

A Study of Sustainability Trends in the Hotel Industry

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Abstract: *Tourism, an industry that has evolved alongside human progress, hinges on the relationship between accommodations and destinations. Hotels' long-term success relies on preserving the very environment that attracts tourists. Recognizing this, the concept of sustainability, defined at the 1992 UN conference in Rio de Janeiro, is gaining prominence in the 21st-century hotel industry. As costs rise, demand grows more sensitive, and the pressure for economic, social, and environmental responsibility intensifies.*

The hotel industry is experiencing a significant shift towards sustainability as global environmental concerns and consumer preferences drive a growing demand for eco-conscious travel. This research paper delves into the latest sustainability trends within the hotel sector. It examines the various sustainability initiatives adopted by hotels, assesses their impact on the environment, the economy, and local communities, and explores the challenges and opportunities faced by the industry in embracing sustainability.

Keywords: Sustainability, hotel industry, tourism, trends.

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