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Intention to Choose Green Hotels among Residents of Rạch Giá City Traveling to Phú Quốc Island

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Abstract: Drawing on the Theory of Planned Behavior (TPB), this study investigates psychological and perceptual determinants of residents' intention to choose green hotels when traveling from Rạch Giá City to Phú Quốc Island, Vietnam. A cross-sectional survey of 200 residents was administered using a structured questionnaire. Scale reliability was assessed with Cronbach's alpha; items with item–total correlations < 0.30 were removed. Dimensionality was examined via Exploratory Factor Analysis with varimax rotation, and logistic regression was used to estimate the effects of attitudes, subjective norms, perceived behavioral control, and perceived green attributes on a dichotomous intention outcome. All four predictors were positively and significantly associated with intention, with perceived green attributes showing the largest association. These results indicate that individual evaluations of environmental features outweigh social influence in shaping green-hotel choice. Conceptually, integrating perceived green attributes alongside the canonical TPB constructs improves the model's explanatory reach. Practically, the findings underscore the value for hotel managers of investing in verifiable sustainability practices and communicating them clearly, rather than relying solely on certification labels.

Keywords: consumer behavior; environmental perception; green hotel; intention to choose; sustainable tourism.

前往富国岛的芹苴市居民选择绿色酒店的意愿研究

摘要：本研究探讨了影响越南坚江省芹苴市居民在前往富国岛旅游时选择绿色酒店决策的心理与感知因素。基于计划行为理论（TPB），本研究考察了态度、感知行为控制、主观规范以及绿色属性的感知。通过结构化问卷从200位居民中收集数据。使用Cronbach's α系数评估量表的可靠性，剔除总分相关性低于0.3的题项。采用主成分分析并进行varimax旋转的探索性因子分析（EFA）来提取关键构念。使用二元逻辑回归分析这些因素对选择绿色酒店意图的影响，因变量为二元分类变量。结果显示，四个因素均对选择意图有显著正向影响，其中绿色属性感知是最具影响力的因素。研究表明，相较于社会压力，消费者对绿色特征的个人评价更能影响其选择行为。通过将绿色属性感知纳入计划行为理论框架，增强了该模型的解释力。同时，研究强调酒店管理者应投入于真实可持续的实践，并清晰传达其绿色特征，而非仅依赖认证标签。

关键词：消费者行为, 环境感知, 绿色酒店, 选择意愿, 可持续旅游

1. Introduction

The growing urgency of environmental protection has led to a global shift in consumption behaviors, with sustainability becoming a dominant theme in many sectors. Among these, the hospitality industry has come under scrutiny due to its traditionally high resource consumption and waste production. Hotels are often associated with unsustainable practices, such as excessive energy use, frequent laundry operations, and the use of disposable amenities [1,2]. As public awareness of these issues increases, there has been a rising demand for environmentally friendly alternatives, including green hotels that emphasize sustainable operations and resource efficiency [3–5].

Green hotels are now being recognized not only for their environmental benefits but also as a strategic response to changing consumer expectations. Tourists, especially business travelers, are increasingly prioritizing accommodations that align with their environmental values [6]. In response, hotel operators have begun adopting environmentally friendly practices, including energy-saving technologies, water conservation systems, waste minimization strategies, and locally sustainable product sourcing [7]. These efforts not only contribute to environmental preservation but also enhance customer satisfaction and loyalty [8], thereby offering a competitive advantage in a growing market for sustainable tourism [9,10].

Phu Quoc Island, one of Vietnam's leading tourism destinations, illustrates this trend. The island has experienced rapid tourism growth, with more than 4.7 million visitors in 2022, including over 190,000 international arrivals, generating approximately 7 trillion VND in tourism revenue [11]. The island hosts nearly 28,000 hotel rooms and has attracted over 286 tourism-related projects, accounting for most province's tourism investment. Significant developments, such as the Phu Quoc United Center, Vinpearl Safari, and Sun World Hon Thom, have enhanced the island's status as a premier ecotourism destination.

This study focuses on the residents of Rach Gia City, who frequently travel to Phu Quoc Island. The choice of this research object is based on three primary considerations. First, residents of Rach Gia have easy geographic access to Phu Quoc and represent a key segment of domestic tourism to the island. Second, their perceptions and behavioral intentions as repeat or potential travelers offer valuable insights into evolving domestic tourism preferences. Third, this group is increasingly exposed to tourism marketing sustainability narratives, making them a relevant target for evaluating the appeal and acceptance of green hotel practices.

Although international and domestic studies have explored behavioral intentions toward green hotels, most have focused on general psychological constructs such as attitudes, subjective norms, and perceived behavioral control [12–15]. Recent research in Vietnam has confirmed the relevance of these factors [16–18]. However, few studies have examined the perceived attributes of green hotels, and none have investigated this topic in the context of travel to Phu Quoc Island.

This research aims to investigate the psychological and perceptual factors that influence the intention of residents to choose green hotels when visiting Phu Quoc Island. The study contributes to a deeper understanding of sustainable consumer behavior in the Vietnamese tourism sector by analyzing the roles of personal

attitude, social influence, behavioral control, and hotel attributes. The findings are expected to inform hotel managers in developing effective communication strategies and service improvements that align with green consumers' expectations. Additionally, they can support policymakers in promoting eco-certification and incentive programs to foster the development of ERHI.

2. Literature Review and Hypotheses Development

2.1 Green Hotels

Green hotels refer to lodging establishments that adopt environmentally sustainable practices throughout their operations to minimize the negative impacts on the natural environment. These practices typically include carbon emission reduction, water conservation, solid waste, and optimizing energy consumption [19]. Green hotels seek to balance environmental responsibility with high service standards by embedding eco-friendly measures into their business models.

Green hotels are distinguished by their use of sustainable construction materials and designs that align with environmental conservation principles. Many hotels participate in internationally recognized green certification programs, such as Leadership in Energy and Environmental Design (LEED) or Green Key Global, or maintain affiliations with green hotel associations, thereby enhancing their credibility with environmentally conscious travelers [19]. Several hotels actively pursue carbon-neutral or even carbon-zero goals by investing in renewable energy, reforestation, or other environmental offset programs [20]. These establishments operate across diverse geographical contexts, ranging from metropolitan areas to secluded rural destinations, and contribute to the advancement of sustainable tourism practices [21].

2.2 Behavioral Intention

Behavioral intention is defined as an individual's perceived likelihood of performing a particular behavior and is often influenced by psychological, social, and contextual factors [22]. The Theory of Planned Behavior (TPB) is a widely accepted framework for understanding intentions. Extending from the theory of reasoned action, TPB incorporates an additional construct, perceived behavioral control, to explain how individuals assess their capability to execute a given behavior [23,24].

Within the hospitality domain, TPB has been applied to assess consumer decision-making processes related to searching for, selecting, and using tourism services [25]. TPB identifies three principal determinants of behavioral intention: (1) attitudes, (2) subjective norms, and (3) PBC.

Despite its theoretical rigor, the TPB demonstrates varying success in predicting actual behavior. Although it effectively captures intention, the model often struggles to translate this into actual behavioral outcomes due to external moderating influences [26]. Accordingly, recent research advocates the inclusion of additional contextual and psychological variables when applying TPB to service-related behaviors, such as hotel selection [24,26,27].

2.3 Development of Hypotheses

The following factors are hypothesized to influence the behavioral intention to choose green hotels:

(1) Attitudes: Refers to the degree of favorable or unfavorable evaluations of staying at a green hotel.

H1.1: Staying at a green hotel on Phu Quoc Island is very good.

H1.2: Staying at a green hotel on Phu Quoc Island is convenient.

H1.3: Staying at a green hotel on Phu Quoc Island is very interesting.

H1.4: Staying at a green hotel on Phu Quoc Island is very positive.

H1.5: Staying at a green hotel on Phu Quoc Island is highly desirable.

(2) Subjective Norms: Denotes social influence from close social circles, such as family and friends.

H2.1: When traveling to Phu Quoc Island, my family advises me to stay at a green hotel.

H2.2: My colleagues encourage me to stay at a green hotel on Phu Quoc Island.

H2.3: My friends recommend staying at a green hotel on Phu Quoc Island.

H2.4: Travel groups advise me to choose green hotels on Phu Quoc Island.

H2.5: People I respect value my stay at a green hotel on Phu Quoc Island.

(3) Perceived Behavioral Control: Reflects the perceived ease or difficulty of individuals in staying at a green hotel.

H3.1: Staying at a green hotel on Phu Quoc Island entirely depends on my decision.

H3.2: Staying at a green hotel on Phu Quoc Island is within my control.

H3.3: I have sufficient financial resources to stay at a green hotel on Phu Quoc Island.

H3.4: I have the opportunity to stay at a green hotel on Phu Quoc Island.

(4) Green Hotel Attributes: Involves individuals' perceptions of green hotels' ecological features and services.

H4.1: Staying at a green hotel positively impacts the environment.

H4.2: I am willing to share my experience with green hotels on social media.

H4.3: I am willing to use renewable energy and reduce energy consumption at a green hotel.

H4.4: The green hotel experience was worth the money I paid.

H4.5: A green hotel on Phu Quoc Island provides sufficient amenities and meets my needs.

Beyond the variables identified by TPB,

demographical characteristics such as age, gender, income, and travel frequency are believed to influence BI. Older individuals are often more connected with nature and are more inclined to support environmentally responsible behavior [28]. Gender also plays a notable role; women are generally more inclined toward eco-conscious consumption, whereas men may exhibit greater environmental knowledge and awareness in certain contexts [29]. Repeat visitors to Phu Quoc Island may develop stronger environmental stewardship and be more likely to select green hotels [30]. Conversely, first-time travelers may lack sufficient information about sustainable accommodation options, highlighting the importance of targeted awareness campaigns. Income is another critical factor. Tourists with higher income levels are typically more willing and able to afford green hotel services, particularly when these align with their values of environmental preservation [2].

3. Methodology

3.1 Research design and data collection

This study employed a quantitative research design to investigate the psychological and perceptual factors that influence the intentions of residents to choose green hotels. Based on validated measurement scales from previous studies and adapted to the local context, a structured questionnaire was developed.

In total, 200 valid responses were collected through face-to-face interviews conducted by trained enumerators in Rach Gia City. The sample size was determined following the methodological recommendations for exploratory factor analysis (EFA), which suggest a minimum ratio of 10 observations per estimated parameter [31]. Given that the model comprised 19 observed variables, a sample size of 200 was considered statistically appropriate.

Eligible participants were residents aged 18 years, representing various demographical backgrounds in terms of gender, education, and income. In-person administration was intended to ensure clarity in question interpretation, enhance response quality, and minimize missing values. A five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree") was employed to measure key constructs, including attitudes, subjective norms, perceived behavioral control, green hotel attributes, and behavioral intention.

3.2 Data Analysis

The analysis was conducted in three stages:

Reliability Testing: The internal consistency of the measurement items was evaluated using Cronbach's alpha. Items with item-total correlation coefficients below 0.3 were removed as recommended by Kopalle and Lehmann [32]. Constructs with Cronbach's alpha values ≥ 0.6 were retained for exploratory purposes, while values ≥ 0.7 indicated satisfactory reliability. Cronbach's alpha was computed using the following formula:

$$\alpha = Np / (1 + p(N\ 1)) \quad (1)$$

where p is the average inter-item correlation, and N is the number of items.

Exploratory Factor Analysis (EFA): To uncover the latent structure of the constructs, PCA with varimax rotation was employed. We retained factors with eigenvalues > 1 and item loadings > 0.5. The Kaiser-Meyer-Olkin (KMO) test and Bartlett's test of sphericity were used to assess data suitability for factor analysis.

Regression Analysis: A binary logistic regression analysis was conducted to examine the impact of the identified factors on green hotel intention. The dependent variable was dichotomous, coded as one for respondents who intended to choose green hotels and 0 otherwise. The independent variables included the significant factor scores derived from the EFA. The logistic regression model was specified as follows:

$$log_e \left[\frac{P(Y=1)}{P(Y=0)}\right] = \beta_0 + \sum_{i=1}^{n} \beta_i X_i \quad (2)$$

where Y is the dependent variable, X_i denotes the independent variables, and β_i represents the estimated coefficients.

This integrated methodological approach ensures both the robustness of the construct measurement and the reliability of the inferences drawn regarding the predictors of green hotel selection behavior.

4. Results

Table 1 summarizes the respondents' profiles. Among the 200 respondents surveyed in Rach Gia City, 62.5% were female, while 37.5% were male. The age distribution shows that more than half of the participants (51.0%) were between 21 and 30 years old. In terms of education, 55.5% of the respondents had completed high school, and 30.0% held university degrees. Occupational analysis revealed that freelancers constituted the largest group (51.5%), followed by employees (26.5%) and civil servants (12.5%). A significant proportion of respondents (67.5%) earned between 5 and 10 million VND per month, placing them in a moderate income category.

Table 1. Characteristics of the respondents (compiled by the authors)

Variable	Frequency (N = 200)	Percentage (%)
Gender		
Male	75	37.5
Female	125	62.5
Age		
Under 20	13	6.5
21–30	102	51.0
31–40	51	25.5
41–50	28	14.0
Over 50	6	3.0
Monthly income (million VND)		
0–under 5	39	19.5
5–under 10	135	67.5
10–under 20	25	12.5
Over 20	1	0.5

Variable	Frequency (N = 200)	Percentage (%)
Educational Level		
Secondary School	23	11.5
High School	111	55.5
College Degree	2	1.0
University Degree	60	30.0
Occupation		
Student	19	9.5
Employee	53	26.5
Officer/Civil Servant	25	12.5
Freelancer	103	51.5

As presented in Table 2, the Cronbach's alpha coefficients for the observed variables ranged from 0.67 to 0.87, indicating acceptable to high levels of reliability across the constructs. Values above 0.6 are considered acceptable, whereas values exceeding 0.7 indicate good reliability. One item, H1.4 ("I think that staying at a green hotel on Phu Quoc Island is very positive"), exhibited a relatively low item-total correlation of 0.51. Additionally, its inclusion adversely affected the corresponding scale's overall reliability. Consequently, this item was excluded from further analysis.

After removing H1.4, the remaining 18 observed items, which were distributed across four principal constructs, namely, attitude, subjective norms, perceived behavioral control, and green hotel attributes, all surpassed the minimum reliability threshold.

Table 2. Cronbach's alpha test (compiled by the authors)

No.	Observed variables	Correlated item-total correlation	Cronbach's Alpha
$H_{1.1}$	I think that staying at a green hotel in Phu Quoc Island is very good.	0.80	0.80
$H_{1.2}$	I think that staying at a green hotel on Phu Quoc Island is very convenient.	0.67	0.83
$H_{1.3}$	I think that staying at a green hotel on Phu Quoc Island is very interesting.	0.67	0.83
$H_{1.4}$	I think that staying at a green hotel on Phu Quoc Island is very positive.	0.51*	0.87
$H_{1.5}$	I think that staying at a green hotel on Phu Quoc Island is very desirable.	0.77	0.80
$H_{2.1}$	My family advised me to stay at a green hotel when traveling to Phu Quoc Island.	0.75	0.75
$H_{2.2}$	My colleagues advised me to stay at a green hotel when traveling to Phu Quoc Island.	0.58	0.80
$H_{2.3}$	My friends advised me to stay at a green hotel when traveling to Phu Quoc Island.	0.68	0.77
$H_{2.4}$	The travel group advised me to stay at a green hotel when traveling to Phu Quoc Island.	0.61	0.79
$H_{2.5}$	People that I highly appreciate will want me to stay at a green hotel on Phu Quoc Island.	0.51	0.81
$H_{3.1}$	Whether to stay at a green hotel on Phu Quoc Island entirely depends on my decision.	0.61	0.69
$H_{3.2}$	Staying at a green hotel on Phu Quoc Island is within my control.	0.65	0.67
$H_{3.3}$	I have enough money to stay at a green hotel on Phu Quoc Island.	0.56	0.72
$H_{3.4}$	I had the opportunity to stay at a green hotel on Phu Quoc Island.	0.47	0.76
$H_{4.1}$	Choosing a green hotel in Phu Quoc has a positive impact on the environment.	0.65	0.75
$H_{4.2}$	You are willing to share your experience at a green hotel on Phu Quoc Island with the media.	0.65	0.75
$H_{4.3}$	You are willing to use renewable energy and reduce energy consumption by staying at a green hotel on Phu Quoc Island.	0.58	0.77
$H_{4.4}$	The experience of staying at a green hotel on Phu Quoc Island was worth the money I paid.	0.53	0.79
$H_{4.5}$	A green hotel on Phu Quoc Island provides sufficient amenities and meets my needs.	0.55	0.79

* The eliminated variable

Prior to factor extraction, the suitability of the dataset for factor analysis was verified using two key statistical measures: the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity. The KMO value was 0.928, which is considered excellent and indicates that the sample is sufficiently large and appropriate for factor analysis. Bartlett's test of sphericity yielded a chi-square value of 2,305.035 with 153 degrees of freedom and a significance level of 0.000. This result confirms the existence of significant correlations among the variables.

Table 3. KMO and Bartlett's test (compiled by the authors)

Measure	Value
Kaiser-Meyer-Olkin measure of sampling adequacy	0.928
Bartlett's test of sphericity: approximately chi-square	2,305.035
Degrees of freedom (df)	153
Significance (p-value)	0.000

During the factor loading assessment, two items, H4.2 ("Willingness to share green hotel experience on social media") and H4.5 ("Green hotel provides sufficient amenities and meets my needs"), exhibited loading values below the acceptable threshold of 0.50 and were thus excluded from further analysis. Table 4 summarizes the final factor structure, comprising 16 retained variables.

Factor 1: Attitudes and Norms

This factor is composed of seven items reflecting

positive evaluations of green hotels and the influence of significant others, including family, friends, and travel groups. The average score for this factor was 3.7, suggesting a moderately high level of agreement and influence on BI.

Factor 2: Perceived Behavioral Control

This factor encompasses five items related to the respondents' self-assessed ability and resources to choose green hotels, including financial affordability, decision-making autonomy, and readiness to adopt sustainable behaviors. With an average rating of 4.0, this factor indicates a strong sense of control and its importance in selecting green hotels.

Factor 3: Perceived attributes

This dimension includes four variables that capture green hotel stays' perceived value, satisfaction, and social validation. Key items reflect colleagues' endorsement and perceived worthiness of the green hotel experience. The mean score for this factor was also 4.0, reflecting a high perceived influence on behavioral choice.

Table 4. EFA results (compiled by authors)

Variables	Factor 1	Factor 2	Factor 3
Attitudes and subjective norms (average score = 3.7)			
I think that staying at a green hotel on Phu Quoc Island is very good.	0.83		
I think that staying at a green hotel on Phu Quoc Island is very interesting.	0.82		
I think that staying at a green hotel on Phu Quoc Island is very desirable.	0.63		
My family advises me to stay at a green hotel when traveling to Phu Quoc Island.	0.84		
My friends advise me to stay at a green hotel when traveling to Phu Quoc Island.	0.80		
The travel group advised me to stay at a green hotel when traveling to Phu Quoc Island.	0.59		
Choosing a green hotel on Phu Quoc Island has a positive impact on the environment.	0.59		
Perceived behavioral control (average score = 4.0)			
I think that staying at a green hotel on Phu Quoc Island is very convenient.		0.66	
Whether to stay at a green hotel on Phu Quoc Island entirely depends on my decision.		0.81	
Staying at a green hotel on Phu Quoc Island is within my control.		0.61	
I have enough money to stay at a green hotel on Phu Quoc Island.		0.66	
I am willing to use renewable energy and reduce energy consumption at a green hotel on Phu Quoc Island.		0.61	
Perceived attributes (average score = 4.0)			
My colleagues advised me to stay at a green hotel when traveling to Phu Quoc Island.			0.53
People I highly appreciate would want me to stay at a green hotel on Phu Quoc Island.			0.51
I have the opportunity to stay at a green hotel on Phu Quoc Island.			0.80
The experience of staying at a green hotel on Phu Quoc Island was worth the money I paid.			0.79

As shown in Table 5, the logistic regression model explains 66.22% of the variance in GHI (pseudo R^2 = 0.6622, $p < 0.01$).

Table 5. Results of binary logistic regression (compiled by authors)

Variable	Coefficient	Standard Error
Constant	7.01	2.75
Attitude and the Subjective Norm	4.69***	0.94
Perceived behavioral control	2.37***	0.60
Attributes	2.16***	0.66
Gender	–0.72	0.86
Educational Level	–0.00	0.16
Number of visits to Phu Quoc	–0.28	0.52
Income	–0.20	0.13
Sample size	200	
Chi-Square	0.0000	
Log-Likelihood	–22.54	
Pseudo R^2	66.22	

***$p < 0.01$

All three main predictors had significant positive effects: attitudes and subjective norms ($\beta = 4.69$, SE = 0.94), perceived behavioral control ($\beta = 2.37$, SE = 0.60), and perceived hotel attributes ($\beta = 2.16$, SE = 0.66), all of which were significant at the 1% level. The control variables were not statistically significant.

5. Discussion

The results underscore the pivotal role of attitudes and subjective norms in shaping consumers' behavioral intentions toward green hotels. This aligns with the TPB, suggesting that positive evaluations and perceived social pressure significantly increase the likelihood of sustainable choices. The influence of family, friends, and travel companions was particularly pronounced in this study, highlighting the collective nature of travel decisions in Vietnamese culture and supporting previous findings [2, 22].

Perceived behavioral control emerged as the second strongest predictor, indicating that consumers are more likely to translate intention into action when they feel financially and logistically capable of staying at green hotels. This reflects the argument of Ajzen (2020) that volitional control is a critical driver of environmentally responsible behavior. Notably, affordability remains a key consideration, consistent with research in emerging markets, where green services often entail a price

premium [13].

The third significant factor, perceived hotel attributes, emphasizes the importance of hotel-specific features and consumer perceptions of service value. Attributes such as eco-certifications, renewable energy usage, and perceived value for money enhance green hotels' appeal. These findings align with those of previous studies that highlight the importance of transparent and credible communication of green practices in gaining consumer trust [29-31].

Together, these results offer empirical support for integrating psychological and perceptual dimensions into sustainable tourism behavior models. They also suggest that marketing and policy efforts should not only emphasize environmental benefits but also address affordability, accessibility, and social influence mechanisms.

6. Conclusion and Policy Implications

This study proposed and empirically validated a behavioral model to examine the Rach Gia City residents' intention to select green hotels when visiting Phu Quoc Island. The findings confirm that three key factors—attitudes and subjective norms, perceived behavioral control, and perceived hotel attributes—significantly influence consumer decision-making. Among these, attitudes and subjective norms exerted the most potent effect, followed by behavioral control and perceived hotel-related features.

This research contributes to the academic literature by integrating psychological and perceptual dimensions within the context of sustainable tourism behavior in a developing country. Unlike prior studies that focused on international travelers, this study highlights the role of domestic consumer segments in shaping green tourism demand, offering new insights into how social influence, perceived capability, and hotel-specific attributes interact to determine behavioral intention.

From a managerial perspective, these findings suggest that hotel operators should:

1) Communicate the environmental and personal benefits of green hotels.

Green hotels should proactively communicate their environmental initiatives and guest-centric benefits to foster positive attitudes and promote favorable social norms. This can be achieved through digital marketing campaigns on social media platforms, targeted email newsletters, and dedicated sustainability sections on hotel websites. Additionally, in-room educational materials, such as brochures, posters, or QR codes linking to descriptions of green practices, can help raise awareness. Moreover, guest testimonials and reviews that highlight positive experiences with eco-friendly features, such as reduced plastic use, energy-efficient rooms, or organic amenities, can serve as powerful tools to influence actantial customers.

2) Increase convenience and accessibility in booking and decision-making

Perceived behavioral control can be enhanced by reducing barriers to green hotel selection. This includes prominently integrating green options on booking platforms, offering filters for certified eco-friendly accommodations, and ensuring transparency in pricing and green credentials. Cost-effectiveness should be clearly communicated, particularly when green practices lead to savings (e.g., energy-efficient rooms result in lower utility fees). The user experience will be enhanced by simplifying the reservation process and providing multiple booking channels (e.g., mobile apps, websites, and walk-in counters).

3) Enhancing the value proposition through investments in sustainable infrastructure and guest experiences

Green hotels should focus on creating tangible value through sustainable infrastructure, such as installing solar panels, using water-saving fixtures, and implementing innovative energy management systems. These initiatives not only reduce environmental impact but also contribute to long-term cost efficiency and brand differentiation. Enhancing service quality through eco-conscious hospitality, such as offering reusable amenities, organic toiletries, and digital check-in, can significantly improve guest satisfaction. Providing meaningful and memorable experiences with local communities, such as guided nature tours, recycling workshops, or cultural immersion activities, can deepen guests' emotional connection with the destination.

From a policy perspective, collaborative efforts are crucial for institutionalizing green practices. Policymakers should promote awareness through public campaigns, establish and enforce eco-certification standards, and provide financial or regulatory incentives to green hotel initiatives. Public-private partnerships can further support the development of sustainable tourism infrastructure and training programs. By addressing both psychological and practical factors, these strategies not only increase the intention to choose green hotels but also contribute to broader environmental conservation and responsible tourism development goals in Vietnam.

Future research should explore the long-term behavioral consistency of green hotel consumers, compare domestic versus international tourist segments, and examine the role of digital technologies (e.g., artificial intelligence (AI)-driven personalization and gamification) in shaping sustainable travel behavior. Longitudinal and mixed-method approaches could also provide deeper insights into the evolution of green consumption patterns in Vietnam and beyond.

Declarations

Author Contributions

Conceptualization, N.D.L. and M.T.C; methodology, N.D.L. and M.T.C; software, N.D.L.; validation, N.D.L., M.T.C, and A.T.N; formal analysis, N.D.L.;

investigation, N.D.L.; resources, N.D.L.; data curation, N.D.L. and M.T.C; writing—original draft preparation, N.D.L. and A.T.N; writing—review and editing, M.T.C; visualization, N.D.L. M.T.C and A.T.N. All authors have read and approved the published version of the manuscript.

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Conflicts of Interest

The author declares that there are no conflicts of interest regarding the publication of this manuscript.

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