hoteltechreport, 2025).

On the other hand, despite the continued growth of the green hotel movement, a recent decline in demand has emerged as a significant concern (Chan, 2025). Although surveys indicate that 71% of travelers aim to travel more sustainably, a substantial gap between attitudes and behaviors persists (World Economic Forum, 2022). Despite the accommodation sector's commitment to developing and implementing eco-friendly measures and exhibiting green behavior, not all tourists appear to reciprocate or adopt this green behavior (Kim, Kim and Nguyen, 2021). The selection of green hotels should not be viewed as a simple decision because of consumers' complex purchasing processes, and it should not be overlooked that some findings from previous studies on green hotels (mass surveys) may be less valid and may not fully reflect consumers' real-world green hotel choices (Sangpikul and Sivapitak, 2024). Furthermore, most existing studies focus on Western or developed countries, increasing the need for research reflecting consumer perspectives in developing and Asian countries (Ray et al., 2024; L. Wang, Shao, et al., 2024).

In this regard, it is understood that consumers' visitation habits and intentions towards green hotels have not been sufficiently investigated due to a lack of integrated empirical frameworks (K. Hasan et al., 2020). As many green hotel studies focus on conservation and pollution management (Chua and Han, 2022), future research should examine the antecedents and consequences of consumer satisfaction and behavioral changes in green hotels (Acampora et al., 2022). Additionally, there is a need to explore the moderating and mediating mechanisms that explain how green hotel practices influence consumer responses (Tran et al., 2025). Research on green hotel practices and their impact on customer behaviors is significant for helping hotel managers optimize their green strategy decisions to ensure sustainability and competitive advantage in a changing market (Dang - Van et al., 2023). Consequently, gaining a deeper understanding of consumer preferences and behaviors is crucial for the sustainable growth of the green hotel sector and enhancing its positive environmental contributions. Therefore, the green hotel literature, which is often fragmented, unstructured, or fraught with inconclusive and contradictory findings (Acampora et al., 2022), requires more comprehensive studies based on different perspectives and theories. In this sense, a systematic evaluation of the green hotel literature, particularly in the context of attitude and behavior, will help identify the underexplored areas. Furthermore, the absence of a bibliometric study addressing green hotel literature within the scope of attitude and behavior further increases the value of the findings.

The primary objective of this study is to approach the concept of green hotels from a consumer perspective, specifically clarifying the reasons behind the observed attitude-behavior gap in green hotel preference. To achieve this, this study aims to provide a holistic overview of the existing literature on green hospitality in the context of attitude and behavior, thereby fostering a clearer understanding of current gaps. This approach will allow for a better understanding of consumers' motivations for choosing green hotels and the factors hindering such choices, ultimately helping hotel businesses adapt more quickly to changing market dynamics in line with increasing environmental awareness.

The subsequent sections of this study first establish a conceptual framework concerning green hotels and the green consumption attitude-behavior gap. The methodology section provides information on bibliometric analysis before presenting the results of the conducted analysis. The study concludes with an interpretation of the findings in the conclusion section.

Conceptual Framework

Green Hotel

The term "green" is often used interchangeably with concepts such as "eco-friendly," "environmentally responsible," or "environmentally conscious" (Han, Hsu and Lee, 2009), while a "green hotel" is also known as an "eco-friendly hotel" or "sustainable hotel" (Chung, 2020). Green hotels are environmentally friendly accommodation establishments that aim to minimize the harm they inflict on nature through initiatives designed to protect the environment (Verma, Chandra and Kumar, 2019), and have made significant environmental improvements in their operational processes and functions (Chan, 2025). In contrast to traditional hotels, which cause considerable environmental damage (e.g., excessive consumption of water, energy, and single-use products; emissions released into air, water, and soil; and overuse of natural resources), green hotels actively follow environmentally conscious practices and regulations, dynamically implement environmental management to demonstrate their environmental commitments, and prioritize developmentping

and implementation of sustainable business strategies (Han et al., 2011). Fundamentally, green hotels aim to provide high-quality services to their guests by balancing environmental sustainability, social responsibility, and economic profitability (Kement et al., 2025).

The recent sustainability-driven transformation has become more salient in the hospitality sector as the distinction between green and conventional hotels has become increasingly clear (Kement et al., 2025). In this context, as various hotel products become increasingly eco-friendly, hotels have started allocating more resources to green practices to remain competitive (Patwary et al., 2023). Environmentally friendly services implemented by hotels can enhance the quality of the hotel's physical environment while also contributing to guests feeling happy and enthusiastic by offering refreshing, healthy, and comfortable accommodation (Dang - Van et al., 2023). As a reflection of these efforts, green hotels have adopted various certification standards, such as Green Globe, Leadership in Energy and Environmental Design (LEED), Ecotel, Earth Check, Green Key, and Green Seal, to demonstrate their commitment to environmental sustainability to their guests (Zeng et al., 2024).

Novel findings regarding the nexus between green hotels and consumer preferences will facilitate the healthy growth of the sector. However, ongoing debates concerning whether tourism constitutes a scientific discipline, a field of study, or a branch of specialization have led to a fragmented structure in existing research. Consequently, bibliometric studies within the tourism domain will pave the way for a holistic perspective of the discipline, enable the (re)invention of its academic foundations, and reveal new patterns and opportunities for researchers to explore. In this regard, a supportive culture for bibliometric research in tourism must be established (Koseoglu et al., 2016). Current bibliometric investigations in tourism literature appear to be predominantly clustered within the 'tourism management' and 'tourism and hospitality' disciplines (Ülker, Ülker and Karamustafa, 2023). In this context, it has been observed that bibliometric analyses specifically focusing on 'green hospitality' have not yet reached the desired level of saturation. Furthermore, integrating the 'attitude-behavior gap'—a core subject of debate in sustainability literature—into this process promises more refined and higher-quality results for both theoretical frameworks and sectoral applications.

Attitude-Behavior Gap in Green Consumption

As in many studies conducted within the scope of green consumption behavior, the Theory of Planned Behavior (TPB) are among the theoretical models frequently employed in green hospitality research (Acampora et al., 2022; Chen and Tung, 2014; Sun, 2025). According to this theory, intention and attitude are significant predictors among the factors determining an individual's actual behavior (Ajzen, 1991), and this framework is commonly used in studies related to the environment and sustainability, such as green consumption (Pan et al., 2022; Panwanitdumrong and Chen, 2021). However, contradictory findings emerging from research suggest that this widely used framework does not possess as much explanatory power as assumed, particularly in the context of the attitude-behavior relationship in green consumption (L. Wang, 2022). In other words, when it comes to green consumption, the predictive power of attitude and intention on behavior diminishes. Studies indicate that consumers' attitudes toward sustainable tourism practices, such as green initiatives in the hospitality sector, do not always serve as reliable indicators of their actual behavior (Bergin-Seers and Mair, 2009; Juvan and Dolnicar, 2014). In this regard, most research reveals that the rate at which consumers' expressed positive attitudes translate into environmentally friendly behaviors is quite low, a phenomenon commonly referred to as the "attitude-behavior gap" (L. Wang, Shao, et al., 2024). This attitude-behavior gap also applies to the hospitality sector, with little evidence supporting the idea that consumers' pro-environmental attitudes translate into green hotel preferences (L. Wang, Wong and Narayanan, 2020). This is evident from the fact that, despite the increasing demand for eco-friendly services, the proportion of guests visiting green hotels remains relatively low (Sadiq, Adil and Paul, 2022; Zhang, Wong and Wang, 2025). Researchers have recognized this discrepancy and noted that it highlights the gap between environmental attitudes and intention or actual behavior (L. Wang, Gong, et al., 2024). In this sense, there is a fragile relationship between customers' expressed positive evaluations and their interest in green hotels, and the reasons behind visits to green hotels are not yet sufficiently understood (Sultana et al., 2022; Zhang et al., 2025). Moreover, research to date has demonstrated that the relationship between attitude and behavior involves numerous other factors, and that future behaviors cannot be simply predicted based on attitudes alone (Zhuo, Ren and Zhu, 2022). In this context, understanding the key factors influencing consumers' intention to visit green hotels is of great importance for hotels to optimize their operations and effectively meet guests' environmental preferences (Zhang et al., 2025). Consequently, hotel businesses will have the opportunity to tailor their sustainability practices to better suit their target market, thereby increasing their market share and contributing more significantly to environmental sustainability.

Methodolgy

The primary objective of this study is to map the literature on green hospitality in the context of attitudes and behavior using bibliometric analysis. Bibliometric analysis, a popular and rigorous method for exploring and analyzing large volumes of scientific data, helps decipher the cumulative scientific knowledge and evolutionary details of a specific field while simultaneously shedding light on its emerging areas. Therefore, well-conducted bibliometric studies can establish solid foundations for advancing a field in novel and meaningful ways (Donthu et al., 2021). To progress toward a more mature academic discipline, it is essential to understand knowledge formation in the relevant research area. In this regard, bibliometric analyses stand out as highly useful methods (Johnson and Samakovlis, 2019).

Today, accessing studies and conducting bibliometric analyses has become much easier through databases such as the Web of Science (WoS) and Scopus (Ülker et al., 2023). Additionally, selecting the WoS database for methods such as bibliometric analysis is crucial for the study's reliability, as WoS provides access to a rich pool of data across various disciplines (Dirik, Eryılmaz and Erhan, 2023). WoS is a comprehensive database and digital bibliography platform, particularly known for its high-quality standards in international social sciences research (Gaviria-Marin, Merigó and Baier-Fuentes, 2019; Johnson and Samakovlis, 2019), and is widely used for academic literature search and selection (Farooq, 2023). Accordingly, this study chose WoS as the primary database.

Before conducting a search in the WoS database, accurately determining which keywords to use and how to connect them with appropriate Boolean operators is a critical step in retrieving the correct set of publications that align with the study objectives. In line with the study's purpose, a comprehensive literature review was conducted, and synonymous terms for "green hotel" were identified. Terms such as green, sustainable, eco-friendly, and environmentally responsible are often used interchangeably when defining green lodging establishments (Han, 2015; Pizam, 2009). Accordingly, the following keywords emerged as prominent: "green hospitality," "green accommodation," "sustainable hotel," "eco-hotel," "eco-friendly hotel," "green lodging," "environmentally sustainable hotel," and "pro-environmental hotel." Since the study focuses on the green hotel sector within the context of attitude and behavior, additional keywords were determined as "attitude," "intention," "behavior," "behaviour," and "perception." The keywords from these two distinct groups were connected internally using the "OR" operator, while the two main keyword groups were linked using the "AND" operator. In this context, a literature search was conducted via the WoS database by selecting the 'Topic' field. To ensure a comprehensive retrieval of relevant studies, the following Boolean search string—combining variations of green hospitality with consumer psychology and behavioral terms—was used: ("green hospitality" OR "green accommodation" OR "green hotel*" OR "sustainable hotel*" OR "eco-hotel*" OR "eco-friendly hotel*" OR "green lodging*" OR "environmentally sustainable hotel*" OR "proenvironmental hotel*") AND (attitude* OR intention* OR behavior* OR behaviour* OR perception*).

Within this scope, a search was conducted in the WoS database on June 20, 2025, using the "Topic" option without temporal restrictions, yielding 548 results. Among these, document types such as letters and editorial materials were excluded, leaving 544 publications, including journal articles, early access articles, proceeding papers, review articles, and book chapters. Subsequently, to maintain the study's focus, filtering was applied to the WoS category options. In this context, publications from categories outside the scope of social sciences (e.g., transportation, architecture, agricultural economics policy) and those irrelevant to this study's context were reviewed. After this screening, publications unrelated to the study's focus were excluded, and 520 studies were retained for further evaluation. *Since this study is a bibliometric research based on the analysis of secondary data, ethical committee approval is not required.*

Findings

Bibliometric methods encompass both evaluative techniques, such as analyzing the distribution of publications by year, journal count, and author count, and relational techniques that examine connections between parameters such as authors, citations, co-word analysis, co-citation analysis, and affiliations (Sainaghi et al., 2020). Within the scope of this study, both bibliometric analysis techniques were employed, and analyses were conducted using VOSviewer software. VOSviewer can graphically visualize bibliometric data and is a practical tool that allows users to zoom in and out while examining bibliometric maps. It also enables the conversion and export of data into reusable formats such as Pajek files (Johnson and Samakovlis, 2019; van Eck and Waltman, 2010). The functionality of VOSviewer is particularly useful for presenting large bibliometric maps in an easily interpretable manner (van Eck and Waltman, 2010). The evaluative and

relational results obtained from the analyses are presented under the respective headings in an organized manner.

Evaluative Findings

An initial analysis of the 520 publications included in the evaluation revealed their distribution across the Web of Science categories as follows: Hospitality, Leisure, Sport and Tourism led with 55%, followed by Green Sustainable Science Technology (22.8%), Management (22.5%), Environmental Studies (20.5%), and Environmental Sciences (19%). When examined by the indexing database, the publications were distributed as 352 in the Social Sciences Citation Index (SSCI), 119 in the Emerging Sources Citation Index (ESCI), and 116 in the Science Citation Index Expanded (SCI-Expanded). The journal distribution analysis shows that all publications appeared across 177 distinct sources, with the Sustainability journal containing the highest number of publications (69), followed by the International Journal of Hospitality Management (47 publications), International Journal of Contemporary Hospitality Management (27 publications), Journal of Sustainable Tourism (24 publications), Journal of Travel and Tourism Marketing (18 publications), and Journal of Hospitality and Tourism Insight (16 publications). The 520 evaluated publications featured contributions from 1,276 distinct authors, with the top three most prolific authors being Heesup Han (46 publications), Lei Wang (14 publications), and Philip Pong Weng Wong (12 publications). These findings demonstrate that within the green hotel literature focusing on attitudes and behaviors, Heesup Han emerges as the predominant author, while Sustainability and the International Journal of Hospitality Management stand out as the leading journals in this research domain.

Distribution of Publications by Year

An analysis of the publication years of the studies examined within the scope of this research revealed that the first publication appeared in 2009. The number of publications showed no significant increase until 2014, experienced a relative rise in 2015 and 2016, but then declined in 2017. However, a noticeable upward trend in publication output began, particularly in 2018, peaking in 2023 with 73 publications - the highest annual count recorded. The second most productive year was 2022, with 67 publications. As of the current period in 2025, 25 publications have been recorded. When examining the annual publication trend holistically, it becomes evident that research output has intensified since 2019. This surge may reflect the impact of the COVID-19 pandemic, which had significant repercussions in the green hospitality sector (A. A.-T. Hasan and Rahman, 2023; C.-P. Wang et al., 2023), although this requires further empirical verification. The consistent upward trajectory since 2018 suggests growing academic interest and research momentum in this field.

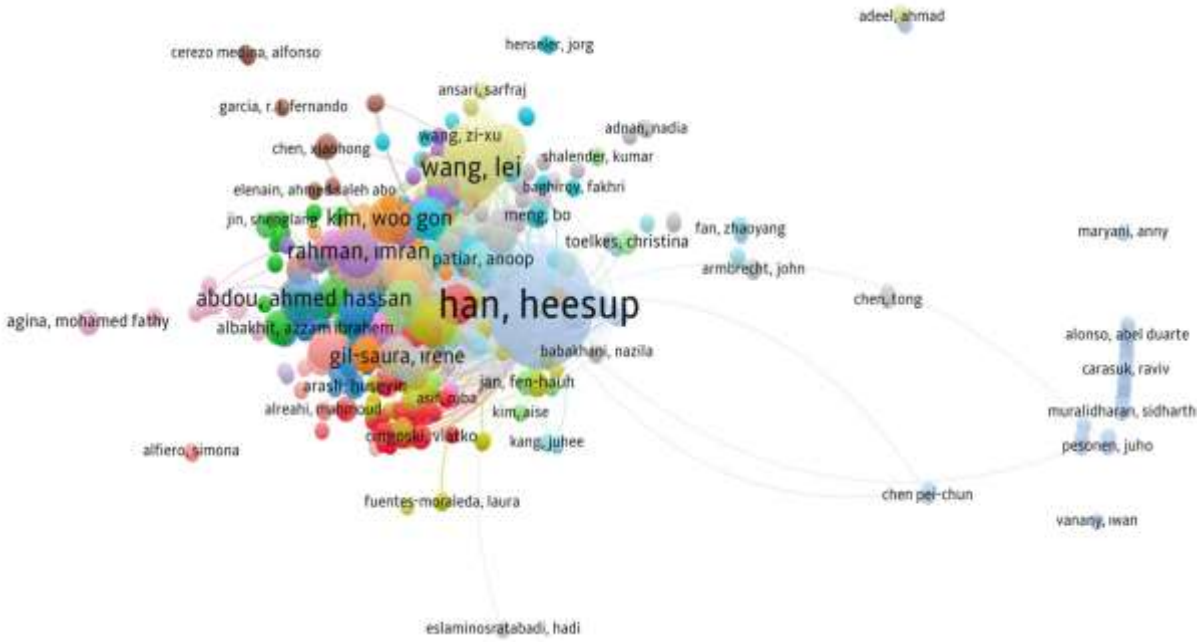
Figure 1. Distribution of Publications by Year

Relational Findings

Citation Analysis of Authors, Journals, Countries and Organizations

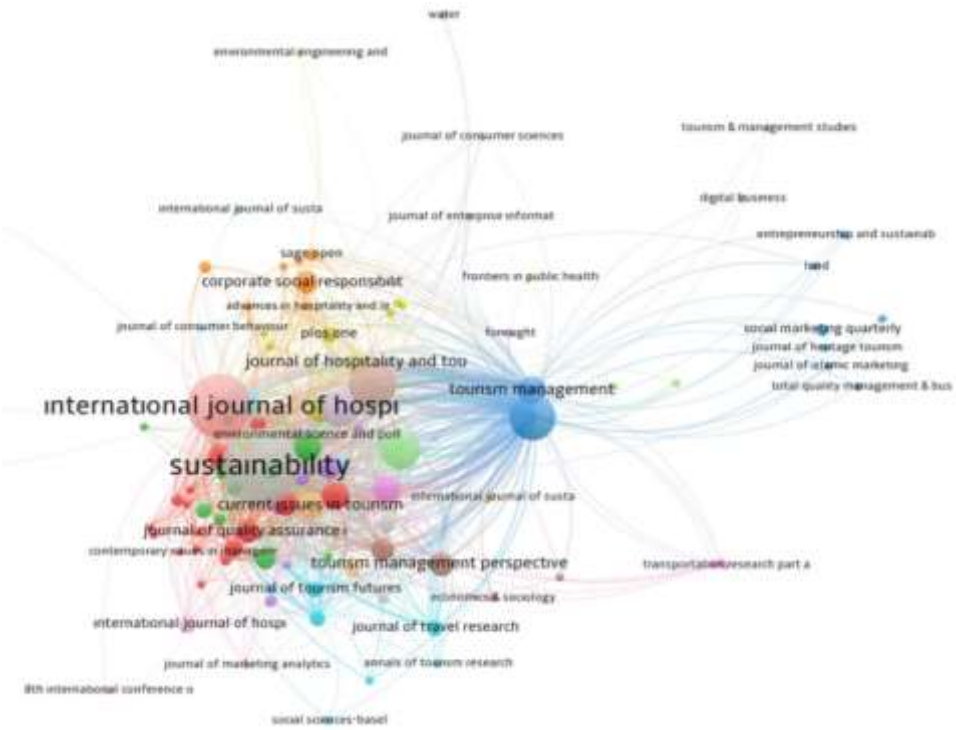
Citation analysis, which examines how frequently a study is cited, serves as a fundamental indicator of scientific impact. Citation analysis was conducted based on the criteria of authors having at least one publication and receiving a minimum of five citations. Initially, 988 of the 1,276 authors met these criteria. The most cited author is Heesup Han with 6,827 citations, followed by Li-Tzang (Jane) Hsu with 2,275 citations, Jin-Soo Lee with 1,983 citations, Chwen Sheu with 1,608 citations, and Yunhi Kim with 1,354 citations. These top five researchers in the citation ranking appear to have played a significant role in shaping the green hotel literature. A citation analysis map of the authors is presented in Figure 2.

Figure 2. Citation Analysis Map of The Authors



When citation analysis is applied to journals using the same criteria of at least one publication and five citations, the top five most-cited journals are ranked as follows: International Journal of Hospitality Management with 6,309 citations, Tourism Management with 3,339 citations, International Journal of Contemporary Hospitality Management with 2,282 citations, Journal of Sustainable Tourism with 2,151 citations, and Sustainability with 1,267 citations. A citation analysis map of journals is presented in Figure 3. A noteworthy observation here is that while Sustainability leads in publication volume with 69 articles, it ranks fifth in citation count. In contrast, the International Journal of Hospitality Management, which ranks second in publication count with 47 articles, receives approximately five times more citations (6.309) than Sustainability does. This discrepancy suggests that a higher number of publications does not necessarily correlate with research trend influence or quality as a standalone indicator of research quality. Similarly, Tourism Management, which ranks eighth in publication volume with only nine articles, occupies the second position in citation ranking with 3.309 citations, further underscoring this phenomenon. A journal citation analysis map is presented in Figure 3.

Figure 3. Citation Analysis Map of The Journals

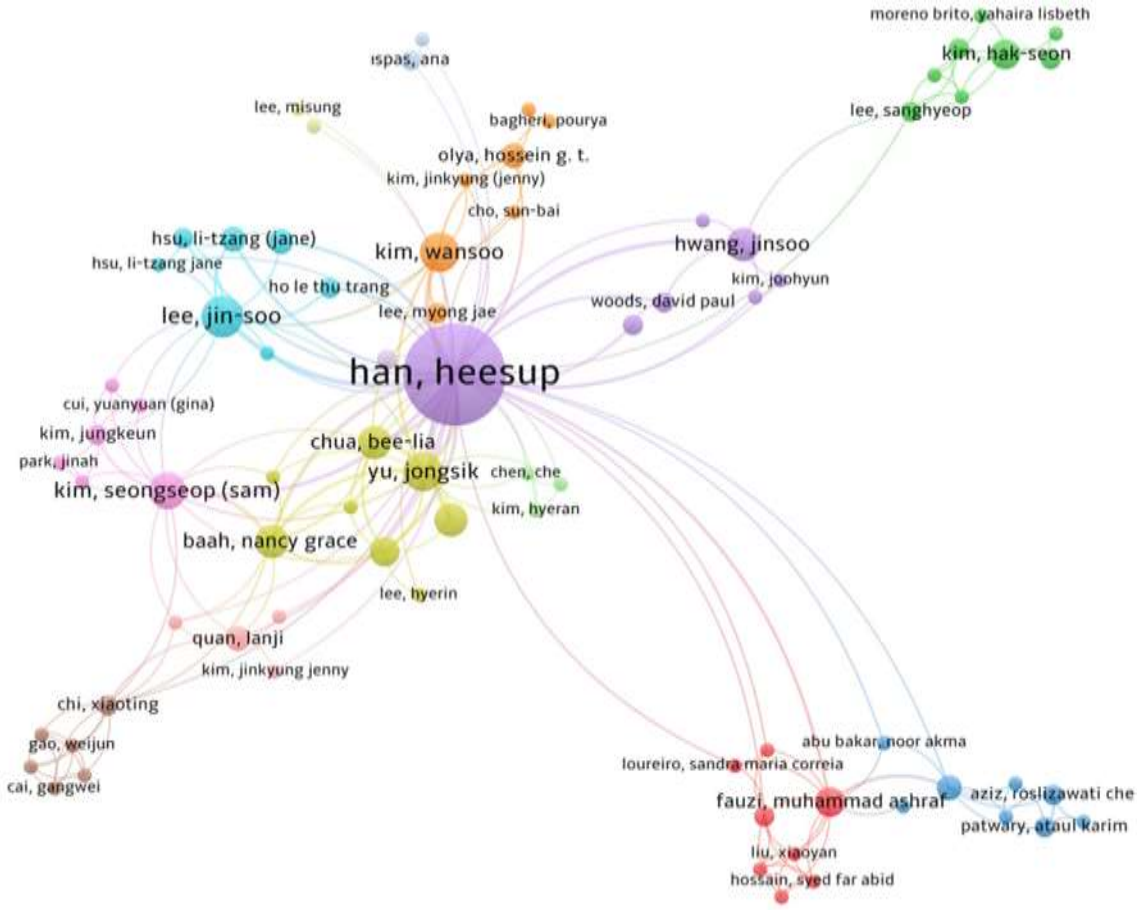


When citation analysis was conducted for countries using the criteria of at least one publication and five citations, the top five countries ranked as follows: the United States with 8.986 citations, South Korea with 7.975 citations, China with 5.343 citations, Taiwan with 3.150 citations, and Malaysia with 1.960 citations. Finally, in the citation analysis of institutions, the top five institutions were Dong-A University (South Korea) with 4.504 citations, Sejong University (South Korea) with 3.607 citations, Kansas State University (USA) with 3.016 citations, The Hong Kong Polytechnic University (China - Hong Kong) with 2.363 citations, and Kyungnam University (South Korea) with 1.354 citations. Unlike the country-level analysis results, the institution-level citation analysis notably reveals a predominance of South Korean universities, demonstrating their significant contribution to the field despite South Korea's ranking second in national citation counts.

Co-Authorship Analysis of Author, Countries and Organizations

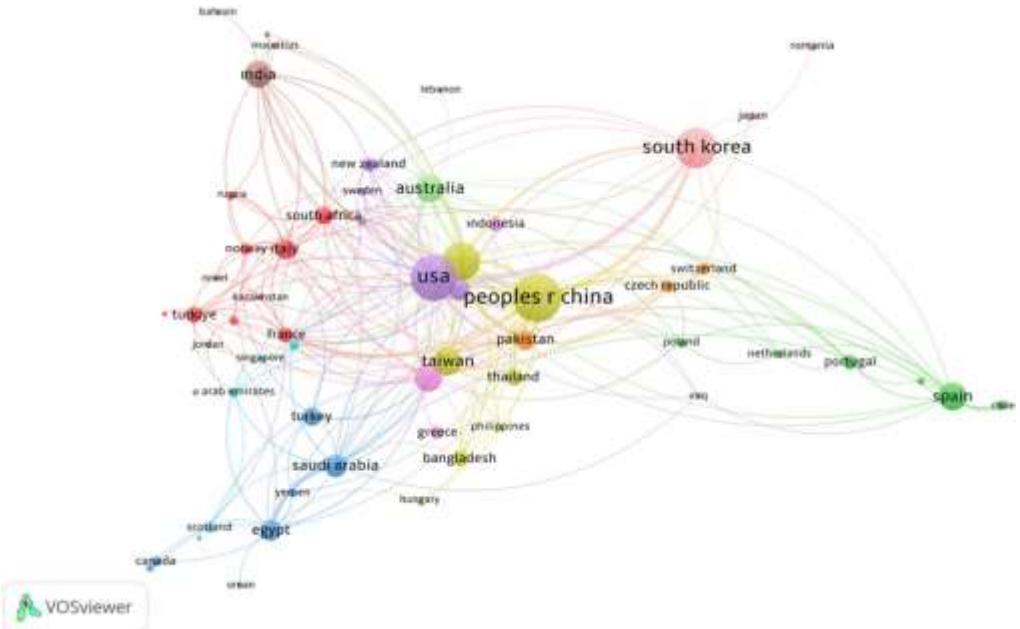
Co-authorship analysis examines the interactions between researchers within a specific field of study (Cisneros et al., 2018). This analysis provides valuable insights for potential researchers to connect and collaborate with established and trending scholars in the research area (Donthu et al., 2021). Through this analytical approach, one can easily identify which authors collaborate within a research field, which researchers play central roles, and which author clusters have formed. For the co-authorship analysis, a minimum threshold of one publication and citation was set as the lower limit. The resulting co-authorship network map is shown in Figure 4. The analysis revealed 14 distinct author clusters and 200 connections, with Heesup Han emerging as the most connected author with 47 links. Lei Wang and Ahmed Hassan Abdou followed in terms of the number of connections.

Figure 4. Co-Authorship Analysis Map



Within the scope of co-authorship analysis, international collaborations between countries provide information as significant as individual author partnerships. Applying the minimum threshold criteria of one publication and one citation, the analysis identified 11 country clusters and 259 collaborative links. The co-authorship network map illustrating these international research collaborations among the authors' affiliated countries is presented in Figure 5.

Figure 5. Countries-Based Co-Authorship Analysis Map

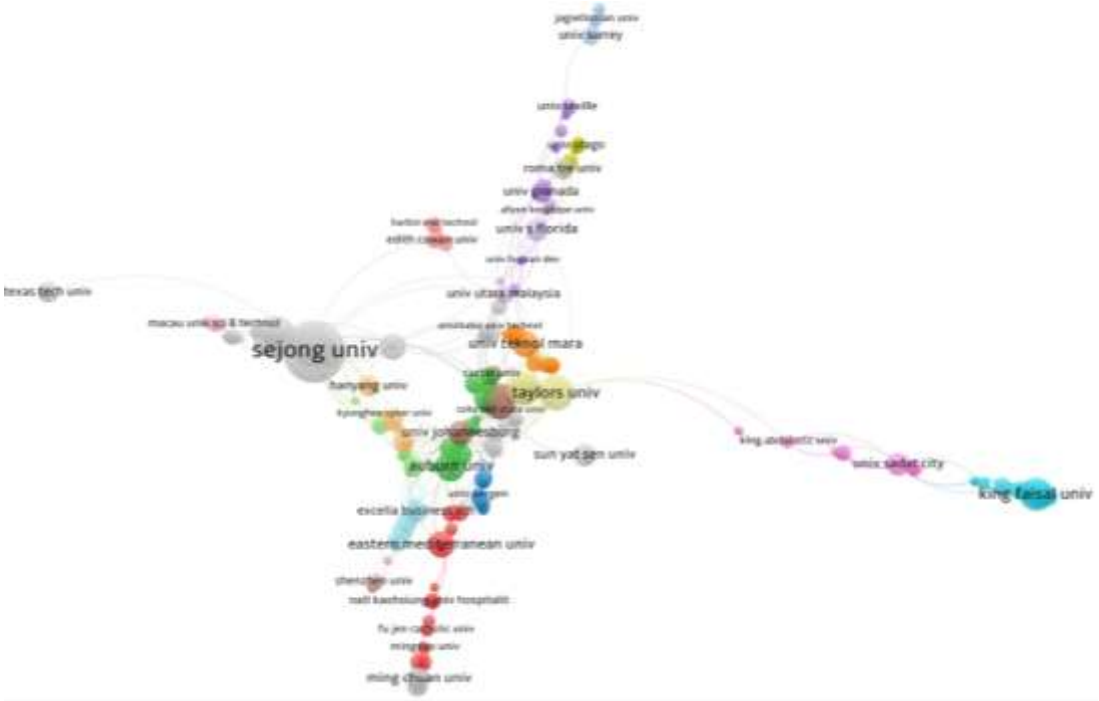


Chinese authors lead the international distribution of author collaborations, followed by authors from the United States (USA), Malaysia, South Korea, Australia, the United Kingdom, Saudi Arabia, Vietnam, India,

and Egypt. One noteworthy point here is that countries such as France, Spain, Turkey, Mexico, Germany, and Greece—ranked among the top 10 in the global tourism rankings (World Tourism Organization, 2024)—appear significantly lower in the country collaboration rankings based on co-authorship analysis. This indicates that countries leading tourism rankings are either reluctant or insufficiently active in establishing international collaborations in academic studies related to the green hotel sector.

Figure 6 presents the co-authorship network map illustrating the collaborations between the universities to which the partnered authors are affiliated. According to this analysis, the top five universities with the highest number of collaborations are Sejong University (China), Dong-A University (South Korea), The Hong Kong Polytechnic University (Hong Kong, China), King Faisal University (Saudi Arabia), and Taylor's University (Malaysia). These results demonstrate that universities located in the Far East region are highly successful in establishing academic partnerships. In this context, it is evident that universities in the United States and European countries lag considerably behind their far-eastern counterparts.

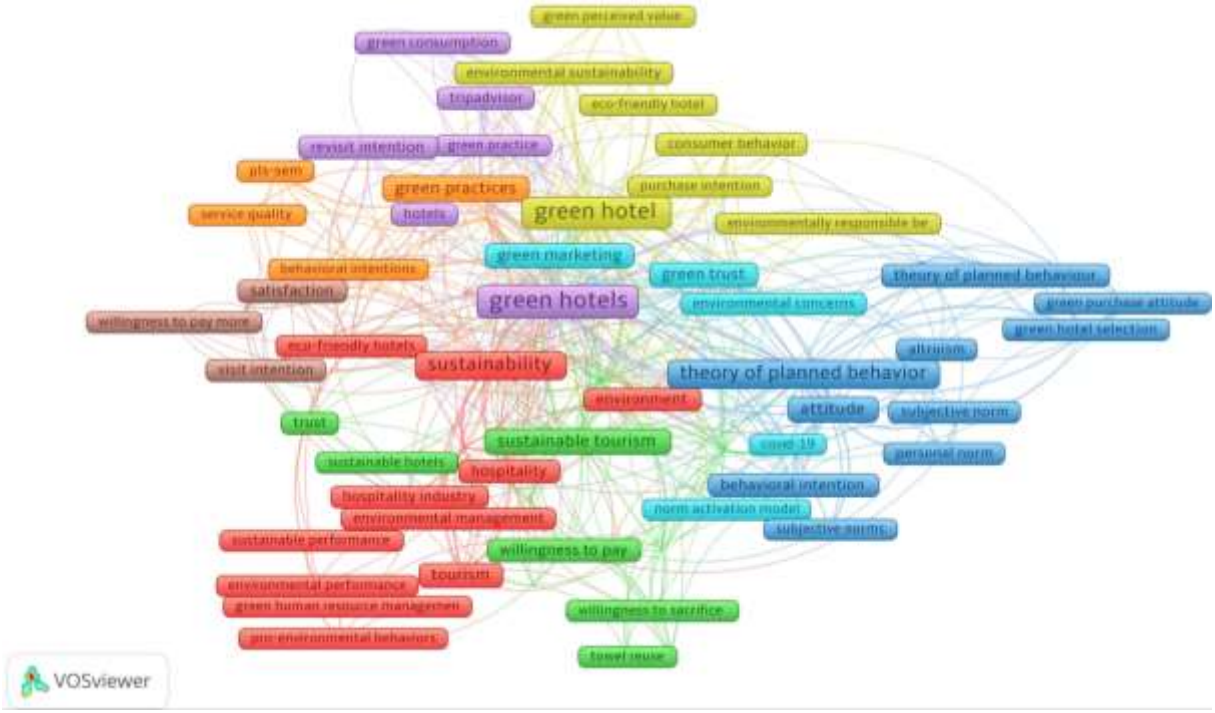
Figure 6. Organizations-Based Co-Authorship Analysis Map



Co-occurance Analysis

Co-occurrence analysis, which enables the examination of the frequency of keywords in studies and their interrelationships, reveals which keywords are used more frequently. In this type of analysis, the unit of analysis is composed of words, allowing for an in-depth examination of the publication's content. It is assumed that keywords that frequently appear together have a thematic relationship (Donthu et al., 2021). In this way, it becomes easier to answer questions such as which other topics the main topic is most frequently associated with or which areas are the least related to the topic. In this context, a minimum threshold of five occurrences was set for inclusion in the analysis. In other words, keywords that appeared fewer than five times in the dataset were excluded from the analysis. The resulting keyword map is shown in Figure 7.

Figure 7. Co-occurance Analysis Map



As a result of the analysis, 76 different keywords were grouped into eight distinct clusters, forming a total of 472 links. Each color in the figure represents a different keyword group. The ten most frequently used keywords were as follows: green hotels (87), green hotel (82), sustainability (46), theory of planned behavior (43), sustainable tourism (25), environmental concern (24), green practices (21), attitude (21), hotel industry (17), and tourism (17). To gain a more detailed understanding of the conceptual relationships on which the existing literature on green hotels is built, all the keywords included in each cluster are presented in Table 1.

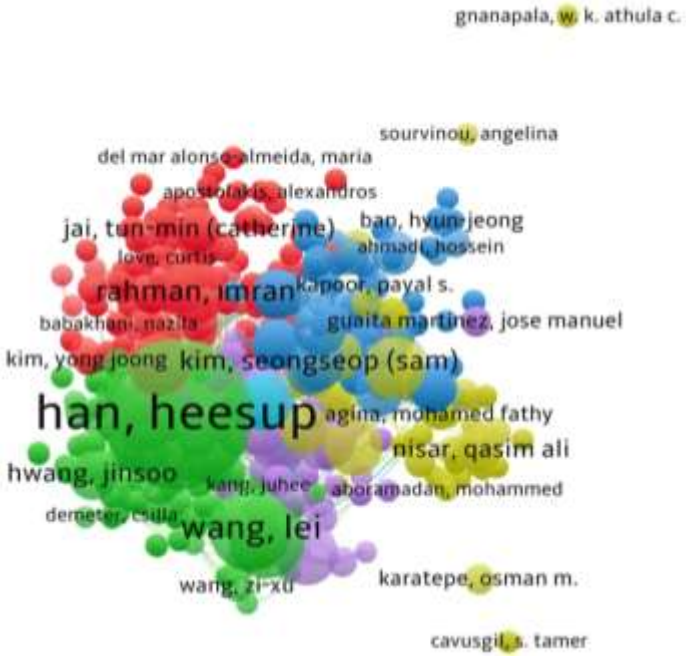
Table 1. Distribution of Keywords by Clusters

Clusters	Keywords
1.Cluster (Red)	eco-friendly hotels, environment, environmental management, environmental performance, green human resource management, hospitality, hospitality industry, pro-environmental behaviors, pro-environmental behavior, sustainability, sustainable performance, tourism
2.Cluster (Green)	attitudes, environmental awareness, environmental concern, environmental consciousness, environmental knowledge, perceived consumer effectivene, pro-environmental behavior, sustainable hotels, sustainable tourism, towel reuse, trust, willingness to pay, willingness to sacrifice
3.Cluster (Blue)	altruism, attitude, behavioral intention, green hotel selection, green purchase attitude, green purchase intention, personal norm, subjective norm, subjective norms, theory of planned behavior, theory of planned behaviour, value-belief-norm theory
4.Cluster (Yellow)	consumer behavior, eco-friendly hotel, environmental attitude, environmental sustainability, environmentaly responsible, green hotel, green perceived value, purchase intention, social media, sustainable development
5.Cluster (Purple)	green consumption, green hotel practices, green hotels, green practice, hotels, malaysia, revisit intention, sustainable practices, tripadvisor
6.Cluster (turquoise)	corporate social responsibility, covid-19, environmental concerns, green marketing, green trust, greenwashing, norm activation model
7.Cluster (Orange)	behavioral intention, customer satisfaction, green practices, perceived value, pls-sem, service quality
8.Cluster (Brown)	green image, loyalty, satisfaction, visit intention, willingness to pay more

Bibliographic Coupling

Bibliographic coupling occurs when two publications cite the same third publication. Bibliographic coupling uses citations to provide information on the similarities between two publications, authors, institutions, or countries. This process is based on the assumption that two publications citing a third publication are highly related to each other and should cluster together in a visualization map (Mas-Tur et al., 2021). Bibliographic coupling argues that two authors who share more common references are more closely related and have similar research interests (Gazni and Didegah, 2016). The strength of bibliographic coupling is determined by the total number of shared references or citations of third-party publications. In this context, the bibliographic coupling map for authors based on the criteria of at least one publication and five citations is presented in Figure 8.

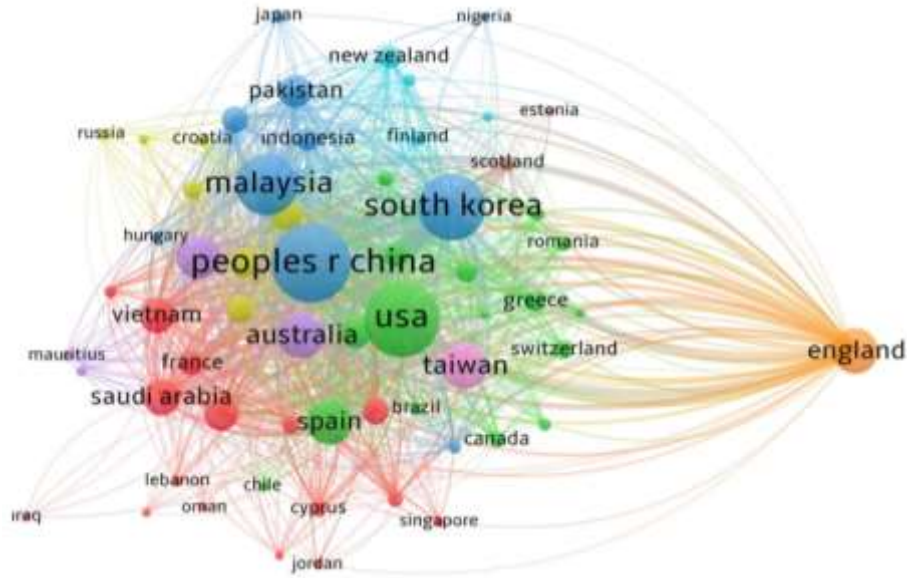
Figure 8. Bibliographic Coupling Map (Authors)



In the bibliographic coupling of authors, the top five authors with the strongest connections are Heesup Han, Lei Wang, Philip Pong Weng Wong, Qi Zhang, and Wansoo Kim. A noteworthy result is that Qi Zhang ranks high in bibliographic coupling despite being considerably lower in other rankings, such as most cited author or author with the highest number of publications. This may be attributed to Qi Zhang conducting in-depth studies in a specific niche area, being part of an active research group, or publishing in newly emerging and rapidly developing research fields. According to Donthu et al. (2021), bibliographic coupling analysis can make emerging and niche areas visible.

As a result of bibliographic coupling conducted at the country level, the top five countries are China, the USA, South Korea, Malaysia, and the United Kingdom. Bibliographic coupling between countries arises when the publications of two countries cite the publications of a third country and provide insight into which countries have a more central influence. A network map of the country-level bibliographic coupling analysis is presented in Figure 9.

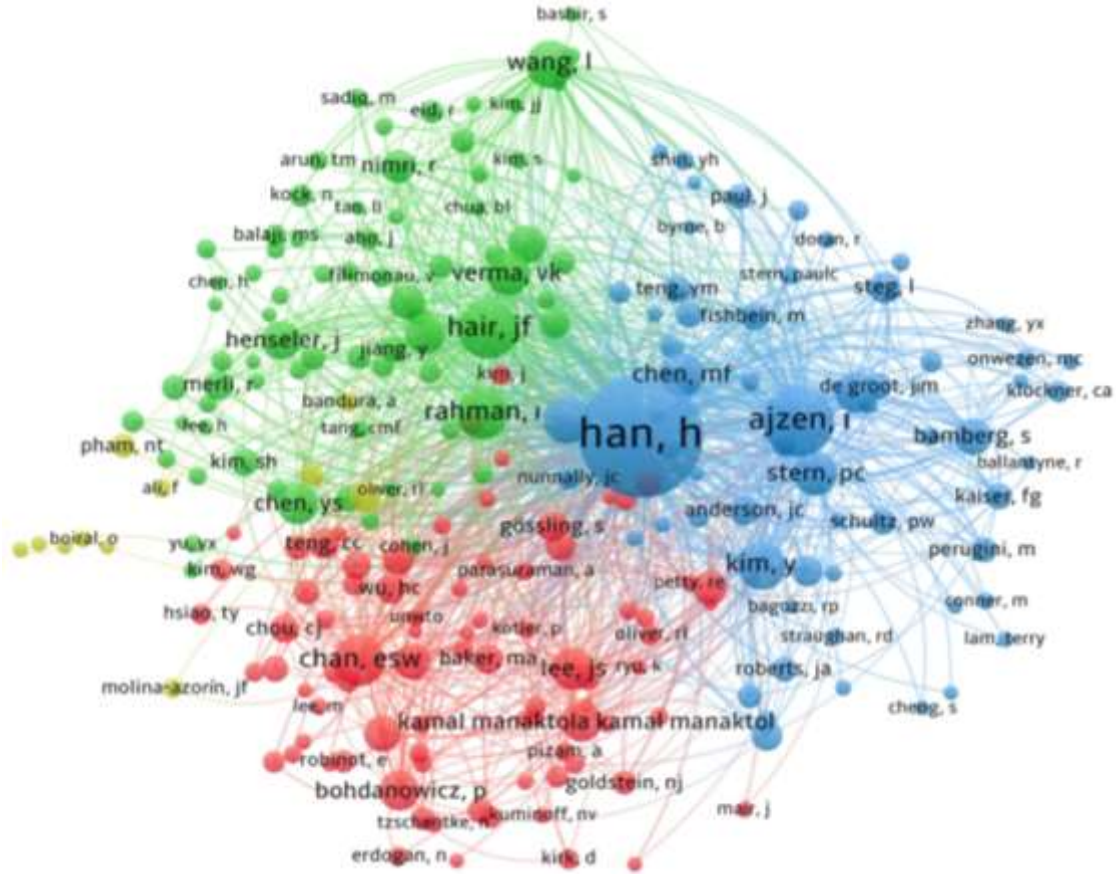
Figure 9. Bibliographic Coupling Map (Countries)



Co-citation Analysis

Co-citation analysis answers the question of how many different studies simultaneously cite two distinct independent publications. In a co-citation network, two publications are linked when they appear together in the reference list of a third publication (Kraus et al., 2012). The advantage of using co-citation analysis is that, in addition to identifying the most influential publications, it also allows scholars in the field of business to discover thematic clusters. Thematic clusters are derived based on the cited publications. However, because co-citation analysis focuses only on highly cited publications, it excludes new or niche publications from their thematic clusters. In this regard, co-citation analysis is suitable for business scholars who aim to reveal groundbreaking publications and foundational knowledge in the field (Donthu et al., 2021). Accordingly, the co-citation network map based on the criterion of at least 20 citations per author is presented in Figure 10.

Figure 10. Co-citation Analysis (Authors)



The fundamental difference between citation and co-citation analyses is as follows: while citation analysis aims to determine the characteristics and impact of authors solely based on the number of times they have been cited, co-citation analysis focuses on the relationships between authors and publications, thereby providing insights into the internal structure of a research field (Kraus et al., 2012).

As a result of the co-citation analysis, the top five authors with the highest co-citations are ranked as Heesup Han (1,327 citations), Icek Ajzen (433 citations), Joseph F. Hair (314 citations), Imran Rahman (237 citations), and Lee Wang (207 citations). Among these top five authors, Heesup Han, Imran Rahman, and Lee Wang are researchers with intensive work in sustainable tourism and green lodging, and they also rank high on the list of most cited authors (Heesup Han ranks first). However, Icek Ajzen, who is not directly associated with the green hotel or sustainability fields but is a leading figure in social psychology, ranks second in the co-citation list because he developed the Theory of Planned Behavior. The Theory of Planned Behavior is a frequently referenced theory in studies related to sustainability and the green lodging sector. This indicates that the theoretical citation structure of studies evaluating the concept of green hotels within the context of attitude and behavior is predominantly based on the Theory of Planned Behavior. Joseph F. Hair, who ranks third in the co-citation list, is particularly known as a researcher in the field of statistical analysis methods. Therefore, although these two authors are not directly related to the green lodging sector, they appear prominently in the co-citation analysis results owing to the fundamental collaboration potential of their fields with many other areas. These findings allow for a more detailed understanding of the internal structure of academic studies in the green hotel field.

Conclusion and Contrubition

Green hospitality is regarded as an emerging niche in today's competitive hotel industry, where hotels' environmentally friendly practices can increase profitability, differentiate green hotels from similar brands, and make companies more competitive. Therefore, a critical issue in the green hotel sector is to accurately understand consumers' cognitive and emotional responses to green hotel products, thereby enhancing the consumption experience and encouraging consumers' repurchase intentions (Han et al., 2025).

Hotel businesses' green transformation efforts have not fully yielded the desired consumer response. This phenomenon, known as the attitude-behavior gap, is of great concern for the future of the green hotel sector.

Consumer rejection of a product is an extremely critical stage in the success of a business. Therefore, it is essential to fully understand the reasons behind the attitude-behavior gap in consumer preferences for green hotels. For this purpose, the present study conducts a bibliometric analysis of studies addressing the green hotel concept in the context of attitude, intention, and behavior. The green hotel literature is quite extensive, and focusing on the topic, particularly within the context of attitude and behavior, allows for a clearer evaluation of factors that may influence the intention to choose or not choose green hotels.

Within this framework, 520 studies from the WoS database addressing the green hotel concept in the context of behavior and attitude were subjected to various bibliometric analyses, including author, journal, country, and institution citation analyses; keyword analysis; co-authorship analysis; country co-authorship analysis; co-citation analysis; author bibliographic coupling; and country bibliographic coupling analyses. Additionally, the development of publications in this field over the years was analyzed.

According to the obtained results, the green hotel concept began to be addressed in the context of attitude and behavior as early as 2009, with the number of publications experiencing a rapid rise, especially from 2018 onwards. The number of publications peaked at 73 in 2023. The annual average number of publications was 30.5. In the analysis of the most-cited authors, 988 authors with at least five citations were identified, with Heesup Han ranking first with 6,827 citations. He is followed by Li-Tzang Hsu (Jane) with 2,275 citations and Jin-Soo Lee with 1,983 citations. The journal with the highest number of citations is the International Journal of Hospitality Management with 6,309 citations; the institution with the highest number of citations is Dong-A University (South Korea) with 4,504 citations; and the country with the highest number of citations is the USA with 8,986 citations. When making a general assessment of citation analysis in the green hotel field, it is observed that the intensity in terms of authors, institutions, and countries is primarily shaped along the axis of the USA and South Korea.

In the keyword analysis conducted with a minimum occurrence threshold of five, keywords such as green hotel, sustainability, theory of planned behavior, sustainable tourism, and environmental concern stand out prominently. A notable observation in the keywords is the dominance of the Theory of Planned Behavior in the green hotel literature. No alternative theory was encountered upon examining all the keywords obtained. This suggests the potential for green hotel literature to be explored through different theoretical frameworks, thereby developing diverse perspectives.

Co-authorship analysis identified Heesup Han as the most productive and collaborative author. He is followed by Lei Wang, Ahmed Hassan Abdou, and Philip Pong Weng Wong, respectively. At the country level, China holds the position of the country with the most collaborations, followed by the United States, Malaysia, South Korea, Australia, the United Kingdom, and Saudi Arabia. It has been observed that this country ranking largely overlaps with the list of the most cited countries. However, it is noteworthy that in studies focusing on the green hotel sector within the context of attitude and behavior, countries ranked among the top ten in global tourism rankings (such as France, Spain, Italy, Germany, and Turkey) do not appear among the countries with the most collaborations or citations. The countries contributing most to the literature are predominantly Far Eastern countries (e.g., China, South Korea, Malaysia, Vietnam, and India), Middle Eastern countries (e.g., Egypt and Saudi Arabia), and the United States and Australia. This may indicate that certain destinations adopt different strategies or focus on specific market segments in the field of green hospitality. These destinations may consider green hospitality as a niche market and may have developed strategies that specifically target environmentally conscious tourists. Tourists visiting these destinations may exhibit higher environmental concern and awareness. Public policies in these destinations may offer different incentives and legal frameworks for the green hotel sector. Each of these hypotheses has the potential to be a separate research topic. Deeper analyses based on these differences will contribute to a better understanding of global disparities in the green hotel sector. In particular, the apparent lack of research on tourists' green hotel preferences in countries ranking among the top in global tourism is a finding that arouses curiosity.

A notable finding in the co-citation analysis conducted for authors is the second-place ranking of Icek Ajzen, who is not directly related to green hotels. This is due to the fact that Ajzen is the developer of the Theory of Planned Behavior, a theory frequently employed in studies within the green hotel literature that have a behavioral framework. The prominence of the Theory of Planned Behavior in the keyword analysis further supports this finding. Based on this, it can be understood that future studies aiming to address the green hotel concept, particularly in a behavioral context, could apply different theoretical frameworks.

When the findings are evaluated holistically, studies addressing the attitudinal and behavioral dimensions of the green hotel concept are geographically concentrated in certain regions, primarily the Far East and the USA.

This indicates that authors and institutions from these regions lead the field's scientific literature. The limited number of studies on this topic in Europe, a critical destination for global tourism, is considered an important potential and guiding insight for future research. Additionally, it has been determined that the majority of the examined literature is based on a limited number of behavioral theories (for example, the Theory of Planned Behavior). In this context, the lack of research frameworks developed using alternative theoretical perspectives is a notable finding. This gap highlights the need for future studies based on different theoretical approaches.

Recommendations

This study framed the green hotel literature within the context of attitude and behavior to provide an up-to-date overview, serving as a guide for identifying research trends and gaps in this area. Through this work, conceptual relationships, author, country, and institution collaborations, as well as influential studies, authors, institutions, and countries in research examining green hotels from the perspective of consumer behavior have been revealed. Thus, a comprehensive resource has been offered regarding the key concepts and related terms concerning the preference for green hotels, providing researchers with a thorough foundation.

First, one of the most striking findings of this study for researchers is that attitude- and behavior-based research in the context of green hotels has been conducted largely within the framework of the Theory of Planned Behavior (TPB), while alternative theoretical approaches remain considerably limited. Although TPB provides a robust framework for explaining individuals' behavioral intentions through attitudes, subjective norms, and perceived behavioral control, it may fall short in explaining consumption behaviors such as green hotel preferences, which are shaped by multidimensional emotional, ethical, normative, and contextual factors. In particular, the attitude–behavior gap, frequently emphasized in the literature, represents a complex phenomenon associated not only with rational intention processes but also with emotional, habitual, moral, and situational barriers to behavior change. Therefore, future research should integrate different theoretical frameworks to develop more comprehensive models.

In this context, studies grounded in theories such as Value–Belief–Norm Theory, which emphasizes the role of moral obligation and responsibility in shaping pro-environmental behavior; Self-Determination Theory, which conceptualizes behavior in terms of intrinsic and extrinsic motivations; Protection Motivation Theory, which posits that individuals develop protective behaviors as a result of environmental risk perceptions and coping appraisals; and Attribution Theory, which plays a critical role in shaping individuals' responses to adverse situations, are expected to make significant contributions to understanding the underlying causes of the attitude–behavior gap observed in green hotel preferences.

Another important recommendation for researchers stems from the finding that studies addressing the attitudinal and behavioral dimensions of the green hotel concept are geographically concentrated in certain regions, primarily the Far East and the United States. This indicates that authors and institutions from these regions play a leading role in shaping scientific literature in the field. The limited number of studies on this topic in Europe, a critical destination for global tourism, is considered an important potential guiding insight for future research. In particular, the apparent scarcity of research on tourists' green hotel preferences in countries ranking among the top in global tourism (such as France, Spain, Italy, Germany, and Turkey) is noteworthy and intriguing. Future studies may consider green hospitality as a niche market in these destinations and, through more in-depth analyses based on these differences, contribute to a better understanding of global disparities in the green hotel sector.

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