

A Systematic Review of the Theory of Planned Behavior in Green Hotel Research: Insights, Trends, and Future Directions

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Abstract

In recent years, heightened environmental concerns have spurred an increased interest in sustainable practices within the hospitality industry, particularly concerning green hotels. Among the theoretical models used to understand pro-environmental behavior, the Theory of Planned Behavior (TPB) has emerged as a dominant framework. This study provides a systematic literature review (SLR) of the application of TPB in green hotel research. An initial search of the Web of Science database yielded 235 records published between 2010 and 2024. After applying rigorous screening and eligibility criteria following PRISMA guidelines, 43 peer-reviewed articles were included for final analysis. The review identifies key publication outlets, authors, and regions, with the International Journal of Hospitality Management, researchers from China, and Griffith University as major contributors. Thematic analysis reveals that most studies emphasize intention rather than actual behavior or post-consumption outcomes. While some extend TPB with constructs such as environmental concern and green trust, theoretical integration remains limited. The findings highlight the need for broader theoretical models and more diverse methodological approaches in sustainable hospitality research.

Keywords

Theory of Planned Behavior, Green Hotels, Systematic Literature Review, Behavioral Intention

1. Introduction

As global environmental issues become more pressing, the hospitality sector has adopted sustainability as a key strategy. While the hospitality industry has contributed substantially to economic development across many countries, its operations also pose notable risks to the natural environment, particularly in terms of resource consumption and ecological degradation (Mohammed et al., 2024). Within this framework, green hotels have become a central focus for both industry professionals and academics interested in exploring eco-friendly consumer behavior. Known by various names such as eco-hotels, environmentally friendly hotels, or sustainable hotels, these establishments are characterized by their dedication to minimizing environmental impact through measures like energy efficiency, waste reduction, and water conservation (Verma et al., 2019). These initiatives are in line with the increasing consumer demand for environmentally conscious services and the industry's broader sustainability objectives (Ulker-Demirel & Ciftci, 2020).

To examine consumer decision-making in this context, scholars have increasingly relied on the Theory of Planned Behavior (TPB), a well-established psychological framework for predicting and explaining human behavior (Ajzen, 1991). The TPB posits that behavioral intention is influenced by three components: attitude toward behavior, subjective norms, and perceived behavioral control. Attitude toward behavior refers to the extent to which an individual holds a favorable or unfavorable evaluation of the behavior in question, making it the first determinant of intention. Subjective norms pertain to the perceived social pressure to engage in or avoid a particular behavior, acting as the second influential factor. Perceived behavioral control is defined as the perceived simplicity or challenge in performing the behavior, influenced by past experiences and anticipated obstacles, which constitutes the third key factor shaping intention (Ajzen, 1991). Lastly, Behavioral intention is the motivational factor that reflects the strength of a person's plan or commitment to perform a specific behavior.

This theory has been widely applied in sustainable consumption research across sectors, such as food delivery (Hwang et al., 2020), cyberbullying (Santre, 2021), eco-friendly products (Kim & Lee, 2023), health (Godin & Kok, 1996; Paul et al., 2022), consumer behavior (Rozenkowska, 2023), tourism, leisure, and hospitality (Ulker-Demirel & Ciftci, 2020), and hospitality (Han et al., 2010; Yeh et al., 2021). Despite its widespread use, a systematic and focused evaluation of TPB applications in the context of green hotels remains lacking.

Several literature reviews have explored sustainability in hospitality and tourism (Acampora et al., 2022; Merli et al., 2019), whereas others have assessed TPB across broader consumer domains (Rozenkowska, 2023). However, these reviews often adopt a general scope and do not specifically interrogate how TPB has been utilized to explain behavior within the green hotel context. Moreover, methodological rigor in systematic reviews, such as adherence to the PRISMA guidelines, has not always been fully observed (Pahlevan-Sharif et al., 2019). A critical exam-

ination of existing academic literature offers a structured understanding of the current state of knowledge within a specific field and serves as a foundation for developing and refining theoretical frameworks (PJ et al., 2023).

Given the increasing relevance of green hotels in achieving environmental objectives and the frequent application of TPB in related studies, a focused methodologically rigorous synthesis of the literature is needed. This study addresses this gap by conducting a systematic literature review (SLR) of TPB applications in green hotel research guided by the PRISMA framework (Page et al., 2021). The objective was to map the evolution of TPB use in this domain, identify conceptual and methodological trends, and highlight opportunities for future research. Accordingly, this study was guided by the following research question:

- RQ1: What is the current state of knowledge on the application of TPB in green hotel research?
- RQ2: How many research articles have been published across different journals based on their relevance to the application of TPB in green hotel research?
- RQ3: What are the co-authorship networks among authors in research on TPB in green hotels?
- RQ4: What are the most frequently occurring words in the titles, abstracts, and keywords of studies on TPB in green hotel research?
- RQ5: Which countries contributed the most to the application of TPB in the green hotel industry?

This paper proceeds as follows: the next section outlines the methodology adopted for the SLR, followed by a presentation of key findings. The discussion section interprets these findings in relation to the research questions and broader literature. The paper concludes with the theoretical and practical implications, limitations, and directions for future research.

2. Methodology

This study employs a systematic literature review (SLR) to examine the application of TPB in the context of green hotels. To ensure methodological rigor and transparency, the review followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines (Page et al., 2021). PRISMA provides a structured framework for identifying, screening, and synthesizing relevant studies and is widely recognized for its applicability in tourism and hospitality research (Pahlevan-Sharif et al., 2019). The literature search was conducted using the Web of Science (WoS) Core Collection, which was selected for its high standards of academic quality and comprehensive coverage of peer-reviewed publications (Haba et al., 2023; Sucena et al., 2024; Zha et al., 2020). WoS was chosen over other databases to ensure a consistent and high-quality data source. Its advanced filtering options also support reproducibility and transparency, which are essential for systematic reviews. The search included all the articles published until September 2024. The review was limited to English-language journal articles to ensure linguistic consistency and access to high-quality scholarship.

A Boolean keyword search strategy was applied using the following terms: TS = (“Theory of Planned Behavior” OR “TPB” OR “behavioral intention” OR “subjective norms” OR “perceived behavioral control” OR “attitude”) AND TS = (“hotel”) AND TS = (“green” OR “eco-friendly” OR “sustainable” OR “environmentally friendly”). The search yielded 235 records published between 2010 and 2024. Following the PRISMA procedure, the review proceeded in four stages: identification, screening, eligibility, and inclusion. After limiting the results to peer-reviewed journal articles in English, 222 remained. These were screened based on predefined inclusion and exclusion criteria (see **Table 1**), which required studies to explicitly apply the TPB framework in the context of green hotels. The excluded materials included non-articles, inaccessible full texts, and studies that were not grounded in the TPB. Screening of titles and abstracts excluded 172 articles, resulting in 50 articles for full-text review. During the eligibility phase, five articles were removed to avoid employing the TPB framework, and two were excluded because of inaccessible full texts. Ultimately, 43 peer-reviewed articles were included in the final analysis. Appendix A summarizes the key characteristics of the selected studies, including the publication year, country, participant profile, methodology, data collection, analytical techniques, investigated variables, and key findings. The overall screening process is illustrated in **Figure 1**.

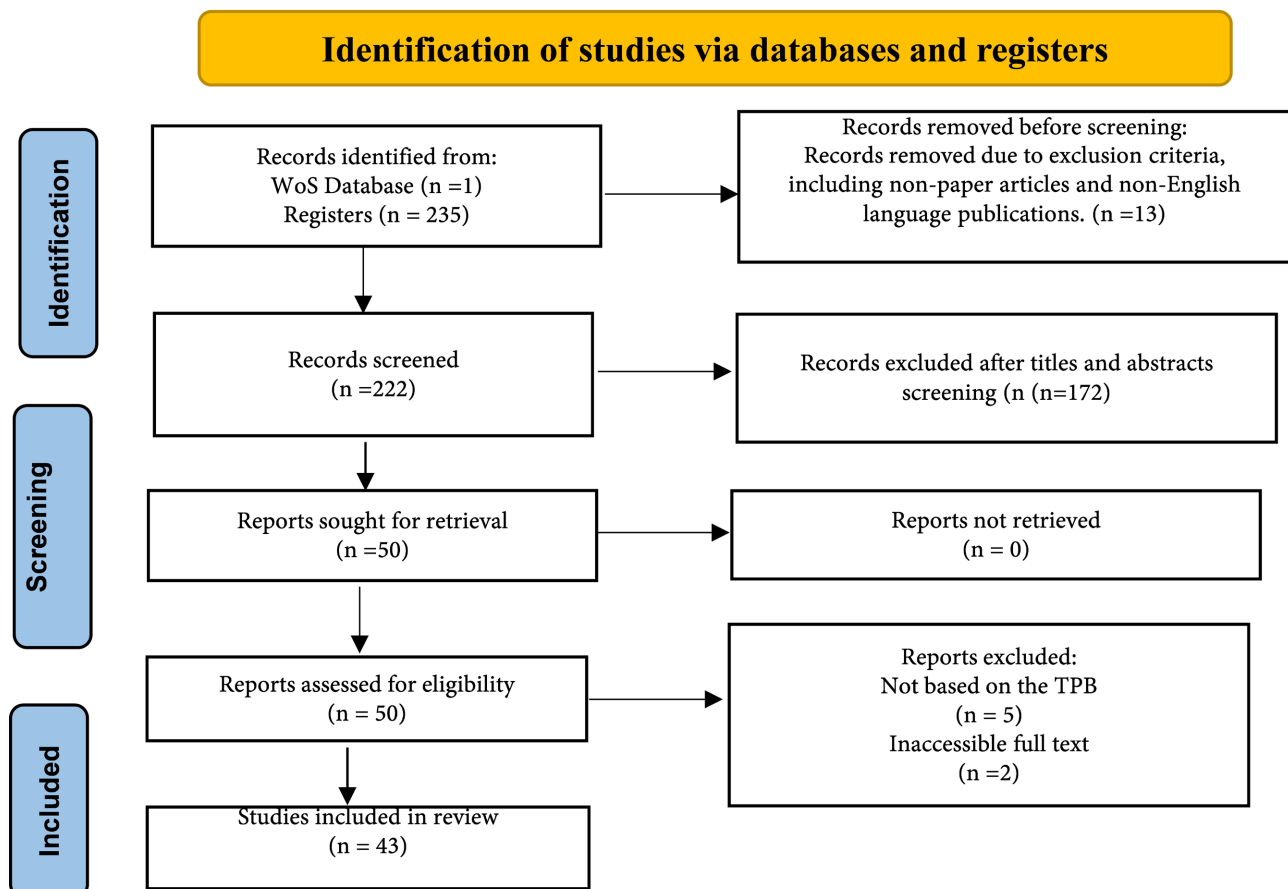


Figure 1. PRISMA flow diagram of the quantitative analysis (Page et al., 2021).

Table 1. Inclusion and exclusion criteria.

Criteria Type	
Inclusion criteria	Exclusion criteria
Papers from Web of Science	Non-article publications
Papers focusing on green hotels and the Theory of Planned Behavior TPB.	Articles not written in English
Articles published in a peer-reviewed journal	Full-text not accessible
Articles written in English	Studies not based on the TPB

3. Findings

3.1. Distribution of Articles by Journal

Table 2 presents the distribution of peer-reviewed papers published in various

Table 2. Published article distribution in peer reviewed journals.

No	Journal Name	Number of Papers	Percentage (%)
1	International Journal of Hospitality Management	6	13.95%
2	International Journal of Contemporary Hospitality Management	5	11.63%
3	Sustainability	5	11.63%
4	Technological Forecasting and Social Change	1	2.33%
5	Horticulturae	1	2.33%
6	Environment, Development and Sustainability	1	2.33%
7	Journal of Hospitality and Tourism Management	2	4.65%
8	Buildings	2	4.65%
9	Heliyon	3	6.98%
10	Tourism Review	1	2.33%
11	Journal of Hospitality and Tourism Research	1	2.33%
12	Tourism Management	2	4.65%
13	Journal of Sustainable Tourism	3	6.98%
14	Journal of Hospitality & Tourism Research	2	4.65%
15	International Journal of Environmental Research and Public Health	1	2.33%
16	Journal of Cleaner Production	1	2.33%
17	Business Strategy and the Environment	1	2.33%
18	Frontiers in Psychology	1	2.33%
19	African Journal of Business Management	1	2.33%
20	Journal of Vacation Marketing	1	2.33%
21	Journal of Innovation & Knowledge	1	2.33%
22	Humanities and Social Sciences Communications	1	2.33%
	Total	43	100.00%

journals from 2010 to 2023, which were included in this scoping review. The systematic review incorporated 43 peer-reviewed articles from 22 journals, with the International Journal of Hospitality Management contributing 13.95% (6 papers), followed by International Journal of Contemporary Hospitality Management and Sustainability, each contributing 11.63% (5 papers). Four journals, including Heliyon and Journal of Sustainable Tourism, contributed 6.98% (3 papers). Six journals, such as Tourism Management and Journal of Hospitality & Tourism Research, contributed 4.65% (2 papers). In comparison, 11 journals (e.g., Journal of Cleaner Production, Frontiers in Psychology) contributed 2.33% (1 paper) each, reflecting interdisciplinary engagement with green hospitality research.

3.2. Distribution of Articles by Year

Figure 2 illustrates the increasing scholarly attention on applications of TPB in green hotel research. Initially, the publication rate was relatively modest, with three papers recorded in 2010, followed by a period of fluctuation where the annual output ranged from one to three papers until 2018. This early phase suggests a nascent stage of exploration and conceptualization of TPB within the context of green hotel practices. However, a significant shift occurred in 2019, beginning a more robust engagement with the topic. From 2019 to 2021, the number of publications stabilized at five per year, indicating a growing consensus and established framework for applying TPB in this domain. The subsequent years witnessed a continued upward trend, with four papers in 2022, six in 2023, and culminating in seven papers in 2024. Overall, the trend underscores TPB's crucial role in advancing both theoretical insights and practical strategies for sustainable hospitality management.

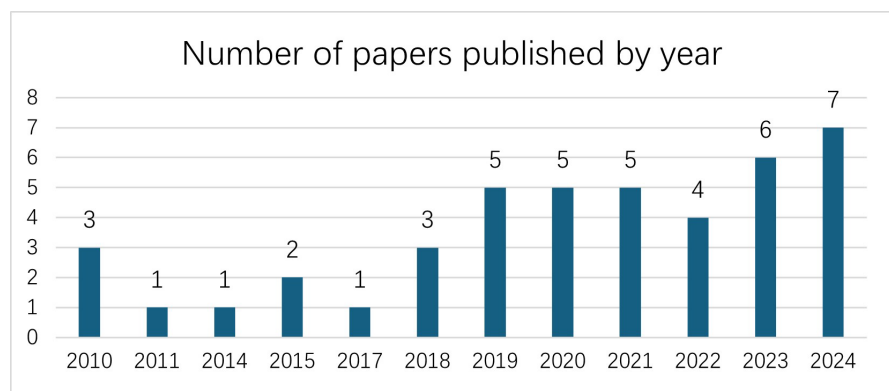


Figure 2. Number of papers published per year between 2010 and 2024.

3.3. Distribution of Research Methods

As presented in **Table 3**, quantitative research methods dominated the reviewed studies, constituting 41 papers (95.35%). Among these, 25 articles explicitly employed online surveys, while one combined an online survey with secondary data analysis. Further, nine studies employed face-to-face surveys, another study utilized a room-based survey collection method, two applied the drop-and-collect

technique, one adopted a self-administered questionnaire, and another conducted a mail survey. Regarding the statistical tools used in these quantitative studies, researchers employed AMOS, SPSS, SmartPLS, Mplus 8, fsQCA, SAS, and PROCESS Macro for data analysis. SPSS (various versions) was widely utilized for descriptive and inferential statistical analyses, while AMOS (various versions) was primarily used for structural equation modeling. SmartPLS (various versions) was also applied for partial least squares analysis, Mplus 8 for advanced statistical modeling, fsQCA for configurational analysis, SAS, and PROCESS Macro for mediation and moderation analysis. In contrast, qualitative and mixed-methods approaches are underrepresented, with only one paper each (2.3%). One study exclusively used a qualitative research design (Nimri et al., 2017), while another employed mixed research techniques (Nimri et al., 2020a). The qualitative study utilized focus groups and open-ended questionnaires, with NVivo used for data analysis. In the mixed-methods study, the authors applied qualitative methodologies (i.e., focus groups and online surveys) to explore specific insights, while NVivo, AMOS, and SPSS were used for data analysis.

Table 3. Research methods, data collection, and analysis techniques.

Research methodology	No. of papers	Data collection approach	Data analysis software
Quantitative	41	Face-to-face (n = 9)	AMOS (various versions), SPSS (various versions), SmartPLS, Mplus 8, fsQCA, SAS, PROCESS Macro
		Online survey(n = 25)	
		Room-based survey collection(n = 1)	
		Self-administered questionnaire(n = 1)	
		Drop-and-collect technique(n = 2)	
		Paper-based questionnaire(n = 1)	
Qualitative	1	Mail survey (n = 1), and Secondary data analysis and online survey (n = 1)	NVivo 10
		Focus group and open-ended questionnaires (n = 1)	
Mixed (Quantitative + Qualitative)	1	Focus group and online survey (n = 1)	NVivo 10, AMOS, SPSS 22.0

3.4. Distribution of Articles by Surveyed Countries

Table 4 shows the distribution of published articles by location. China is the most frequently surveyed country, with 12 studies, including 5 from the Taiwan Region. Portugal, South Korea, Pakistan, Egypt, and India each contribute 3 studies. Countries like Australia, Malaysia, and the USA contribute 2 studies each. Most studies are concentrated in East Asia, particularly China, with fewer studies from Western countries, indicating a regional focus.

3.5. Text Data Analysis of Titles and Abstracts

The WordArt visualization highlights the 125 most frequently occurring terms within the titles and abstracts of the 43 articles in the scoping review, each appearing at least 10 times. As illustrated in **Figure 3**, the most prevalent terms were “hotel” (238 times), followed by “green” (213 times), “intention” (165 times),

3.6. Co-Authorship Analysis

Co-authorship analysis is crucial for understanding how authors collaborate on research on a chosen topic (Haba et al., 2023). Co-authorship relationships between authors can help explore existing collaborations and identify potential collaborators (Shi et al., 2025). This part of the analysis examines the level of cooperation between authors and identifies the most influential contributors to the application of the TPB in green hotel research. The co-authorship analysis was conducted using VOSviewer based on data from the WoS database. The study identified 14 out of 121 authors who met this criterion by setting a minimum threshold of two publications per author. The largest interconnected network consisted of four authors. As shown in Figure 4, this network forms a single cluster comprising Jin Xin, Kensbock Sandra, Nimri Rawan, and Pattaj Anoop.

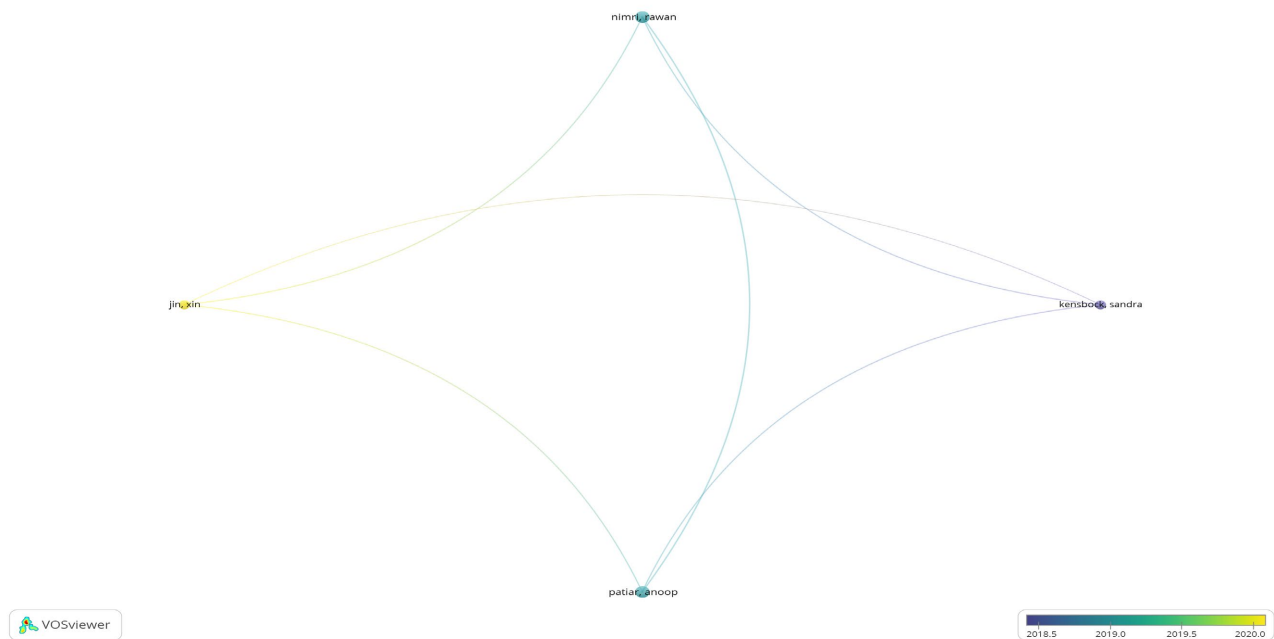


Figure 4. Co-authorship between authors (WoS).

3.7. Analysis of Keyword Occurrences

Keyword co-occurrence analysis identifies research trends by mapping relationships between keywords, offering a clearer focus than titles or abstracts, tracking scientific development, and highlighting key areas in a specific field (Abbasi et al., 2024; Shi et al., 2025). As a result, we analyzed keyword co-occurrence networks to identify emerging research areas, dominant themes, and evolving topics related to TPB applications in green hotels. A threshold of three occurrences was established for keyword selection, resulting in 39 out of 308 keywords meeting the criterion. VOSviewer software then computed the total co-occurrence strength of these keywords, generating a visualization based on their interconnected link strength. According to the outcomes, the analysis has produced three distinct

clusters. Cluster 1 comprises five items: “extension,” “green hotel,” “intention,” “model,” and “theory of planned behavior,” suggesting a focus on theoretical frameworks and intentions related to green hotels. Cluster 2 also includes five items: “attitude,” “behavioral intention,” “consumer behavior,” “green,” and “subjective norm,” highlighting consumer attitudes, behaviors, and norms concerning sustainability. Lastly, Cluster 3 consists of “consumer intention” and “decision,” emphasizing consumers’ decision-making processes in the context of green consumption. In this regard, sustainability in the hospitality and hotel sector has emerged as a critical factor shaping both managerial decision-making and consumer behavior (Migdadi, 2023).

Furthermore, based on the study of green hotels utilizing the TPB keywords co-occurrence network, **Figure 5** displays the top green hotel-related publications based on their frequency and overall link strength. Co-word cluster 1 – Theoretical frameworks and intentions (Green network): This cluster encompasses themes related to green hotel practices’ theoretical underpinnings and intentions. It includes keywords such as “extension,” “green hotel,” “intention,” “model,” and “theory of planned behavior.” These terms highlight the importance of extending existing theories to understand consumer intentions in adopting sustainable hospitality options.

Co-word Cluster 2 - Consumer Attitudes and Behaviors (Blue network): This cluster focuses on consumers’ attitudes, behavioral intentions, and overall behaviors towards green initiatives. Keywords like “attitude,” “behavioral intention,” “consumer behavior,” “green,” and “subjective norm” are central to this cluster. It emphasizes how consumer attitudes and subjective norms influence their pro-environmental actions within the context of green hotels.

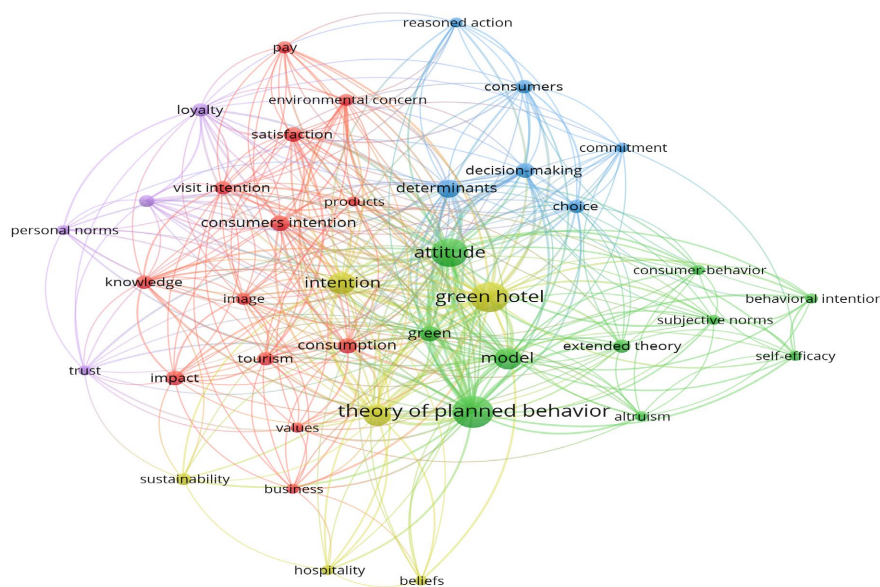


Figure 5. Keywords network analysis.

Table 5. The top high co-occurred authors' keywords and their total link strength.

Keyword	Occurrences	Total Link Strength
Theory of planned behavior	29	144
Green hotel	25	139
Attitude	23	131
Intention	14	82
Model	13	79
Pro-environmental behavior	13	74
Determinants	9	51
Green	7	45
Decision-making	6	43
Consumers intention	7	41
Satisfaction	6	37
Consumption	7	36
Loyalty	5	36
Choice	5	31
Visit intention	5	31
Environmental concern	4	29
Knowledge	5	29
Consumers	5	28
Management	4	27
Extended theory	5	25
Image	4	24
Impact	6	24
Subjective norms	3	24
Tourism	5	23
Pay	4	22
Products	3	20
Commitment	3	19
Consumer-behavior	3	19
Reasoned action	3	19
Trust	3	19
Behavioral intention	3	18
Business	3	18
Self-efficacy	3	18
Altruism	3	17
Personal norms	3	17
Values	3	17
Hospitality	3	15
Sustainability	4	14
beliefs	3	13

Co-word cluster 3 - Decision-making processes (Red network): The third cluster centers around consumers' decision-making processes when it comes to green hotels. With keywords such as "consumers intention" and "decision," this cluster delves into the factors that drive consumers' choices and decisions regarding sustainable accommodation options. These clusters collectively provide a comprehensive understanding of the various dimensions influencing green hotel adoption, from theoretical foundations and consumer attitudes to actual decision-making processes.

Table 5 presents a total of 39 keywords. The top ten keywords (frequency, total link strengths) are as follows: Theory of planned behavior (29, 144), Green hotel (25, 139), Attitude (23, 131), Intention (14, 82), Model (13, 79), Pro-environmental behavior (13, 74), Determinants (9, 51), Green (7, 45), Decision-making (6, 43), and Consumers intention (7, 41).

4. Discussion

This study conducted a systematic review of the application of the Theory of Planned Behavior (TPB), a prominent social psychological framework, within the context of green hotel research, utilizing the PRISMA framework.

In response to the first research question (RQ1), performance analysis has revealed a progressive expansion of research on the application of TPB in green hotel studies since 2019. This growth will become more pronounced in 2023, culminating in a substantial increase in publications by 2024. The 43 peer-reviewed journal articles included in this review were published across 22 journals and predominantly employed quantitative methodologies. Notably, only one study published in the *Journal of Hospitality and Tourism Management* adopted a mixed-method (qualitative and quantitative) approach to develop a comprehensive TPB-based conceptual model explaining consumers' purchase intentions for green hotels (Nimri et al., 2020b). Another study in the same journal also employed a qualitative approach, utilizing focus groups and open-ended questionnaires to examine the behavioral, normative, and control beliefs influencing consumers' decisions to stay in green hotels (Nimri et al., 2017).

The results of this systematic literature review further indicate that the *International Journal of Hospitality Management* (13.95%), *International Journal of Contemporary Hospitality Management* (11.63%), and *Sustainability* (11.63%) are the most prolific journals in this field, with six, five, and five articles, respectively. This leads to the second research question (RQ2), which seeks to explore the number of research articles published in different journals, specifically examining their relevance to the application of TPB in green hotel research.

To address RQ3, a significant co-authorship network emerged, with key contributors being Jin Xin, Nimri Rawan, Pattaj Anoop, and Kensbock Sandra. These authors are affiliated with the Department of Tourism, Sport, and Hotel Management at Griffith University and form a close-knit academic group. The connections between their research appear to be notably strong, illustrating frequent col-

laborations in publishing studies on green hotels based on the TPB. This network, established within the same institutional environment, reflects the shared research values and approaches. Collectively, these authors' works underscore the role of TPB in understanding sustainable practices and consumer behavior in green hospitality, emphasizing the importance of interdisciplinary cooperation to advance both theoretical knowledge and practical applications in this field.

In addressing the fourth research question (RQ4), a qualitative evaluation of the titles and abstracts of the selected articles was initially performed to verify their focus on green hotels and their alignment with the Theory of Planned Behavior (TPB). Word clouds were generated using WordArt to investigate the key concepts within the selected papers further. Notably, terms such as "hotel," "green," "intention," "behavior," and "TPB" were prominent, underscoring the central themes of sustainability, consumer behavior, and TPB in green hotel research. Additionally, the VOSviewer program (version 1.6.20) was employed to analyze the co-occurrence of the authors' keywords. This analysis revealed three primary clusters: theoretical frameworks and intentions; consumer attitudes and behaviors; and decision-making processes. The prominence of keywords such as "Theory of Planned Behavior," "Green Hotel," and "Attitude" indicates an increasing emphasis on the theoretical foundations and consumer-related factors influencing the adoption of green hotels. These clusters highlight a shift towards understanding the theoretical aspects and the impact of consumer attitudes, behavioral intentions, and decision-making processes on sustainable hospitality choices. This finding suggests a growing need to integrate these dimensions into future studies to better predict and promote green hotel practices.

In response to the final research question (RQ5), the selected articles were analyzed to identify the countries that have made the most significant contributions to research on the application of TPB in the green hotel industry. China leads in publication volume with 12 publications, including 5 from the Taiwan Region, while the United States and Malaysia have two. Portugal, South Korea, Pakistan, Egypt, India, Australia, and the Republic of Korea accounted for three studies. This distribution indicates increasing global engagement in green hotel research, with growing contributions from nations beyond the traditional academic centers of the United States and Europe. The increasing number of publications and expanding geographic scope suggest a shift in the research landscape, signaling significant progress in the field.

5. Conclusion and Implications

This literature review, spanning studies from 2010 to 2024, addresses five key research questions related to the application of TPB in green hotel studies. The findings reveal several important trends. First, there has been a significant increase in the use of TPB in green hotel research, particularly since 2019, with a marked rise in publications observed in 2023 and 2024. Second, the review indicates that quantitative research methods dominate the field, accounting for 95.35% of the studies,

with a strong reliance on online surveys and statistical tools such as SPSS, AMOS, and SmartPLS. In contrast, qualitative and mixed methods approach remain less prevalent. The review also identifies the International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, and Sustainability as the leading journals contributing to this area of research.

Furthermore, the co-authorship network reveals significant collaboration among key researchers, such as Jin Xin, Nimri Rawan, Pattaj Anoop, and Kensbock Sandra, particularly within Griffith University, reflecting a focused effort in advancing TPB-based green hotel research. The analysis of keywords highlights a consistent focus on sustainability, consumer behavior, and decision-making processes. Lastly, the geographic distribution of research indicates that China leads in the number of publications, with growing contributions from other countries such as the United States, Malaysia, and various European and Asian nations. This global expansion suggests that green hotel research is becoming increasingly international, reflecting a broadening of perspectives in the field. Overall, the findings underscore the importance of TPB in understanding green hotel practices, with increasing scholarly attention and a global collaborative effort to advance the theoretical and practical applications of sustainability in the hospitality industry.

5.1. Theoretical Implications

This study makes several significant theoretical contributions to the existing body of literature on green hotel research, particularly concerning the application of the Theory of Planned Behavior (TPB). The implications are outlined as follows.

First, it offers one of the most focused and comprehensive syntheses of TPB applications in the context of green hotels. While earlier reviews, such as those by [Rozenkowska \(2023\)](#) and [Ulker-Demirel and Ciftci \(2020\)](#), examined TPB across broader domains, such as consumer behavior and tourism, leisure, and hospitality management (TLHM), they did not isolate green hotels as a distinct area of inquiry. By narrowing the scope of green hotels, this study addresses a critical gap and offers a more nuanced understanding of how TPB has been operationalized in this sector.

Second, it provides an updated and longitudinal assessment of TPB-related research in green hotels, covering 43 peer-reviewed studies published between 2010 and 2024. This represents a notable increase compared with previous reviews, such as [Acampora et al. \(2022\)](#), who identified only 16 studies by 2019. The findings of this review reflect the growing scholarly attention paid to the application of behavioral theories in sustainability research and underscore TPB's increasing relevance of TPB in hospitality contexts, particularly since 2019.

Third, this study contributes to theory development by identifying conceptual blind spots in current literature. While the majority of studies focus on behavioral intention, few extend TPB to explore actual behavior, post-consumption outcomes, or the intention–behavior gap. Moreover, although some studies have integrated constructs such as environmental concern, green trust, and ecological

identity, the theoretical extensions of TPB remain limited and fragmented. This presents an opportunity for scholars to enrich the model by incorporating additional mediating and moderating variables.

Fourth, the review advocates for greater theoretical integration by encouraging future studies to combine TPB with complementary frameworks, such as the value-belief-norm (VBN) theory, Norm Activation Model, or Theory of Reasoned Action (TRA), to improve explanatory power and offer a more holistic understanding of sustainable behavior. These integrative approaches can capture the complex sociopsychological drivers of green hotel adoption more effectively.

Fifth, the review highlights methodological uniformity in existing research, which is dominated by quantitative approaches. While TPB is well suited for empirical testing through structured surveys and statistical modeling, its deeper contextual and experiential implications remain underexplored. Therefore, future research should employ qualitative or longitudinal methods, such as interviews, ethnography, or field experiments, to examine the dynamic interactions among TPB constructs and validate the theory across diverse cultural and situational contexts. Collectively, these contributions enhance the theoretical robustness of green hospitality research and offer a roadmap for advancing the TPB-based inquiry in this evolving field.

5.2. Practical Implications

The findings of this SLR provide helpful insights for hotel managers aiming to address sustainability challenges within their operational context. By synthesizing existing research, this review offers a comprehensive reference that enables managers to efficiently navigate relevant studies and identify those most pertinent to their specific concerns. Additionally, it allows for examining empirical evidence regarding consumer responses to sustainability initiatives. For example, hoteliers seeking to implement green practices or develop sustainability strategies can utilize this review as a strategic tool to better understand the factors influencing consumer perceptions and decision-making in the green hotel sector. Furthermore, TPB offers a structured and predictive framework for analyzing consumer decision-making, presenting a more robust approach than non-theoretical models. Specifically, TPB (a) provides a well-established theoretical foundation rooted in behavioral intention research, (b) incorporates key psychological drivers, including attitudes, subjective norms, and perceived behavioral control, to explain both the adoption and resistance to green hotel practices, (c) demonstrates strong predictive power by accounting for a significant portion of the variance in consumer intentions, and (d) offers flexibility, allowing for contextual adaptations across diverse market environments. The adaptability of TPB across various empirical settings further enables managers to derive actionable insights, facilitating the design of targeted strategies that promote sustainable consumer behavior within the hospitality industry.

6. Limitations and Future Research

This study has several limitations. First, it relied solely on the Web of Science (WoS) database and included only peer-reviewed journal articles published in English (N = 43). Consequently, relevant literature in other languages and alternative publication formats, such as books, theses, conference proceedings, and industry reports, were excluded. Although WoS was chosen for its rigorous indexing standards and the reliability of its peer-reviewed content, this decision may have resulted in the omission of relevant studies indexed elsewhere. Future research should broaden the scope by incorporating additional academic databases (e.g., Scopus and Google Scholar) and considering non-English sources to ensure a more comprehensive and globally representative review. Second, the study exclusively focused on literature grounded in the Theory of Planned Behavior (TPB). While TPB remains a widely applied framework in green consumer behavior research, future studies could enhance theoretical richness by integrating alternative or complementary theories such as value-belief-norm (VBN) theory, Social Norms Theory, and the Theory of Reasoned Action (TRA). These frameworks can provide additional explanatory power and offer nuanced perspectives on pro-environmental behaviors. Third, the findings reveal the dominance of quantitative research designs, particularly survey-based studies employing structural equation modeling. Future research could benefit from employing qualitative or mixed-methods approaches, such as in-depth interviews, ethnographic research, or longitudinal studies, to capture context-specific insights and enhance the interpretive depth of consumer behavior analyses. Fourth, this review did not perform a formal study-quality or risk-of-bias assessment. This omission was due to the methodological heterogeneity of the included studies, which encompassed both qualitative and quantitative approaches. Given the absence of a standardized appraisal framework applicable across such diverse research designs in hospitality and tourism, applying a uniform quality assessment tool could have introduced inconsistencies. Nevertheless, this is acknowledged as a limitation that may affect the interpretation of the synthesized findings. Finally, this review did not conduct advanced bibliometric analyses, such as author co-citation mapping or document co-citation clustering. Incorporating these techniques in future reviews could illuminate the intellectual structure of the field and identify emerging research frontiers, influential authors, and evolving thematic clusters within TPB-green hotel literature.

Conflicts of Interest

The authors declare no conflicts of interest.

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Appendix

Table A1. Summary of the articles included in the final sample from 2010 - 2024.

No	Author (year)	Country	Participants	Methodology	Data collection	Data analysis	Variables	Findings
1	(Teng et al., 2015)	China	Customers over the age of 20 who were willing to stay in a green hotel	Quantitative	Face-to-face	AMOS 7.0	Attitude, subjective norms, perceived behavioral Control, behavioral intention, and altruism	The results show that attitude, subjective norms, perceived behavioral control, and altruism positively influence customers' ntenion to visit a green hotel.
2	(Kun-Shan & Teng, 2011)	China	Customers who intend to visit green hotels	Quantitative	Face-to-face	AMOS 7.0	Past behavior, attitude, subjective norms, perceived behavioral Control, and behavior intention	The findings indicate that attitude, subjective norms, and past behavior positively influence customers' intention to visit a green hotel. Additionally, past behavior's impact is partially mediated by TPB variables, suggesting that the modified TPB can effectively explain behavioral intentions in this context.
3	(Ferreira et al., 2023)	Portugal	consumers in Portugal aged 18 or over	Quantitative	Online survey	AMOS 27	Biospheric value, green trust, attitude, subjective norms, perceived behavioral Control and behavioral intentions	The findings indicate that consumers have strong intentions to visit green hotels. TPB variables (attitude, subjective norms, and perceived behavioral control) and biospheric values positively influence behavioral intentions. Green trust impacts TPB variables, while biospheric values affect attitude and subjective norms.
4	(Yeh et al., 2021)	China	Customers of green hotels	Quantitative	Face-to-face	SPSS 20.0 SmartP LS3	Attitude, behavioral beliefs, control beliefs, normative beliefs, perceived behavioral control, subjective norm, and behavioral/visit intention.	This study verified the proposed mediating relationships between the first-order and second-order antecedents. It is also indicated that perceived behavioral control has a slightly higher impact on behavioral intention than attitude.
5	(Chen & Tung, 2014)	China	Customers who intend to visit green hotels	Quantitative	Online survey	AMOS 6.0 and SPSS 14.0	Environmental concern, attitude toward visiting green hotels, Subjective norms, perceived behavioral control, perceived moral obligation, and intention to visit green hotels	The SEM results show that consumers' environmental concern positively influences their attitudes, subjective norms, perceived behavioral control, and moral obligation, affecting their intention to visit green hotels.

Continued

6	(Ting et al., 2019)	China	Green hotels Customers	Quantitative	Room-based survey collection	AMOS	Environmental attitude, subjective norms, perceived behavioral control, positive anticipated emotions, negative anticipated emotions, desire intentions, behavioral intention, and incentive mechanisms	The findings reveal that environmental attitude, subjective norms, PBC, positive anticipated emotions, and DI are positively correlated, while negative emotions expected negatively correlate with DI. Additionally, PBC, DI, and BI show a positive correlation, and an incentive mechanism moderates the relationship between DI and BI.
7	(Pan et al., 2022)	China	Z-generation	Quantitative	online survey	-	Attitude, subjective norm, perceived behavioral control, Personal moral Norms, Environmental Concern and Intention	The results revealed that attitude, subjective norms, and perceived behavioral control positively and significantly influence tourists' intention to visit green hotels. Attitude is the most significant factor.
8	(Kim, 2023)	Korea	customers who have visited green hotels	Quantitative	Online survey	SPSS and Amos	Attitude, subjective norm, perceived behavioral control, green behavioral intention, green corporate social responsibility, awareness of consequence. ascription of responsibility and personal norm	The outcomes indicated that green corporate social responsibility (GCSR) significantly affected attitudes and subjective norms. GCSR has no significant effect on perceived behavioral control, and PBC has no significant impact on green behavioral intention.
9	(Han et al., 2010)	South Korea	U.S. lodging customers	Quantitative	Online survey	SPSS and AMOS 5	Attitude, subjective norm, perceived behavioral control, behavioral beliefs, Normative beliefs, Control beliefs, Environmental friendly activities and visit intention	analysis revealed that attitude, subjective norm, and perceived behavioral control positively affected the intention to stay at a green hotel.
10	(Yarimoglu & Gunay, 2020)	Turkey	Hotel customers who were older than 23 years old	Quantitative	Face-to-face	SPSS 20.0 and AMOS 22.0	Attitude, subjective norm, perceived behavioral control, env, Friendly activities, overall image, visit intention, willingness to pay more, satisfaction, and loyalty	The findings show that four of the five antecedents of intentions, excluding perceived control, and all three consequences of intentions are significant.

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11	(Haq et al., 2023)	Bangladesh,	Hotel customers who have been at a green hotel at least once within	Quantitative	Online survey	SPSS and SmartPLS	Actual booking, intention to Book, subjective norms, attitude, perceived behavioral control, moral obligation, justice, perceived benefits, perceived risk, and trust	The study finds that deontological (moral obligation and justice) and teleological (perceived benefit and risk) factors significantly impact green hotel visitors' intentions and behavior. Additionally, trust influences the link between subjective norm (SN) and intention, while subjective norm affects the relationship between attitude and intention.
12	(Kim & Han, 2010)	South Korea	U.S. hotel customers	Quantitative	Online survey	SPSS 16 and AMOS 5.	Behavioral beliefs, normative beliefs, control beliefs, attitudes, subjective norms, perceived behavioral Control, nvironmental concerns, Perceived customer effectiveness, environmentally conscious behaviors, intention to pay conventional-hotel prices	The results indicated that the proposed model had a satisfactory fit to the data and better-predicted hotel customers' intentions than the original TPB. The findings also implied that all antecedent variables of intention significantly contributed to forming the intention to pay conventional hotel prices for a green hotel.
13	(Verma & Chandra, 2018)	India	Young consumers	Quantitative	Self-administered questionnaire	SPSS V.20 and AMOS V.21	Attitude, subjective norm, perceived behavioral control, conscientiousness, moral reflectiveness, and intention to visit green hotel	The findings revealed that attitude, subjective norm, and perceived behavioral control considerably contribute to the development of behavior intention. The attitude has emerged as a significant factor in predicting consumers' intention to visit green.
14	(Han & Kim, 2010)	South Korea	General hotel customers in the U.S.	Quantitative	Online survey	SPSS and AMOS 5	Attitude, subjective norms, perceived behavioral Control, behavioral beliefs, service quality, normative beliefs, control beliefs, customer satisfaction, frequency of past behavior, overall image AND revisit intention	The findings demonstrated that, compared to TRA and TPB, the developed model accounts for a significantly larger variance in the intention to revisit. The results also suggested that customer satisfaction and attitude are key mediators between service quality and revisit intention. This study further established a positive relationship between service quality, customer satisfaction, overall image, and revisit intention.

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15	(Kim & Ha, 2022)	Korea	Customers of green hotels	Quantitative	Online survey	SPSS 18.0 and Amos 20.0	Green psychological benefits, green consciousness, green-related attitude toward behavior, green-related subjective norm, green-related perceived behavioral control, willingness to sacrifice for the environment, and green behavior	The findings hold significant theoretical and practical ramifications for the environment, offering crucial insights into customer views on eco-friendliness. This information can bolster the formulation of corporate management strategies and inspire green hotels to engage actively in environmental preservation efforts.
16	(Nimri et al., 2020c)	Australia	Australian travelers aged 18 and above who are aware of green hotels and may choose to stay in them soon	Quantitative	Online survey	AMOS and SPSS 22.0 software	Attitude, subjective injunctive norm, subjective descriptive norm, perceived behavioral control, experience, and intention.	The results demonstrated that the proposed theoretical framework effectively predicted intention, highlighting the significant influence of expertise in shaping intention.
17	(Ponnapur eddy et al., 2020)	Switzerland	Travelers from Switzerland, Germany, and the USA had ages ranging from 18 to 6	Quantitative	Online survey	SPSS 24 and Mplus 8	Attitude, subjective norms, perceived behavioral control, perceived benefits, booking intention	The analysis revealed that sustainable hotel benefits are grouped as “added value” without distinguishing between the three sustainability dimensions. In the Swiss and German markets, benefit perceptions partially mediated the relationship between TPB constructs, with attitude and subjective norms directly and indirectly, influencing booking intentions.
18	(Olya et al., 2019)	Cyprus	Guests of green hotels that	Quantitative	Face-to-face	SPSS and AMOS V25.0.	Attitude towards behavior, subjective norms, perceived behavioral control, continued intention to use, and intention to recommend	The study found that attitudes and subjective norms significantly influenced guests’ intentions to revisit and recommend green hotels, while perceived behavioral control only affected revisit intentions. fsQCA identified two causal models explaining high and low behavioral response conditions. Necessary Condition Analysis (NCA) revealed attitude as the sole essential antecedent for both outcomes, highlighting its pivotal role in green hospitality decision-making.

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19	(Nimri et al., 2017)	Australia	Australian residents' purchasing decisions for green hotel accommodation	Qualitative	Focus groups and open-ended questionnaires	Thematic content analysis using NVivo 10 software	General questions, behavioral beliefs, normative Injunctive beliefs, normative descriptive beliefs, control beliefs, and Additional Constructs	The study identified critical factors—benefits, concerns, referents, facilitators, and barriers—shaping green hotel patronage alongside a persistent lack of awareness regarding sustainable practices among Australian residents. These findings underscore expanding the TPB to address knowledge gaps hindering eco-conscious behavioral intentions.
20	(Han, 2015)	Republic of Korea	U.S. travelers who stayed at a hotel at least once every three months	Quantitative	online survey	SPSS 20 and AMOS 20	Biospheric value, ecological worldview, adverse consequences for valued objects, ascribed responsibility, attitude toward the behavior, subjective norm, perceived behavioral control, sense of obligation to take pro-environmental actions, alternatives' attractiveness, and behavioral intention	The unified model demonstrated superior predictive power for pro-environmental intention compared to existing theories. It confirmed the significant roles of awareness, normative processes, and mediating variables. Invariance tests revealed that the attractiveness of non-green alternatives moderated the influence of attitude, perceived behavioral control, and moral obligation on intention, particularly under conditions of low alternative appeal.
21	(Yadav et al., 2019)	India	Travelers who intend to choose green hotels.	Quantitative	Online survey	AMOS and fsQCA	Biospheric value, green trust, subjective norm, perceived behavioral control, attitude, willingness to pay premium, and behavioral intention	The findings indicate that green trust is a critical determinant of green hotel selection. At the same time, the absence of willingness to pay a premium price, biospheric values, favorable attitudes, and subjective norms discouraged travelers from choosing eco-friendly accommodations.

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22	(Wang et al., 2018)	China	Chinese travelers.	Quantitative	Face-to-face	AMOS 21.0	Perceived consumer effectiveness, environmental concern, attitude, subjective norm, perceived behavioral control, and intention to visit green hotels	The findings indicate that perceived consumer effectiveness and environmental concern positively influence attitudes and intentions to visit green hotels, with perceived consumer effectiveness having the largest effect. In China, environmental concern has a limited impact, while subjective norms exert a stronger influence. The extended TPB model also demonstrates greater explanatory power (68%) than the initial TPB model (65%).
23	(Li et al., 2022)	China	Hotel guests in Shanghai	Quantitative	Face-to-face	SmartPLS 3.0	Extraversion, past behavior, attitude, subjective norms, perceived behavioral control, personal norms, and Energy-saving intention.	The results show that extraversion negatively affects perceived behavioral control (PBC) but positively influences personal norms, significantly impacting energy-saving intentions. Additionally, past behaviors positively moderate the relationship between extraversion and subjective and personal norms.
24	(Eid et al., 2021)	Egypt	Customers who had visited green hotels	Quantitative approach	Online survey	N/A	Actual behavior, intentions to visit green hotels, attitude toward green hotels, perceived behavioral control, sense of obligation, corporate image, environment concerns, social motivation, awareness of consequences, egoistic value, biospheric value, altruistic value, green/eco-friendly activities, corporate communication, and green image	The results confirm that the integrated framework effectively predicts guest behavior. Fuzzy set analysis identifies attitude, perceived behavioral control, sense of obligation, and corporate image as key drivers of intention to visit green hotels. Three configurations of drivers, all involving high levels of attitude, corporate image, biospheric values, and green activities, are crucial for strong intentions to visit.

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25	(Wang & Wong, 2021)	China	Chinese consumers	Quantitative	Online survey	SPSS (version 19) and AMOS	Religiosity, green purchase attitude(GPA), subjective norm (SN), perceived behavioural control(PBC), and green purchase intention(GPI)	The results show that religiosity positively influences GPA, SN, PBC, and GPI. GPA and PBC also positively affect GPI, with GPA mediating the relationship between SN and GPI. Significant differences in religiosity, SN, and PBC were found across religious affiliations regarding environmentally friendly hotel selection.
26	(Bashir et al., 2019)	Pakistan	General Malaysian lodging consumers	Quantitative	Online survey	SPSS 20 and AMOS 21. Before	Personal norms, intention towards green hotels, environmental consciousness, and green consumer behavior	The findings highlight that green branding strategies should focus on how environmental consciousness influences personal norms and behavior. Personal norms mediate the link between environmental consciousness and behavioral intention, affecting green consumer behavior.
27	(Agag & Colmekcioglu, 2020)	Egypt	Guests who had visited a green hotel	Quantitative	Online survey	SPSS 24.0 and AMOS 22.0	Actual booking, intentions to book, subjective norm, attitude, perceived behavioral control, moral obligation, justice, perceived benefits, perceived risk, religiosity, idealism, and relativism	The study results confirm that the proposed model effectively predicts guest behavior, validating its superiority. The findings indicate that the Theory of Planned Behavior (TPB) and ethical theory strongly explain guests' intentions to visit green hotels. Moreover, ethical ideology was a significant driver in guests' green decision-making process.
28	(Wang et al., 2021)	China	Hotel guests in Shanghai.	Quantitative	Face-to-face	SmartPLS 3.0 was	Attitude, subjective norms, perceived behavioral control, intention, hotel energy-saving behaviors, hotel energy-saving intention, personal norms, past behavior, self-determined motivation	The study confirmed that self-determined motivation has a stronger impact than traditional TPB predictors like intention and perceived behavioral control. Past behavior becomes the most important predictor of hotel energy-saving intention, replacing attitude. The study also emphasizes the role of self-determination in hotel energy conservation and the long-term benefits of promoting pro-environmental behaviors in hotel guests.

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29	(Nimri et al., 2020a)	Australia	Travelers who have stayed in a hotel and plan to book a green hotel shortly	mixed method(Quantitative+)	Focus groups and online survey	Nvivo 10, AMOS and SPSS 22.0	Behavioral beliefs, injunctive normative beliefs, descriptive normative beliefs, control beliefs, attitude, subjective injunctive norm, subjective descriptive norm, perceived behavioral control, green hotel knowledge, and intention.	The findings strongly support most hypotheses about guests' intent to choose eco-friendly hotels, except for subjective descriptive norms. Notably, perceived behavioral control emerges as the strongest driver of intentions, while awareness of sustainable practices enhances the TPB model's predictive capacity.
30	(Piramana yagam et al., 2023)	India	Guests who have stayed in luxury hotels (Five and Five Star Deluxe)	Quantitative cross-sectional approach	Online survey	IBM AMOS 25.0 software	Perceived cost, perceived benefit, sustainable consumption behavior, perceived control, attitude towards sustainable consumption, and social influence	The study reveals that guests' sustainable consumption behavior in luxury hotels is primarily driven by their attitude toward sustainability, with perceived cost, perceived benefit, and perceived behavioral control also playing significant roles. While the Theory of Planned Behavior (TPB) effectively explains SCB, extending it to incorporate cost-benefit perceptions offers deeper insights into individual sustainable choices.
31	(Saleem, 2021)	Pakistan	Guests of hotels located in Rawalpindi and Islamabad	Quantitative	Online survey	SPSS 16 and AMOS 16.	Collectivism, altruism, Inconvenience, importance, value for money, quality attributes, revisit intentions, and willingness to pay more	The results indicated that altruism fosters positive attitudes, significantly influencing green behavioral intentions. Cognitive factors, like quality and value for money, also contribute to intentions to pay more and revisit. However, inconvenience negatively impacts revisit intentions, while quality attributes positively influence willingness to pay more.
32	(Elshaer et al., 2023)	Egypt	Hotel guests and gardeners	Quantitative-	Drop-and-collect technique	SmartP LS-4.0 program	Sustainable gardening practices, attitudes, visit intention, and environmental gardening identity.	The results showed that sustainable gardening practices significantly improve tourist revisit intention by mediating tourist attitudes toward green hotels. Additionally, the empirical findings supported the moderating effect of EGID on the relationship between sustainable gardening practices (SGP) and tourist attitudes (ATT).

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33	(Balaji et al., 2019)	UK	Citizens over 18 years of age employed and traveled abroad and who stayed at a hotel (except green hotels)	Quantitative	Online survey	SmartP LS 3.0	Perception of green hotel attributes, Personal norms, social norms, identification with green hotels, trust toward green hotels, attitude toward green hotels, intention to stay at green hotels, willingness to pay a premium for green hotels	The results show that identification and trust mediate the effect of GHA perception on attitude, intention to stay, and willingness to pay a premium. Positive interactions were found between GHA perception and personal norms, while negative interactions were found with social norms on trust. The interaction of GHA perception and social norms on identification was not significant.
34	(Raza & Farrukh, 2023)	Pakistan	Hotel consumers	Quantitative	Drop-and-collect technique.	SmartP LS	Ascribed responsibility, attitude, green self-identity, customer visit intention, self-conservation values, and self-transcendence values	The findings show that ascribed responsibility and self-transcendence values significantly predict consumers' intention to stay at green hotels. Additionally, green self-identity moderates the relationship between self-conservation values, self-transcendence values, and attitude, though the link between self-conservation values and attitude was insignificant.
35	(Patwary et al., 2022)	Malaysia	International tourists	Quantitative	Paper-based questionnaire	SmartP LS version 3	Environmental knowledge, perceived environmental responsibility, altruism, ecocentric attitude, anthropocentric attitude, and intention	Tourists' intention to stay in green hotels is driven by environmental knowledge, altruism, responsibility, and ecocentric/anthropocentric attitudes. Ecocentric attitudes mediate the influence of knowledge, altruism, and responsibility on intention, while anthropocentric attitudes neither mediate these relationships nor are influenced by knowledge or altruism.

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36	(Leroux & Pupion, 2018)	France	Independent hotel managers who operate small hotels are not affiliated with hotel groups or chains.	Non-parametric quantitative	Mail survey	SPSS and SAS	Advantage, complexity, compatibility, image, behavior control or feasibility, environmental pressure, regulatory pressure, normative pressure, imitation pressure, entrepreneurial orientation innovation, entrepreneurial orientation proactivity, entrepreneurial orientation risk-taking, entrepreneurial orientation autonomy, entrepreneurial orientation aggressiveness, and formal structure.	Hoteliers adopt eco-labels due to entrepreneurial traits (risk-taking, implementation capability) and mimetic pressures (copying peers). At the same time, non-adopters are swayed by institutional pressures but deterred by bureaucracy or risk aversion. Certified hotels retain labels through environmental commitment and peer influence but abandon them due to system complexity, as shown in a quantitative analysis of 182 French hotels, highlighting the interplay of entrepreneurial, institutional, and practical factors.
37	(Wu et al., 2024a)	USA	U.S. hotel guests,	Quantitative	Online survey	Amos 28.0 was	Task complexity, achievement motives, attitudes, subjective norms, perceived behavioral control, and revisit intention.	Results revealed that task complexity negatively affected attitudes and perceived behavioral control but positively influenced subjective norms toward the energy-saving game. Achievement motives had a positive impact on all three TPB indicators. Attitudes and subjective norms enhanced hotel revisit intentions, while perceived behavioral control reduced them, with green hotel experiences moderating the relationships between achievement motives and TPB indicators.
38	(Henriques et al., 2024)	Portugal	Hotel managers	Quantitative cross-sectional	Online survey	SPSS 26 and Process Macro 4.2	Green organizational climate, attitudes, subjective norms, perceived behavioral control, organizational citizenship behavior for the environment (OCBE.), tenure in organization, tenure as manager, hotel size	Multiple regression analysis showed that perceived green organizational climate positively correlates with TPB variables, enhancing supervisors' intention to adopt and promote OCBE in their workplaces. These findings shed light on how organizational and individual factors influence managers' engagement with OCBE.
39	(Wu et al., 2024b)	China	Z-generation	Quantitative	Online survey	SPSS and AMOS 28.0	Attitude, subjective norm, visit intention, functional value, emotional value, and social value	The finding revealed that functional value significantly shapes the inclination towards green hotels. Emotional values and Subjective norms positively influence visit intentions.

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40	(Borges-Tiago et al., 2024)	Portugal	Study 1: Population across multiple European countries. Study 2: Travelers who have engaged with green hotels.	Quantitative	Study 1- secondary data analysis Study 2- Online survey	SmartPLS 4.0.	Behavioral beliefs, normative beliefs, control beliefs, perceived customer effectiveness, environmental concern, attitudes, subjective norms, perceived behavioral control, environmentally conscious behaviors, and intention to pay green hotel prices	At the macro level, the study finds a significant correlation between a country's GDP and sustainable behaviors, indicating that higher economic development promotes behaviors beyond attitudes. The research focuses on the Portuguese hospitality sector at the micro level, where the attitude-behavior gap is also evident. Key factors such as environmental concern, subjective norms, and perceived behavioral control notably affect consumers' willingness to pay premium prices for green hotels.
41	(Godovykh et al., 2024)	USA	Customers who previously used a hotel-booking platform.	Quantitative	Online survey	IBM SPSS Statistics version 28 and PROCESS v4.2 macro	Sustainable badge, booking intentions, awareness, and attitudes	The study's findings offered concrete evidence that displaying a sustainability badge might enhance guests' perceptions of a hotel and their likelihood of making a reservation. These outcomes added to the existing research on the influence of sustainable practices and helped bridge the gap between tourists' attitudes and their intended behaviors.
42	(Wang et al., 2024)	China	consumers aged 18-25 who have stayed at or plan to stay at green hotels within the past or upcoming 12 months.	Quantitative	Online survey	SPSS and AMOS	Perceived risk, attitudes, subjective norms, perceived behavioral control, familiarity, novelty, trust, and intention to visit green hotels	The results indicate that perceived risk negatively affects trust, subjective norms, and perceived behavioral control. Familiarity increases perceived risk but lowers attitude. Novelty reduces perceived risk and attitude, while trust boosts attitude and intention. Subjective norms enhance attitude, perceived behavioral control, and intention, and attitude directly influences intention.
43	(Trivedi et al., 2024)	Malaysia	Hotel employees	Quantitative	Face-to-face	AMOS 28	Green organisational climate, organisational commitment, pro-environmental behavior in the home attitudes towards green practices, perceived subjective norms, perceived behavioral control, and hotel employee's intention to adopt green practices in the workplace	The results indicate that employees' PEBH influences IGPD through attitude and perceived behavioral control (PBC). Organizational commitment (OC) positively impacts intention, mediated solely by attitude, while GOC strengthens the relationship between OC and PBC.