

Tourists' Revisit Intention Toward Green Hotels: A Systematic Literature Review and a Proposed Conceptual Framework for Vietnam

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ABSTRACT

Growing environmental awareness has encouraged hotels to integrate environmentally responsible practices into operations and service delivery. Although green-hotel research has expanded considerably, existing knowledge remains fragmented across theoretical perspectives and explanatory mechanisms. In particular, green lodging service quality, green service innovation, green hotel image, perceived value, tourist satisfaction, environmental concern, and revisit intention have often been examined in separate or partially overlapping models, leaving their post-consumption relationships insufficiently integrated. This study conducts a systematic literature review and develops a conceptual framework for explaining tourists' revisit intention toward green hotels, with particular relevance to Vietnam. Following PRISMA 2020 reporting principles, the review covers peer-reviewed studies published from 2010 to 2026 and identified primarily through Scopus and the Web of Science Core Collection; 45 studies were retained for the final systematic synthesis. The synthesis identifies green lodging service quality and perceived green service innovation as distinct hotel-level stimuli, green hotel image, perceived value, and tourist satisfaction as theoretically ordered internal evaluations, and revisit intention as the final behavioral response. Environmental concern is conceptualized as an individual-level boundary condition affecting the satisfaction-revisit relationship. The review subsequently integrates the Stimulus-Organism-Response framework with Zeithaml's perceived-value perspective and Oliver's satisfaction framework and develops twelve propositions for future empirical examination. The proposed framework contributes by clarifying construct boundaries, recognizing green lodging service quality as a second-order multidimensional construct, maintaining alignment between hotel-level evaluations and behavioral outcomes, and integrating fragmented mechanisms into a parsimonious post-consumption explanation of revisit intention. An empirical research agenda is proposed for Vietnam and comparable emerging tourism markets.

Keywords: green hotels, revisit intention, green lodging service quality, perceived green service innovation, Stimulus-Organism-Response.

INTRODUCTION

Environmental sustainability has become an increasingly important concern in tourism and hospitality as hotels seek to reduce the environmental consequences associated with resource-intensive service operations while continuing to meet guests' expectations for quality, comfort, and convenience. Hotel operations consume substantial energy and water and generate waste through accommodation, food and beverage services, laundry, housekeeping, and related activities. In response, hospitality firms have adopted environmental-management practices, resource-conservation initiatives, and greener forms of service delivery (Jones et al., 2014; Han, 2021).

These developments have been accompanied by substantial academic interest in green hotels. Research now addresses environmental practices, service quality, environmental attitudes, green hotel image, perceived value, satisfaction, trust, loyalty, and behavioral intentions. Systematic reviews confirm both the expansion and theoretical diversity of this field. Acampora et al. (2022), based on a systematic review of 600 studies, documented considerable heterogeneity in theoretical perspectives, methodologies, constructs, and geographical settings. Arun et al. (2021) similarly identified diverse antecedents, mediators, moderators, and behavioral

outcomes in research on green-hotel adoption and consumption. More recent reviews continue to identify conceptual fragmentation and the need for more integrated explanations of how consumers interpret and respond to green hotels (Chua & Han, 2022; Fauzi et al., 2025; Yang et al., 2026).

Within this literature, revisit intention is a particularly important behavioral outcome because it is grounded in previous consumption experience. Before an initial stay, tourists may rely primarily on expectations, promotional information, attitudes, social influences, perceived behavioral control, or anticipated environmental benefits. After experiencing a hotel, however, they can evaluate actual service delivery, perceived value, satisfaction, and the hotel image formed through direct interaction. Revisit intention therefore provides an appropriate post-consumption outcome for examining how environmentally responsible hotel experiences are translated into future patronage decisions.

Early green-hotel research established important foundations for this stream. Han and Kim (2010) extended the Theory of Planned Behavior by incorporating service quality, customer satisfaction, overall image, and previous behavior and showed that this expanded specification improved the explanation of green-hotel revisit intention. Lee et al. (2010) further demonstrated the importance of green hotel image for behavioral intentions, including revisit intention and recommendation. Together, these studies showed that repeat green-hotel patronage cannot be explained through environmental attitudes alone; tourists' evaluations of previous service experiences also matter.

Subsequent research has broadened this explanatory landscape. Service quality has been connected with perceived value and satisfaction (Assaker, 2020), while green practices have been associated with functional value, satisfaction, image, trust, loyalty, and revisit-related outcomes (Moise et al., 2021; Dang-Van et al., 2024; Huyen et al., 2025). More recent work has also introduced innovation-related evaluations. Dang-Van et al. (2023), for example, showed that perceived green service innovation formed part of the mechanism through which green hotel practices generated utilitarian and hedonic value and consumer brand identification.

Evidence from Vietnam illustrates this development. Huyen et al. (2025) found that green practices contributed to green revisit intention through green image and green trust. Tran (2025) demonstrated the relevance of green hotel practices, perceived green service innovation, perceived brand value, and brand identification to green brand loyalty. Khuong et al. (2025) further showed that green innovation practices can contribute to guests' return intention through green hotel image, positive mood, and satisfaction. The contribution of a new review can therefore no longer rest on the simple assertion that green hotels have received little attention in Vietnam. A more important issue is how existing findings can be systematically integrated into a coherent explanation of how actual green-hotel experiences lead to revisit intention.

Three theoretical problems are especially salient. First, existing explanations remain fragmented across different mechanisms. Green service quality, green innovation, image, perceived value, satisfaction, and revisit intention are commonly examined, but usually in different combinations. Less attention has been given to whether these constructs form a theoretically ordered post-consumption process. Second, the growing importance of green innovation raises a construct-boundary issue. Green lodging service quality and perceived green service innovation are related but analytically different judgments: the former concerns how well environmentally responsible services are delivered, whereas the latter concerns how novel or meaningfully improved those services are perceived to be. Third, tourists differ in the importance they attach to environmental responsibility. Environmental concern may therefore operate not merely as another antecedent of behavioral intention but as a boundary condition influencing the extent to which favorable satisfaction is translated into revisit intention.

A related issue concerns level-of-analysis alignment. Hotel-level constructs such as green lodging service quality, perceived green service innovation, green hotel image, and hotel revisit intention refer to the accommodation establishment as the focal entity. Destination image, public environmental infrastructure, and destination sustainability governance refer to broader geographical and institutional systems. Although destination-level evidence may inform particular theoretical relationships, it should not be treated as conceptually equivalent to hotel-level evidence within the same causal chain.

Against this background, the review is theory-informed but not theory-constrained. Construct-related search terms are used to improve retrieval sensitivity, but no single overarching theory is imposed as an inclusion criterion. The integrative theoretical framework is selected after synthesis on the basis of the recurring mechanisms and unresolved gaps identified in the literature.

Research questions

RQ1: What theoretical perspectives, constructs, and behavioral outcomes characterize research on tourists' responses to green hotels?

RQ2: What recurring antecedents, internal evaluative mechanisms, mediating processes, and moderating conditions emerge from the literature on green-hotel revisit intention?

RQ3: What unresolved conceptual and theoretical gaps remain after these relationships are systematically synthesized?

RQ4: How can the identified mechanisms be integrated into a coherent conceptual framework for explaining tourists' revisit intention toward green hotels, with particular relevance to Vietnam?

The study makes three principal contributions. *First*, it improves conceptual clarity by distinguishing a second-order multidimensional Green Lodging Service Quality construct from the first-order customer-perception construct of Perceived Green Service Innovation. *Second*, it integrates previously dispersed relationships into a theoretically ordered post-consumption mechanism in which hotel-related stimuli are translated through green hotel image, perceived value, and tourist satisfaction into revisit intention. *Third*, it positions environmental concern as an individual-level boundary condition at the final satisfaction-revisit stage. Because the constructs examined primarily concern the environmental dimension of sustainability, the term green hotel is used throughout the study; the broader concept of a sustainable hotel may include social, economic, cultural, and governance dimensions beyond the present analytical scope.

REVIEW METHODOLOGY

Review design

This study adopts a systematic literature review approach to identify, evaluate, and synthesize research relevant to tourists' revisit intention toward green hotels. The review follows principles of transparent and reproducible evidence synthesis in management research (Tranfield et al., 2003; Snyder, 2019) and is reported in accordance with the PRISMA 2020 statement (Page et al., 2021). PRISMA is used as a reporting framework for information sources, search strategies, eligibility criteria, screening, and study selection rather than as a substitute for the analytical method of theoretical synthesis.

The purpose of the review extends beyond publication counting or bibliometric description. Its analytical objective is to identify recurring constructs, theoretical mechanisms, mediators, moderators, outcome variables, inconsistencies, and construct-boundary issues relevant to post-consumption green-hotel behavior. The review therefore combines structured evidence retrieval with theory-oriented thematic synthesis.

No single behavioral theory is used as an a priori inclusion criterion. The review is theory-informed because its search blocks contain construct terms identified as relevant in prior green-hotel scholarship, but it is not theory-constrained. The S-O-R framework is selected only after the systematic synthesis reveals a recurring pattern linking hotel-related stimuli, internal evaluations, and behavioral responses.

Information sources and search strategy

Scopus and the Web of Science Core Collection were selected as the primary bibliographic databases due to their broad coverage of peer-reviewed research in hospitality, tourism, marketing, business, and management. The formal review period covered publications from January 2010 to the final database search conducted in

2026. The starting year was selected to capture influential early studies on green hotel image and revisit decision formation, particularly Han and Kim (2010) and Lee et al. (2010), while the 2026 endpoint allowed the review to incorporate recent developments in green lodging service quality, green innovation, environmental concern, green satisfaction, and revisit-related behavior.

The final database search was conducted on May 31, 2026. To enhance the reproducibility of the systematic review, the search process was documented based on the selected databases, predefined keywords, eligibility criteria, and screening procedures. Accordingly, future researchers can replicate or update the review by applying the same search date, database sources, search strategies, and inclusion criteria. Any studies published after May 31, 2026 were not considered in the present review but may be incorporated in future updates of the evidence base.

Foundational theoretical works published before 2010, including Mehrabian and Russell (1974), Oliver (1980), Zeithaml (1988), and Ajzen (1991), were used solely as supplementary theoretical sources to support the conceptual development of the study and were not included in, or counted as part of, the PRISMA review sample.

To balance breadth with conceptual relevance, two complementary Boolean search blocks are used. Database-specific field codes and syntax should be retained in the supplementary search record so that the strategy can be replicated.

Search Block 1: Green hotels and behavioral outcomes

("green hotel" OR "sustainable hotel" OR "eco-friendly hotel" OR "environmentally friendly hotel" OR "green lodging" OR "green accommodation") AND ("revisit intention" OR "return intention" OR "repurchase intention" OR "re-patronage intention" OR "repatronage intention" OR "loyalty intention" OR "behavioral intention")

Search Block 2: Green hotels and explanatory mechanisms

("green hotel" OR "sustainable hotel" OR "eco-friendly hotel" OR "environmentally friendly hotel" OR "green lodging" OR "green accommodation") AND ("green service quality" OR GLSERV OR "green lodging service quality" OR "green hotel image" OR "green image" OR "perceived value" OR "green value" OR satisfaction OR "environmental concern" OR "green innovation" OR "green service innovation" OR "perceived green service innovation")

Eligibility criteria

Studies are included when they are peer-reviewed journal articles published within the review period, written in English, focused on hotels or closely related accommodation settings, and relevant to tourist or consumer evaluations of environmentally responsible accommodation. Studies must contribute theoretical or empirical evidence concerning constructs or mechanisms relevant to green service quality, green innovation, image, value, satisfaction, environmental concern, behavioral intention, loyalty, return intention, or revisit intention. Technical environmental studies, employee-only studies, supply-chain studies, Green HRM research, and organizational sustainability studies are excluded when they do not provide evidence relevant to tourist evaluations or behavioral outcomes.

Table 1: Inclusion and exclusion criteria

Criterion	Include	Exclude
Publication type	Peer-reviewed journal articles	Conference papers, theses, dissertations, book chapters, editorials, non-peer-reviewed publications
Period	2010 to final search date in 2026	Outside the formal review period; pre-2010 theory may be used only as supplementary foundation

Context	Hotels, accommodation, lodging,	Non-accommodation settings unless used only as supplementary theory
Population/level	Guests, tourists, consumers, prospective accommodation consumers	Employee-only or organization-only studies without consumer implications
Topical relevance	Green practices/services and consumer evaluations or behavioral outcomes	Purely technical environmental performance without consumer relevance
Language	English	Non-English publications

Screening and study selection

Records retrieved from Scopus and Web of Science are combined and duplicates are removed before title and abstract screening. Potentially relevant records then proceed to full-text eligibility assessment. The final study-selection sequence comprises 450 Scopus records and 380 Web of Science records (830 total), 250 duplicate records removed, 580 records screened, 420 records excluded at title/abstract screening, 160 full-text articles assessed, 115 full-text articles excluded, and 45 studies retained for the final systematic synthesis. The sequence is reported in the PRISMA flow diagram shown in Figure 1.

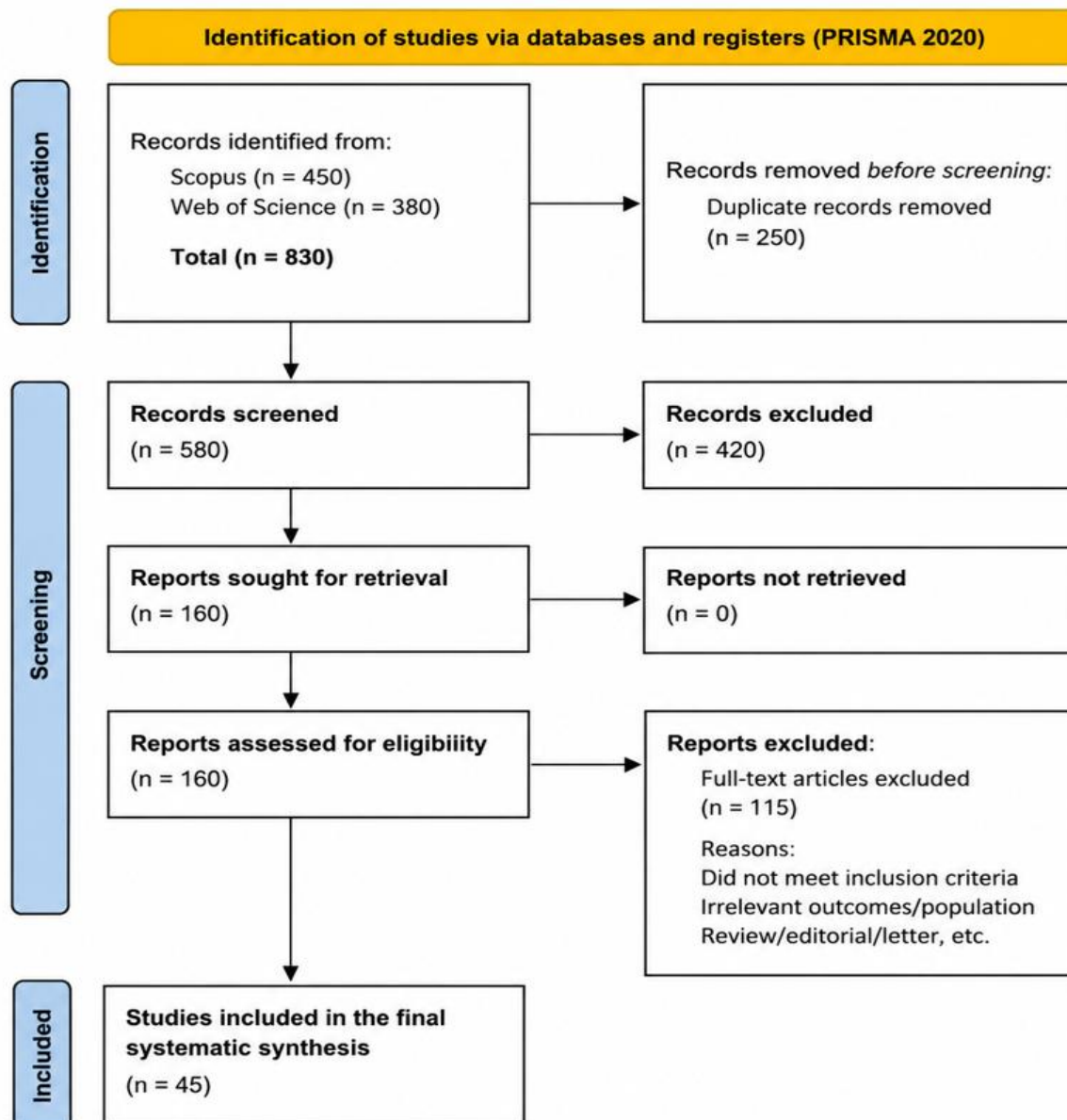


Figure 1: PRISMA 2020 flow of study selection.

Two reviewers independently screened the titles and abstracts of the retrieved records against the predefined eligibility criteria. Potentially relevant articles were subsequently assessed at the full-text stage. Any disagreements between the reviewers were discussed and resolved by consensus.

Data extraction and synthesis

Each eligible article is coded for author and year, geographical context, hotel setting, sample characteristics, theoretical framework, focal constructs, measurement scales where reported, research design, analytical method, tested relationships, mediators, moderators, behavioral outcomes, principal findings, journal, and DOI.

Particular attention is given to construct equivalence. General perceived value is distinguished from green consumption value and green experiential value; perceived green service innovation is distinguished from hotel-level green innovation practices; green hotel image is distinguished from destination image; and revisit intention is distinguished from initial visit intention, general behavioral intention, and actual repeat behavior. This distinction is essential because adjacent constructs can inform theory without being treated as empirically identical.

The synthesis proceeds in four stages. First, recurring constructs and explanatory mechanisms are identified. Second, evidence is organized around stimuli, internal evaluations, mediators, moderators, and revisit-related outcomes. Third, inconsistencies and unresolved construct-boundary issues are identified. Finally, theory is integrated only after the synthesis reveals the principal unresolved explanatory problem.

SYSTEMATIC REVIEW RESULTS AND SYNTHESIS

Green lodging service quality

Green lodging service quality (GLSQ) represents tourists' evaluation of how effectively environmentally responsible service is delivered within the hotel experience. Lee and Cheng (2018) developed the Green Lodging Service Quality scale (GLSERV) because conventional service-quality measures do not fully capture the environmental characteristics of green lodging.

For the present framework, GLSQ is conceptualized as a second-order multidimensional construct represented by six first-order dimensions: reliability, empathy, environmental communication, green energy saving, assurance, and tangibles (Lee & Cheng, 2018). The construct therefore summarizes multiple service-quality domains while preserving the distinct content of its first-order dimensions. This specification is analytically different from treating each dimension as an independent antecedent of revisit intention.

GLSQ should also be distinguished from the mere existence of green practices. Green practices describe what a hotel implements, whereas GLSQ concerns how guests evaluate the quality with which environmentally responsible services are delivered. Hospitality research provides strong evidence that service quality contributes to perceived value, satisfaction, and behavioral intentions (Assaker, 2020). In the green-hotel context, Mohammed et al. (2024) found a positive and significant effect of GLSERV on revisit intention. GLSQ is therefore positioned as a core hotel-level stimulus in the proposed framework.

Perceived green service innovation

Perceived green service innovation (PGSI) refers to tourists' perception that a hotel introduces novel or meaningfully improved service solutions that contribute to environmental sustainability. PGSI is conceptually related to GLSQ but should not be treated as the same judgment. A service may be delivered at high quality without being perceived as innovative, whereas an innovative service may not necessarily be evaluated as reliable or satisfactory.

In the present framework, PGSI is treated as a first-order customer-perception construct. This contrasts with the second-order multidimensional specification of GLSQ and helps preserve discriminant conceptual clarity between service-quality performance and perceived innovation. Dang-Van et al. (2023) provide especially

relevant evidence by showing that PGSI forms part of the mechanism through which green hotel practices generate utilitarian and hedonic value and subsequent brand identification. In Vietnam, Tran (2025) likewise found that green hotel practices contribute to green brand loyalty through PGSI, perceived brand value, and brand identification.

Research on green innovation practices provides complementary, but not equivalent, evidence. Khuong et al. (2025) showed that green innovation practices influence green hotel image, satisfaction, and return intention. These findings support the broader innovation-evaluation mechanism but should not be interpreted as direct tests of every relationship involving PGSI. Digitalization should also not automatically be classified as green innovation; a technology is relevant to PGSI only when tourists perceive a meaningful environmental purpose or benefit associated with its use.

Green hotel image

Green hotel image represents tourists' overall mental representation of a hotel as environmentally responsible. Lee et al. (2010) provided an important foundation by examining cognitive, affective, and overall green hotel image and their relationships with behavioral intentions. Because an overall image may incorporate both cognitive and affective content, the present framework treats green hotel image as a hotel-image evaluation rather than as a purely cognitive state.

Green hotel image is especially relevant because tourists cannot directly observe every environmental process implemented by a hotel. They form an overall representation from service experiences, environmental practices, communication, and visible cues. Lee et al. (2010) demonstrated that favorable green hotel image contributes to revisit intention, recommendation, and willingness to pay a premium. Assaker et al. (2020) further showed that green image participates in mechanisms involving perceived quality, satisfaction, trust, and loyalty, while Huyen et al. (2025) identified green image as a mediator between green practices and green revisit intention in Vietnam.

Perceived value

Zeithaml (1988) conceptualized perceived value as the consumer's overall assessment of what is received relative to what is given. Perceived value therefore reflects a benefit-sacrifice appraisal rather than price alone. In green hotels, environmentally responsible practices can become part of the benefits guests associate with the experience when they are perceived as useful and meaningful.

General perceived value should not be treated as identical to more specific value constructs. Gupta et al. (2019), for example, examined green experiential value, while Dang-Van et al. (2024) examined green consumption value. These constructs provide convergent evidence for the importance of value but do not constitute the same measurement domain as general perceived value.

Assaker (2020) found a direct positive relationship between service quality and perceived value. Moise et al. (2021) showed that green practices contributed to functional value and that functional value enhanced guest satisfaction. Dang-Van et al. (2024) further demonstrated that green consumption value constitutes a mechanism linking green hotel practices with revisit intention. Image may also shape value appraisal: Cheng and Lu (2013) found that destination image positively influenced perceived value and revisiting behavioral intention. Because destination image differs from green hotel image, this evidence is treated as theoretically adjacent rather than directly equivalent.

Tourist satisfaction

Tourist satisfaction is an overall post-consumption evaluation of the hotel experience. Oliver's (1980) expectancy-disconfirmation framework provides a theoretical basis: satisfaction develops as consumers compare experienced performance with prior expectations. Perceived value and satisfaction are related but distinct; perceived value concerns whether the benefits received justify the associated sacrifices, whereas satisfaction represents a broader evaluation of the completed experience.

Hotel research consistently identifies service quality as an antecedent of satisfaction (Assaker, 2020). Green-hotel studies reach similar conclusions. Moise et al. (2021) found that green practices contributed to guest satisfaction and that functional value positively influenced satisfaction. Khuong et al. (2025) identified satisfaction as a mechanism connecting green innovation practices with return intention. Shi and Fuchs (2026) provide more recent convergent evidence by showing that perceived green value enhances green satisfaction and green trust, which subsequently influence visit intention. Tourist satisfaction is therefore positioned downstream from value appraisal and immediately upstream from revisit intention.

Revisit intention

Revisit intention represents a tourist's stated willingness or intention to stay at a hotel again in the future. Unlike initial visit intention, it is grounded in previous consumption experience. Han and Kim (2010) demonstrated the importance of service quality, satisfaction, image, and previous experience in explaining green-hotel revisit intention, while Lee et al. (2010) showed that green hotel image contributes to revisit-related behavioral responses.

More recent studies extend these mechanisms. Mohammed et al. (2024) directly demonstrated a positive effect of GLSERV on revisit intention. Huyen et al. (2025) identified green image and green trust as mediators of green revisit intention in Vietnam, while Khuong et al. (2025) linked green innovation practices with return intention through image, positive mood, and satisfaction. Revisit intention is therefore conceptualized as the final behavioral response in the proposed framework.

Environmental concern

Environmental concern reflects the extent to which individuals recognize environmental problems and regard environmental protection as important. Earlier green-hotel research usually treated environmental concern as an antecedent of attitudes and behavioral intention. Chen and Tung (2014), for example, showed that environmental concern influenced several psychological determinants of green-hotel visit intention.

More recent evidence suggests an important moderating role. Dwivedi et al. (2022) found that environmental concern moderated the relationship between green trust and behavioral intention. Shi and Fuchs (2026) found that environmental concern moderated the effects of green satisfaction and green trust on visit intention. Environmental concern can therefore be conceptualized as an individual-level boundary condition influencing how strongly favorable post-consumption evaluations are translated into future behavior.

Table 2: Construct specification and role in the proposed framework

Construct	Measurement level	Role	Key foundation
Green Lodging Service Quality	Second-order; six first-order dimensions	Stimulus	Lee & Cheng (2018)
Perceived Green Service Innovation	First-order	Stimulus	Dang-Van et al. (2023); Tran (2025)
Green Hotel Image	First-order overall hotel-image evaluation	Organismic evaluation	Lee et al. (2010)
Perceived Value	First-order	Value appraisal	Zeithaml (1988)
Tourist Satisfaction	First-order	Post-consumption evaluation	Oliver (1980)
Revisit Intention	First-order	Behavioral response	Han & Kim (2010)
Environmental Concern	First-order	Boundary condition	Chen & Tung (2014); Shi & Fuchs (2026)

Unresolved Theoretical Gap

The principal gap emerging from the systematic synthesis is not a general shortage of green-hotel research and

cannot credibly be framed as a complete absence of research in Vietnam. The more substantive unresolved issue is theoretical fragmentation and mechanism integration. Existing studies have identified most of the relevant variables, but they have not yet provided a sufficiently coherent explanation of how those variables operate together in a post-consumption sequence.

The first gap concerns fragmentation of the post-consumption mechanism. Research provides substantial evidence for individual relationships involving service quality, green image, value, satisfaction, and revisit intention, yet comparatively less attention has been given to whether these evaluations form an ordered process through which environmentally responsible service experiences are progressively translated into future patronage. The unresolved question is therefore not whether image, value, satisfaction, and revisit intention matter individually, but how they may operate together as a theoretically ordered sequence.

The second gap concerns the conceptual boundary between green lodging service quality and perceived green service innovation. GLSQ is a second-order multidimensional quality construct reflecting how effectively environmentally responsible services are delivered. PGSI is a first-order customer perception concerning the novelty and environmental meaningfulness of service innovation. Treating the two as interchangeable can obscure whether tourists respond to the quality of green service provision, its innovative character, or both.

The third gap concerns heterogeneity in the translation of satisfaction into revisit intention. Environmental concern has often been modeled as an antecedent of attitudes or green-hotel choice, but recent evidence suggests that it can also moderate the behavioral consequences of favorable internal evaluations. This creates an opportunity to explain when satisfaction is more strongly converted into revisit intention rather than merely whether environmental concern predicts intention directly.

In developing the framework, the study also maintains alignment between constructs and their levels of analysis. Hotel-level evaluations and hotel-level revisit intention are kept conceptually distinct from destination-level sustainability governance and destination image. This is treated as a delimitation principle rather than as a separate claim that destination-level studies are theoretically deficient.

Theoretical Foundations And Integration

Stimulus-Organism-Response framework

The pattern emerging from the synthesis is particularly compatible with the Stimulus-Organism-Response (S-O-R) framework developed by Mehrabian and Russell (1974). S-O-R proposes that external environmental stimuli influence internal organismic states, which subsequently generate behavioral responses. The framework is appropriate for green hotels because tourists do not respond mechanically to environmental service attributes; they interpret those attributes through a series of internal evaluations before forming future behavioral intentions.

In the proposed framework, Green Lodging Service Quality and Perceived Green Service Innovation constitute two distinct hotel-level stimuli. Green hotel image, perceived value, and tourist satisfaction constitute theoretically ordered organismic evaluations. Revisit intention constitutes the response. Environmental concern is not treated as another organismic stage; it functions as an individual-level boundary condition at the final satisfaction-revisit interface.

The framework therefore provides an overarching architecture rather than a claim that all organismic states are psychologically identical. Green hotel image represents an overall hotel-image evaluation, perceived value represents benefit-sacrifice appraisal, and satisfaction represents an overall post-consumption evaluation.

Perceived-value perspective

Zeithaml's (1988) perceived-value perspective explains the value-appraisal stage. Consumers assess value by comparing perceived benefits with monetary and non-monetary sacrifices. This perspective explains why superior green service delivery may enhance value perceptions and why a favorable hotel image may provide an interpretive frame through which environmental and service benefits are evaluated.

Perceived value is therefore positioned after green hotel image but before tourist satisfaction. The proposed ordering does not imply that value is the only route to satisfaction; rather, it identifies value appraisal as a theoretically meaningful mechanism through which service and image evaluations can acquire broader post-consumption significance.

Expectancy-disconfirmation and satisfaction framework

Oliver's (1980) satisfaction framework explains the transition from post-consumption evaluation to subsequent behavioral intention. Consumers enter a service encounter with expectations and compare those expectations with experienced performance. Favorable confirmation contributes to satisfaction, which influences subsequent attitudes and behavioral intentions.

Within the present framework, satisfaction represents the final organismic evaluation preceding revisit intention. Zeithaml and Oliver therefore complement rather than compete with S-O-R: S-O-R explains the overall architecture, Zeithaml explains value appraisal, and Oliver explains satisfaction formation and its behavioral consequences.

Development Of Proposed Relationships

Green lodging service quality and green hotel image

GLSQ provides tourists with repeated service-related cues from which the hotel's environmental responsibility can be evaluated. The six first-order dimensions of GLSERV - reliability, empathy, environmental communication, green energy saving, assurance, and tangibles - capture distinct aspects of how environmentally responsible service is experienced (Lee & Cheng, 2018). When these dimensions are evaluated favorably, the second-order GLSQ construct should provide a coherent signal that environmental responsibility is embedded in service delivery rather than confined to promotional claims.

From an S-O-R perspective, this hotel-level service stimulus should contribute to a more favorable green hotel image. Adjacent empirical evidence supports the broader environmental-practices-to-image mechanism. Hameed et al. (2022) found that green practices enhanced green hotel image, while Huyen et al. (2025) showed that green image mediated the effect of green practices on green revisit intention in Vietnam. These studies do not directly test GLSQ as a second-order antecedent of image, so the proposed relationship represents a theoretically grounded extension.

Proposition 1 (P1): *Green lodging service quality positively influences green hotel image.*

Green lodging service quality and perceived value

Service quality affects the benefits customers believe they receive from a hotel stay. According to Zeithaml (1988), perceived value reflects an overall benefit-sacrifice appraisal. Assaker (2020) provides direct hospitality evidence that service quality positively influences perceived value. In environmentally responsible accommodation, Moise et al. (2021) further showed that green practices contribute to functional value.

When green lodging services are delivered reliably and effectively without undermining the overall benefits of the stay, tourists should perceive a more favorable balance between what they receive and what they sacrifice. GLSQ is therefore expected to enhance value appraisal.

Proposition 2 (P2): *Green lodging service quality positively influences tourists' perceived value.*

Green lodging service quality and tourist satisfaction

Oliver's (1980) framework suggests that satisfaction improves when experienced performance confirms or exceeds expectations. GLSQ captures tourists' evaluation of environmentally responsible service performance. When service reliability, assurance, empathy, tangible cues, environmental communication, and energy-saving practices are experienced favorably, the overall stay should be evaluated more positively.

Assaker (2020) supports the broader service quality-satisfaction relationship, while Moise et al. (2021) show that environmentally responsible hotel practices can contribute to guest satisfaction. Because green practices are not identical to GLSQ, the latter evidence is treated as contextually supportive rather than as a direct test of the second-order GLSQ construct.

Proposition 3 (P3): Green lodging service quality positively influences tourist satisfaction.

Perceived green service innovation and green hotel image

PGSI captures whether tourists perceive environmentally oriented services as novel or meaningfully improved. Innovation can signal that environmental responsibility is actively incorporated into service development. When guests interpret new service solutions as both innovative and environmentally meaningful, they may develop a stronger overall perception of the hotel as environmentally progressive and responsible.

Khuong et al. (2025) found that green innovation practices significantly influenced green hotel image, while Dang-Van et al. (2023) demonstrated that PGSI meaningfully shapes subsequent customer evaluations. Because green innovation practices and PGSI are not conceptually identical, the proposed PGSI-image relationship remains a theoretically grounded extension requiring direct empirical validation.

Proposition 4 (P4): Perceived green service innovation positively influences green hotel image.

Perceived green service innovation and tourist satisfaction

Green service innovations may enhance satisfaction when they generate environmental benefits while preserving or improving the usefulness and convenience of the guest experience. Novelty alone is insufficient; tourists must perceive the innovation as meaningful and compatible with their service expectations.

Khuong et al. (2025) provide evidence that green innovation practices can contribute to satisfaction and return-related outcomes, while Dang-Van et al. (2023) show that PGSI contributes to utilitarian and hedonic value. Direct evidence for PGSI → tourist satisfaction remains less extensive, so this proposition extends the broader innovation-satisfaction mechanism to a customer-perceived innovation construct.

Proposition 5 (P5): Perceived green service innovation positively influences tourist satisfaction.

Green hotel image and perceived value

Hotel image influences the way tourists interpret service experiences. A favorable green hotel image can provide a positive frame through which environmental and service benefits are evaluated. In perceived-value terms, this favorable interpretive frame may increase the benefits associated with the stay relative to the monetary and non-monetary sacrifices involved.

Cheng and Lu (2013) provide direct evidence for an image-to-perceived-value relationship in destination research, while Lee et al. (2010) establish the broader behavioral importance of green hotel image. Because destination image is not equivalent to green hotel image, the present relationship is proposed as a theoretically grounded hotel-level extension rather than as a relationship already established extensively in green-hotel research.

Proposition 6 (P6): Green hotel image positively influences tourists' perceived value.

Green hotel image and revisit intention

A favorable green hotel image represents a positive overall evaluation of the hotel's environmental positioning. Within S-O-R, this organismic evaluation can contribute directly to behavioral response. Lee et al. (2010) found that green hotel image contributes to revisit intention, recommendation, and willingness to pay a premium. Huyen et al. (2025) further demonstrated the mediating importance of green image for green revisit intention in Vietnam.

The literature therefore provides direct and contextually relevant support for the expectation that a favorable green hotel image increases tourists' willingness to return.

Proposition 7 (P7): *Green hotel image positively influences tourists' revisit intention.*

Perceived value and tourist satisfaction

Tourists are more likely to evaluate a hotel experience favorably when they believe the benefits received justify the associated monetary and non-monetary sacrifices. Perceived value therefore precedes satisfaction as a distinct appraisal rather than functioning as an alternative label for satisfaction.

Moise et al. (2021) found that functional value positively influenced guest satisfaction in environmentally oriented hospitality, while Shi and Fuchs (2026) showed that perceived green value enhanced green satisfaction. These studies use more specific value and satisfaction constructs, but they provide convergent evidence for the broader value-satisfaction mechanism.

Proposition 8 (P8): *Tourists' perceived value positively influences tourist satisfaction.*

Perceived value and revisit intention

Perceived value also provides an important basis for repeat behavioral decisions. When tourists regard the benefits of a green hotel stay as worthwhile relative to its associated costs and sacrifices, selecting the same hotel again becomes more attractive.

Cheng and Lu (2013) found a positive relationship between perceived value and revisiting behavioral intention, while Dang-Van et al. (2024) demonstrated that green consumption value mediates the relationship between green hotel practices and revisit intention. General perceived value and green consumption value are not treated as identical, but the evidence converges on the behavioral relevance of value appraisal.

Proposition 9 (P9): *Tourists' perceived value positively influences revisit intention.*

Tourist satisfaction and revisit intention

Satisfaction represents the final overall post-consumption evaluation before repeat behavioral intention is formed. Oliver (1980) provides the theoretical basis for the satisfaction-intention relationship. In green-hotel research, Han and Kim (2010) demonstrated the importance of satisfaction in revisit decision formation, while Khuong et al. (2025) identified satisfaction as an important predictor and mediator of return intention.

Accordingly, tourists who evaluate their previous green-hotel experience more favorably should express stronger intentions to patronize the hotel again.

Proposition 10 (P10): *Tourist satisfaction positively influences revisit intention.*

Sequential mediation

The direct relationships imply a theoretically ordered chain of post-consumption evaluations. Green lodging service quality and perceived green service innovation provide hotel-level stimuli. These stimuli contribute to hotel-image evaluation. Green hotel image then shapes value appraisal; favorable value assessments contribute to satisfaction; and satisfaction strengthens revisit intention.

The literature supports many of the constituent mechanisms. Green practices have been linked with green image (Hameed et al., 2022; Huyen et al., 2025), service quality with perceived value and satisfaction (Assaker, 2020), value with satisfaction (Moise et al., 2021; Shi & Fuchs, 2026), and satisfaction with return-related intention (Khuong et al., 2025). PGSI has also been linked with perceived utilitarian and hedonic value (Dang-Van et al., 2023). However, the exact serial sequence green hotel image → perceived value → tourist satisfaction has

received less integrated empirical examination as a mechanism linking either GLSQ or PGSI with revisit intention.

The proposed sequential mediation therefore integrates previously dispersed relationships rather than claiming that the complete causal chain has already been established. The theoretical contribution lies in ordering different internal evaluations, not merely in adding more mediators to the model.

Proposition 11a (P11a): *Green hotel image, perceived value, and tourist satisfaction sequentially mediate the positive relationship between green lodging service quality and revisit intention.*

Proposition 11b (P11b): *Green hotel image, perceived value, and tourist satisfaction sequentially mediate the positive relationship between perceived green service innovation and revisit intention.*

Moderating role of environmental concern

Not all tourists assign the same importance to environmental responsibility. Earlier work positioned environmental concern mainly as an antecedent of green-hotel attitudes and intention (Chen & Tung, 2014). More recent studies show that environmental concern can also condition the strength of relationships between favorable internal evaluations and behavioral intention. Dwivedi et al. (2022) found that environmental concern moderated the green trust-behavioral intention relationship, and Shi and Fuchs (2026) found that it moderated the effects of green satisfaction and green trust on visit intention.

The moderation argument therefore concerns the strength of the satisfaction-revisit relationship rather than an assumption that environmentally concerned tourists are automatically more satisfied. At comparable levels of satisfaction, tourists with stronger environmental concern are expected to translate favorable evaluations into revisit intention more strongly because environmental responsibility carries greater personal relevance.

Proposition 12 (P12): *Environmental concern positively moderates the relationship between tourist satisfaction and revisit intention, such that the positive effect of tourist satisfaction on revisit intention is stronger among tourists with higher levels of environmental concern.*

Table 3: Summary of proposed relationships and evidence status

Proposition	Relationship	Primary theoretical basis	Evidence status
P1	GLSQ -> GHI	S-O-R; service-quality literature	Adjacent green-practice evidence; direct GLSQ evidence limited
P2	GLSQ -> PV	Zeithaml; S-O-R	Strong quality-value evidence
P3	GLSQ -> TS	Oliver; S-O-R	Strong quality-satisfaction evidence
P4	PGSI -> GHI	S-O-R	Green innovation practice evidence; direct PGSI evidence limited
P5	PGSI -> TS	Oliver; S-O-R	Innovation-satisfaction evidence; direct PGSI evidence limited
P6	GHI -> PV	Zeithaml; S-O-R	Theory-supported extension; direct green-hotel evidence limited
P7	GHI -> RI	S-O-R	Direct green-hotel evidence
P8	PV -> TS	Zeithaml + Oliver	Strong convergent evidence
P9	PV -> RI	Zeithaml; S-O-R	Direct tourism and green-value evidence
P10	ST -> RI	Oliver; S-O-R	Strong green-hotel evidence
P11a	GLSQ -> GHI -> PV -> TS -> RI	S-O-R + Zeithaml + Oliver	Integrated serial mechanism proposed
P11b	PGSI -> GHI -> PV -> TS -> RI	S-O-R + Zeithaml + Oliver	Most novel serial mechanism; requires validation
P12	EC moderates TS -> RI	S-O-R boundary condition	Recent direct/near-direct moderation evidence

Proposed Conceptual Framework

Figure 2 integrates the propositions into a parsimonious post-consumption model. GLSQ is modeled as a second-order multidimensional stimulus represented by six first-order dimensions. PGSI is modeled as a distinct first-order stimulus. Green hotel image, perceived value, and tourist satisfaction form a theoretically ordered sequence of internal evaluations, while revisit intention represents the final behavioral response. Environmental concern operates as a boundary condition on the satisfaction-revisit relationship.

The model also retains direct paths that are supported theoretically or empirically: GLSQ to perceived value and satisfaction; PGSI to satisfaction; green hotel image to revisit intention; and perceived value to revisit intention. These direct paths allow future empirical research to determine whether the proposed serial mediation is partial or more extensive.

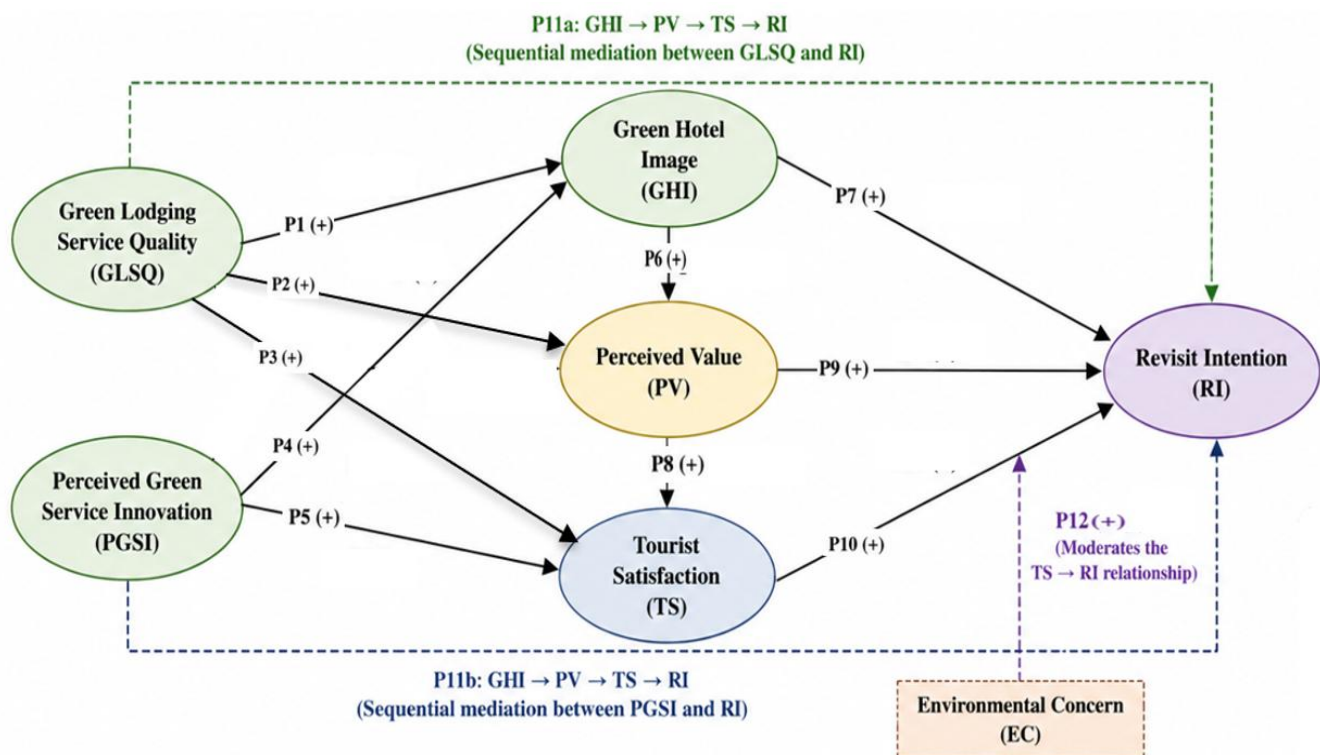


Figure 2: Proposed conceptual framework of tourists' revisit intention toward green hotels.

Source: Developed by the authors based on Mehrabian and Russell's (1974) S-O-R framework, Zeithaml's (1988) perceived value perspective, Oliver's (1980) satisfaction framework, and prior literature.

DISCUSSION

The synthesis suggests that the central challenge in green-hotel revisit research is no longer the identification of additional isolated predictors. Service quality, image, value, satisfaction, environmental concern, and innovation have all been shown to matter in different contexts. The more important theoretical task is to explain how these constructs are ordered, how their conceptual boundaries should be maintained, and when favorable evaluations are most likely to become revisit intention.

The proposed model addresses this challenge by treating GLSQ and PGSI as distinct stimuli. This distinction is especially important because GLSQ is multidimensional and quality-oriented, whereas PGSI is an overall customer perception of innovation. The second-order specification of GLSQ preserves the six first-order dimensions of GLSERV while avoiding the implication that innovation is simply another manifestation of service-quality performance.

The model also interprets the organism component of S-O-R as a sequence of differentiated evaluations rather than a single undifferentiated psychological state. Green hotel image captures an overall hotel-image evaluation, perceived value captures benefit-sacrifice appraisal, and tourist satisfaction captures the overall post-consumption judgment. This ordering provides a mechanism through which environmental and service stimuli can acquire behavioral significance over time.

Finally, the model treats environmental concern as a boundary condition rather than adding it as another direct predictor. This shifts the question from whether environmentally concerned tourists prefer green hotels to whether environmental concern changes the strength with which satisfaction becomes revisit intention. In doing so, the framework recognizes consumer heterogeneity without unnecessarily expanding the number of direct antecedents.

Theoretical Contributions

First, the study contributes to conceptual clarity between Green Lodging Service Quality and Perceived Green Service Innovation. GLSQ is modeled as a second-order multidimensional construct comprising reliability, empathy, environmental communication, green energy saving, assurance, and tangibles, whereas PGSI is modeled as a first-order customer-perception construct. This distinction allows future empirical research to examine whether tourists respond differently to how well green services are delivered and how innovative those services appear. Furthermore, the proposed relationship between GLSQ and green hotel image extends existing service quality–image research by applying a signaling perspective, suggesting that consistently delivered green service attributes may function as environmental signals through which tourists form perceptions of a hotel's green identity.

Second, the framework integrates green hotel image, perceived value, and tourist satisfaction into a theoretically ordered post-consumption mechanism. Its contribution lies less in introducing entirely new constructs than in organizing previously dispersed relationships into a coherent sequence: hotel-image evaluation → value appraisal → satisfaction → revisit response. While several links in this sequence, particularly the relationship between green hotel image and revisit intention, are supported by previous empirical studies, the proposed influence of green hotel image on perceived value represents an extension that requires further validation. Drawing on consumption value theory, this study suggests that a favorable green hotel image may enhance both functional and symbolic value perceptions among environmentally conscious tourists.

Third, the study provides a focused theoretical role for environmental concern as an individual-level boundary condition. This specification recognizes that favorable satisfaction may not have identical behavioral consequences for all tourists and links recent moderation evidence to the final organism-response stage of the model. In addition, the framework extends previous research by considering the potential role of perceived green social image (PGSI) beyond its commonly examined outcomes, such as behavioral intention and willingness to pay. Specifically, the proposed relationships between PGSI and green hotel image, as well as PGSI and tourist satisfaction, are positioned as theoretically derived extensions based on social identity theory, where symbolic benefits associated with green consumption may influence tourists' evaluations and satisfaction formation.

Fourth, the study maintains construct and level-of-analysis alignment. Hotel-level image is aligned with hotel-level revisit intention, while destination-level sustainability governance is treated as contextual rather than as an equivalent component of the hotel-level causal process. This distinction is particularly relevant in the Vietnamese context, where sustainable tourism development is increasingly promoted, but empirical evidence regarding tourists' green hotel evaluations and behavioral responses remains comparatively limited.

Finally, the study uses theory parsimoniously. S-O-R provides the overarching architecture, Zeithaml (1988) explains value appraisal, and Oliver (1980) explains satisfaction formation and its behavioral consequences. This division of theoretical roles avoids unnecessary theoretical accumulation while still providing mechanism-specific explanation. Accordingly, the framework distinguishes between empirically established relationships and theoretically proposed extensions, offering a structured foundation for future hypothesis testing rather than assuming that all proposed paths have equivalent levels of empirical support.

Practical Implications

The framework suggests several managerial priorities, although these implications should be interpreted as review-derived recommendations pending empirical validation of the complete model. Therefore, these implications should be viewed as theoretically informed directions for green hotel managers rather than definitive prescriptions, particularly for relationships in the framework that require future empirical testing.

First, green hotels should integrate environmental responsibility into service quality rather than relying primarily on environmental claims. The six GLSERV dimensions imply that environmental performance becomes customer-relevant when it is embedded in reliable service, appropriate assurance and empathy, clear environmental communication, visible resource-saving efforts, and credible tangible cues. This implication is particularly relevant for emerging green hotel markets, including Vietnam, where hotels increasingly adopt sustainability practices but still need to strengthen how environmental initiatives are incorporated into guests' actual service experiences.

Second, managers should distinguish digital innovation from green service innovation. Mobile applications, automated check-in, digital payment, smart-room technology, and similar innovations should be presented as environmentally responsible only when a credible environmental benefit exists and is meaningful to guests. Novelty alone does not make an innovation green. This distinction helps managers avoid equating technological advancement with sustainability performance and highlights the importance of communicating the specific environmental value created by service innovations.

Third, hotels should translate operational sustainability into a recognizable and credible green hotel image. Many environmental initiatives occur behind the scenes and may have limited behavioral influence unless guests can understand their relevance. Clear, proportionate communication and visible service cues can help guests recognize environmental value while reducing the risk of perceptions of greenwashing (Majeed & Kim, 2023). However, because the relationship between specific green service practices and green hotel image requires further empirical validation, managers should prioritize transparent communication based on actual environmental performance rather than attempting to artificially construct a green image.

Fourth, environmental initiatives should create customer value rather than environmental benefits at the expense of the guest experience. Green services are more likely to support favorable post-consumption evaluations when they preserve or enhance functionality, convenience, comfort, efficiency, or other benefits that guests consider important. From a perceived value perspective, sustainability initiatives should therefore be designed to generate both environmental and customer-related value, rather than assuming that environmental benefits alone will automatically lead to positive evaluations.

Finally, hotels should recognize heterogeneity in environmental priorities. Highly environmentally concerned guests may attach greater behavioral significance to credible green experiences. Other guests may respond more strongly when the same initiatives are communicated in terms of service quality, convenience, efficiency, or value. Managers can therefore emphasize different benefits of the same environmental initiative without developing contradictory sustainability strategies. This segmentation perspective is especially important in Vietnam and other emerging tourism destinations, where tourists may vary considerably in their environmental awareness, sustainability expectations, and motivations for choosing green hotels.

Limitations And Future Research Directions

This study develops a theoretically grounded framework based on systematic literature review; however, future empirical research is encouraged to validate the proposed relationships using data from tourists with actual green hotel experiences. Further studies may enhance the evidence base by applying transparent assessment procedures and exploring additional sustainability dimensions beyond environmental practices. Given the emerging nature of green hotel research in Vietnam, comparative and longitudinal studies are also recommended to examine how contextual factors influence tourists' perceptions, satisfaction, and revisit intention.

CONCLUSION

Green-hotel research has provided valuable insights into sustainable service practices and tourist behavioral responses; however, further theoretical integration is needed to better understand how green hotel experiences shape tourists' future behavioral decisions. This systematic review develops a conceptual framework that brings together key dimensions of green hotel experiences and explains the process through which these experiences may influence revisit intention. By organizing existing knowledge into a coherent framework, this study provides a foundation for future empirical research and contributes to a deeper understanding of green consumption in hospitality. In the context of Vietnam, where sustainable tourism development is increasingly emphasized, the framework offers a useful perspective for examining how environmentally responsible hotel practices can create meaningful value for tourists and support long-term customer relationships.

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