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Abstract

This paper evaluated the sustainability practice in sampled hotels within the Ibadan metropolis on the rate of adoption, awareness, commitment, challenges, and perceived benefits in the minds of the staff and guests. The qualitative research design was used and semi-structured interviews were used to gather data on 25 hotel staff and guests. The answers were studied with the help of thematic analysis and divided into the environmental, social, and economic dimensions of sustainability. The result of the study showed that the hotels in Ibadan have put in place various sustainability practices such as energy and water conservation, waste management and reduction of single-use plastic, staff welfare programmes, community interactions, and cost-saving innovations. The author of the study concludes that sustainability practices of Ibadan hotels are in the process of progress but with inconsistencies in the implementation phases with weaknesses in policy documentation, staff training, and contact with guests. Some of the recommendations related to this are to create formal sustainability policies, investing in green infrastructure, staff training and involvement, improving communication to guests, and collaboration with local communities.

Keywords: Economic Sustainability, Environmental Management, Hospitality Industry, Social Responsibility, Sustainability Practices

Introduction

The world hospitality industry experiences a paradigm shift to sustainable operations due to the growing environmental consciousness, regulatory factors, and changing consumer tastes (Deloitte UK, 2024). This change is especially relevant in emerging economies like Nigeria where the hospitality industry is growing at a very fast rate. With the development of global awareness about the problems concerning the environment, sustainability has become a key concern of luxury hotels in Nigeria, and many local establishments are now actively incorporating environmentally friendly approaches into the scope of their operations (The Wheatbaker, 2024). The prospects of the hospitality industry in Nigeria are relatively high: the industry is expected to achieve a revenue of US\$1.44 bn in 2024, and the growth rate in the period of 2024-2029 is estimated at 12.63 per annum (Statista, n.d.). This growth poses both threats and prospects to the sustainable development in the sector. The trend in the development of the industries highlights the need to look into the ways in which the sustainability practices are being embraced and realised, particularly in big cities like Ibadan.

Sustainability in hospitality can be defined in a number of aspects such as environmental stewardship, social responsibility and economic viability. Sustainable hospitality is the process of incorporating eco-friendly approaches into all the aspects of the industry functioning including waste management, energy and water efficiency, the utilization of local and organic resources, and responsible tourism (Glon Institute of Higher Education, 2024). The practices have become more important as the industry faces an ever-increasing pressure to reduce its environmental impact without sacrificing profitability and guest satisfaction. The environment in Nigeria poses special challenges and opportunities for implementation of sustainability. Although there is increased environmental awareness, the implementation of sustainable ways of doing things may be affected by infrastructure constraints, cost, regulatory policies, and culture that relates to environmental conservation. These dynamics would be critical to comprehending in order to devise effective strategies to enhance sustainability in the hospitality sector. Recent trends in the international hotel sector suggest that hotels with sustainability are going to be more common, as their constructions are based on green principles, including energy-efficient structures, renewable energy systems, and waste management projects (Hotel Tech Report, 2025).

Problem Statement

Despite the growing popularity of sustainability in the hospitality industry of the world and the tremendous growth of the hospitality industry in Nigeria, there is a strong gap in the body of literature on sustainable practices adoption and implementation by hospitality establishments in Ibadan, Oyo State. Such a lack of information creates several substantive issues. To begin with, the available body of knowledge provides a narrow view of the current situation of the sustainable practice adopted by the existing establishments in Ibadan; lacks systematic data about the kind of practices that are being implemented, the effectiveness with which they are undertaken, and the obstacles that hinder their implementation inhibits the ability of the industry stakeholders, policymakers, and researchers to develop evidence-based intervention and improvement plans.

Research Questions

- How well are hotel enterprises in Ibadan aware and committed in regard to sustainability?
- What sustainability practices are currently used by the chosen Ibadan hotels?

Aim and Objectives of the Study

The current research aims to assess the sustainability practices that are adopted in the hospitality industry in the city of Ibadan in Oyo State, Nigeria.

Specific Objectives:

- To determine the level of awareness and the level of commitment that is shown by the chosen hotel enterprises in Ibadan in regard to sustainability.
- To identify existing sustainability practices in selected hotels in Ibadan.

Theoretical Foundations of Sustainability in Hospitality

The Triple Bottom Line Framework

The sustainability concept within the hospitality industry is based on a solid theoretical framework, the Triple Bottom Line (TBL) framework by Elkington (1997), states that to be truly sustainable in business, businesses need to integrate the environmental, social and economic performance in their operations. The model has emerged to be one of the most pertinent approaches in the development of sustainability discourse, serving as a holistic framework within which organizations assess their long-term effects. Instead of viewing sustainability as a group of unrelated environmental practices, the TBL model emphasizes the interrelation of environmental safety, social welfare, and economic sustainability. It claims that a combination of these three dimensions is the key to meaningful progress, thus enhancing the balanced attitude towards decision-making and resource management. In the hospitality sector, the triple bottom line has become the most popular model of understanding and executing sustainability projects. The operations of the hospitality industry are inseparably connected to the environmental systems in terms of energy consumption, water, waste, and dependence on natural sceneries. Meanwhile, the industry has a critical social impact in terms of employment and sustaining communities, as well as influencing the experiences of guests and their interactions with cultures. Economically, hotels and other related institutions need to be sustainable with regards to profitability in order to survive in the long run with strategic investment towards sustainable innovation. This multidimensional interaction renders TBL approach especially appropriate to the hospitality businesses that aim to maneuver through the contemporary sustainability requirements (Hammad et al., 2022).

Stakeholder Theory and Sustainability

The Stakeholder Theory by Freeman (1984) is one of the most powerful theories to interpret corporate responsibility and strategic decision making, and it offers a particularly useful interpretation of the concept of sustainability in the context of the hospitality industry. Fundamentally, stakeholder theory questions the conventional idea that organisations are present to maximise shareholder value, but rather it claims that businesses need to take into account the needs, interests and expectations of all individuals and groups who can influence or be influenced by the activities of the organisation. The groups commonly involve the customers,

employees, suppliers, community members, regulators, investors and more than ever, environmental advocates and sustainability minded organisations. Since hotels exist within intricate socio-economic and ecological contexts, this theory simply fits well with the multi-dimensional concept of sustainability. The stakeholder theory in the hospitality industry assists in understanding why sustainability has grown to become a key strategic focus, not just as an optional, peripheral activity. Hotels and other related facilities operate in service ecosystems where consumers expect to receive comfort, security and an ever more environmentally friendly services; workers demand to be treated well, work in good environments, and have development opportunities; communities expect businesses to give back to the community; and green agencies suggest responsible management of resources and environmental conservation.

Environmental Sustainability in Hospitality

Energy Management and Conservation

Environmental sustainability is one of the most fundamental aspects of sustainable hospitality operation and a position that has been supported by numerous academic investigations and industry wide application. This high level can be mainly explained by the fact that hotels are inherently resource-consuming as they are running throughout the year. Empirical research shows that hotels use much more energy per visitor than other commercial enterprises, and the worldwide median is between 200 and 300 kWh of electricity per square metre per year, depending on size, type, and climate (Gössling and Peeters, 2023). This intensive dependence on resources has intensified the demands on the hospitality industry to implement green and carbon-cutting policies throughout the world. Additional studies have demonstrated that electricity use can be 6070 percent of the overall operational carbon footprint of a hotel, which highlights the urgency of sustainability interventions to reduce the impacts of climate change and fluctuating energy prices (Mensah, 2022; Zhang et al., 2023). The hospitality industry can diminish energy consumption and enhance efficiency by adopting measures such as installing renewable energy sources, upgrading to energy-efficient appliances and lighting, implementing smart metering and monitoring systems, and educating guests and staff on energy conservation practices (Menegaki, 2025; Singh et al., 2024). This mechanism enhances guest's comfort, improves energy application in current buildings, and optimises energy expenditure by lowering utility expenses

and Greenhouse Gas Emissions. Energy Management Opportunities (EMOs) consists of a review and examination of information across all areas of the audited building. The ASHRAE 100-2006 standard, entails comprehensive analysis of capital-intensive modifications (Alajmi, 2012). These aim primarily to discover potential improvements that conserve energy, minimise energy expenses, and enhance performance. An organized method for tracking, managing, and maximizing energy use inside a company is emphasized by energy management theory. This theory offers a framework for putting energy-saving measures into practice and guaranteeing sustainability over the long run (VanGorp, 2004). In order to attain long-term ecological balance, (Legrand et al., 2016) argued that sustainability theory, which is based on environmental, economic, and social sustainability principles, promotes resource conservation. This theory encourages the use of renewable energy, waste reduction, and energy-efficient cooking techniques in the hospitality sector (Chen et al., 2009). Economic benefits of incorporation of environmental sustainability practices have simultaneously escalated. The available empirical data reveal a consistent pattern: hotels that have adopted full-scale energy management protocols, including retrofitting of the old equipment, replacing high-energy-consumption appliances, using automated control systems, and adding renewable energy sources have achieved the reduction of energy consumption by 20 to 40 per cent. Such efficiencies translate into reduced operational costs, increased competitiveness, and brand recognition especially in ecologically aware travellers whose demand of ecologically certified accommodation is steadily growing (Mbasera et al., 2021; Sadiq et al., 2023). These findings converge to establish that environmental sustainability is beyond the compulsory, as it is a strategic requirement without which the long-term viability of hospitality enterprises cannot be guaranteed.

Water Conservation and Management

The scarcity of water and the worsening of water quality have continued to put prominent emphasis on the significance of water management as part of the sustainability module in the hospitality industry. The hotels remain one of the most water intensive business ventures, which is due to the numerous activities involved in running the business, which includes the use of the guest rooms, laundry services, kitchen operations, swimming pools and landscaped precincts. Modern world studies show that hotels use 250-500 gallons of water (about 950-1900 liters) of water per occupied room per day, and consumption rates are quite heterogeneous due to the

impact of the geographical location, climate type, and hotel type, as well as technologies used by incumbents (Gössling and Peeters, 2023; Jones et al., 2021). These consumption trends place heavy environmental load especially in areas where water stress is already being felt. Urbanisation, deteriorating state infrastructure, and water shortages caused by climate are quickly increasing in many developing countries, including Nigeria, and forcing the hospitality industry to focus more on more effective water stewardship measures (Ojo et al., 2023; Adegboye & Lawal, 2022).

Social Sustainability Practices

Employee Welfare and Development

Social sustainability to the hospitality industry is a collection of practices that work towards increasing the well being of employees, involving the local communities as well as increasing the experience and welfare of the guests. Hospitality is unlike most other industries, it is a highly labour-intensive industry and requires constant human touch and service provision. Accordingly, the social aspect of sustainability is an essential ingredient of operational performance and sustainability. It is empirically proved that hotels and other facilities introducing social sustainability into their business models have lower turnover rates, increased job satisfaction, enhanced service quality, and better reputation of the organization (Kaushal and Srivastava, 2021; Sigala, 2020). The understanding that human capital is a key driver of operational performance and sustainability performance has prompted many organisations to be more integrated when it comes to employee welfare, workplace equity, and community integration. Employee welfare is uniquely an instrument of social sustainability both material and psychosocial work-wise. One of the policies that have been shown to reduce turnover, increase motivation, and improve the quality of service delivery is fair compensation policies, which are usually higher than what the law stipulates (Chen et al., 2022).

Economic Sustainability

Financial Performance and Cost Management

Sustainability in the hotel business is a long-run consideration that focuses on the financial sustainability of the sector but in a way that the economic benefits are shared equally among all

concerned stakeholders, such as the worker, investors, suppliers and the communities. Economic sustainability beyond profitability here and now refers to the ability of establishments to sustain operations, make regular income and investments in human capital and process enhancement in the long-term.

Supply Chain Sustainability and Local Economic Impact

Hospitality supply chain sustainability is based on more than cost control as it involves the overall economic, social and environmental effects of procurement and supplier relationships. The contemporary sustainability models appreciate that the hospitality supply chain, as food and beverage sources, linens and amenities suppliers, and energy suppliers, form a big part of the operational expenses as well as environmental footprint. Through sustainable procurement, an establishment will be in a position to save costs, improve operational efficiency, and produce good economic and social results (Kumar et al., 2021). The importance of local sourcing as a strategy is increasing, as it helps to cut transportation expenses and environmental emissions, offer freer products, and establish better relations with local suppliers and communities. These activities not only increase the authenticity and quality of the experiences of guests, but also stimulate the local economy by boosting farmers, artisans, and small businesses, generating economic multiplier effects that go beyond the hotel itself (Su et al., 2020; Gössling et al., 2021).

Results

This chapter shows the analysis of the data collected using key informant interviews with people in the study locality. It is analysed and interpreted based on the results of a study that evaluates sustainability practices in the chosen hotels in Ibadan metropolis. The data analysis gives straightforward frequencies and percentages of the demographic data of the respondents, as well as an explanation of the data collected through thematic analysis. Out of 68 respondents who were interviewed, only 50 respondents were considered valid to include in the study, including 25 members of staff and 25 guests. This decrease could be explained by inconsistent, uncompleted, and inadequate answers to some interview questions. On this basis, the concluding analysis was founded on the 25 staff members and 25 guests whose responses were validated.

Research Objective One: The level of awareness and commitment of Hotel businesses in Ibadan towards sustainability

Themes were also used to categorize the remarks made by 25 staff members and 25 visitors under the categories of environmental, social and economic sustainability. The analysis of the data obtained indicates the difference in the awareness and commitment on these dimensions.

Environmentalism and Dedication.

Staff reaction shows that there is moderate expertise of sustainability within the hospitality industry. Many of the employees proposed sustainability to mean practices that minimize the effects on the environment and save the resources of the future generations thus showing a certain level of environmental literacy. Although the hotel deploys different sustainability programs, according to the report provided by the staff, an overwhelming majority of the hotels that were surveyed have not institutionalized sustainability policies or expressed clear environmental commitment declarations. One respondent stated, *“We have some guidelines for energy and water use, but there is no formal written sustainability policy for staff reference.”*

There was also varying commitment by the management to implementing environmental practices. Other employees stressed that the management is accommodating and that it occasionally checks on adherence: *“The management encourages us to conserve water and energy, and they regularly check that we follow proper waste segregation practices.”* Another respondent indicated the unequal application and indicated a policy intent-practice gap.

There was low to moderate environmental awareness by guest replies. Ecofriendly signages were seen by some customers, though a majority of the customers were unaware of the sustainability initiated by the hotel until they were informed. One guest commented, *“I saw a recycling bin in the lobby, but I did not notice any information about other green practices during my stay.”* Another noted, *“It would be helpful if the hotel communicated its sustainability practices more clearly.”* The implication of these findings is that whilst the personnel might be knowledgeable about sustainability programs and have implemented the programs, the communication with all guests is limited and this could downgrade the perceived sustainability of the hotel concerning the environment.

Social Consciousness and Dedication.

Employees report that social sustainability is partially perceived and valued, in particular, regarding employee welfare and equitable work. Hotels encourage worker rights, health, and wellness, and the management is usually concerned with the social impact of its operations, as reported by employees. One staff member stated, *“We have clear guidelines on employee conduct, fair work schedules, and training programs to ensure staff welfare is prioritized.”* Another noted, *“The management encourages respect for cultural diversity among employees and guests, and staff are regularly reminded about ethical service practices.”*

In spite of all these, some of these personnel argued that the senior people were the most knowledgeable in social sustainability and front line employees might not be well trained in social responsibility. This implies that the awareness and social sustainability training would have to be extended to the entire staff.

Socially, the visitors realized social sustainability through the behaviour of workers and professionalism of the service. Good interactions with highly trained, polite, and receptive staff created an impression that the hotel preaches social sustainability, despite the lack of particular policies or initiatives. One guest commented, *“The staff were professional and courteous, which made me feel the hotel cares about its employees and community, though I did not see any formal social programs.”* This highlights that social commitment is sometimes recognized more through practice than through formal communication.

Economic Awareness and Commitment

The response to staff indicates that economic sustainability is perceived, but not yet embedded in the strategy of the company. Sustainability in many hotels is perceived as long-term growth and cost reduction, which will encompass energy-saving, reduction of trash, and efficiency. One respondent shared, *“Sustainability is linked to business growth because it reduces operational costs and attracts environmentally conscious customers.”*

According to some of the personnel, official sustainability targets are not frequently systemic in performance measurements or strategy formulation and measures are sometimes responsive. Guests were not aware of economic sustainability activities unless they were motivated on the same. Not many guests could see towel reuse/recycle discount deals, which proves that the benefits of sustainability are not clearly represented and exploited as the guest experience.

Summary of Results

Hotels in Ibadan have meager yet disjointed sustainability knowledge and dedication to the environment, social, and economic concerns. Employees are normally aware and have been exercising sustainability such as conserving the environment and taking care of the employees. The commitment of management is not universal and not every hotel has formal sustainability policies or statements. Nevertheless, the guests are only aware of the sustainability activities of hotels when they see the signage or when they attend eco-friendly activities.

Research among other factors indicates that service quality and organizational sustainability heavily depend on the well-being and fair treatment of the employees (Alade et al., 2024). The survey also established that the administrative staff is more knowledgeable on social sustainability and the frontline or working staff is not informed. This implies that larger training courses and non discriminatory strategies are required to sensitize everyone in the staff on social responsibility and to assist in a socially viable working environment. Visitors need to be involved and engaged in the sustainable tourism environment, and this gap inhibits this (Dejo et al., 2023).

Research Objective Two: Sustainability practices are currently adopted in the selected Hotels in Ibadan

The analysis was conducted with responses of 25 hotel staff and 25 guests. The findings were categorized in three broad areas namely: Environmental, Social and Economic sustainability.

Environmental Dimension

Hotels are implementing different environmental sustainability efforts, however the amount varies.

- Working staff try to reduce resource use. One staff member explained: “We encourage guests to reuse towels and bed linens. Staff are trained to turn off lights and air conditioning. We minimize water use in the kitchen and laundry.” Another staff member added: “We’ve installed energy-efficient bulbs instead of incandescents. Motion sensors control lights in the corridors.”

- Some hotels use renewable energy. One staff member explained: “We have solar panels for lighting in the outside and some indoor common areas. We are still working on large scale solar for our operations.” Using solar energy for lighting in the hotel’s garden and parking lot enhances their green energy use and improves their visitors’ perception.
- Staff commended the handling of solid, food, and recyclable waste. A quoted staff member stated, "All kitchen waste is sorted; food scraps go to compost and plastics, metals, and paper are collected separately and sold to recycling companies." A guest commented, "I could easily separate my waste, as bins were provided and clearly labelled, which encouraged me to participate.”
- Numerous hotels have made the shift to biodegradable or reusable bottles, straws, and packaging. A staff member stated, "We now use refillable toiletry containers instead of single use bottles, and in our restaurant, we use paper straws." A guest commented, "I appreciated that the hotel minimised use of plastics; it made me feel that my stay had less of an impact on the environment."
- There is an increasing use of green cleaning products and detergents, as well as energy saving tools. A hotel employee stated, "Our housekeeping staff use only eco-certified cleaning products and all new bulbs are LED to save energy." Visitors admired these efforts and associated them with professionalism and environmental awareness.

Social Dimension

There was a high level of social sustainability, as hotels were focused on the welfare of staff, training, and involvement of the community.

- Staff wellness programs, health screenings, and leisure were reported in hotels. An employee claimed that we provide regular medical check-ups, recreational activities, and mental support, which makes employees more motivated and productive. Happy and healthy staff enhance the visitor experience as reported by guests.
- A number of hotels have sustainability training. A staff member stated that all new employees take a one-week environmental awareness, recycling, and responsible

management program. This adds sustainability in hotel management and trains staff on environmentally friendly practices.

- Hotels promote community growth. One of the staff members stated that we purchase food and supplies through local farmers and hold annual community clean-up activities. Guests liked this: I was pleased to know that the hotel believes in the community; it is clear that they are interested not only in profit.
- Employment fairness was highlighted. Hiring and promotion is not dependent on gender, ethnicity or religion. Respondents stated that there were equal opportunities to professional growth. This demonstrates sustainability of society through workplace ethics and inclusion.

Economic Dimension

The green technology investment, cost-saving technologies, and incentives to encourage environmentally friendly behavior of guests demonstrate the economic sustainability.

- Employees emphasized the buying of energy and water saving appliances. One of the participants said that they had recently replaced all air conditioners with energy-efficient ones, and this has helped save a lot of electricity bills. Hotels are given energy-saving initiatives such as automatic lights and solar panels that make the hotel quality, according to customers.
- Sustainability is used to save the hotel's costs. One employee commented, Motion sensor lights, automated water system and energy-saving kitchen appliances will assist us in saving money and at times even give me a discount. I reused the towel because I knew it would save me money and in some cases, I received a discount.
- The guests were encouraged to participate through guidance or incentives. One of the visitors stated that he would be happy to pursue more greener practices provided he was made aware or rewarded. One of them added that hotels might provide small gifts in case of environmentally friendly behavior; it would encourage the guests to donate.

Guest Perspectives

The guests were partly educated and involved, yet they desire more:

- One visitor said, I strive to recycle and to turn lights off when leaving my room, however, it is not always clear what more I can do.
- One more replied, that in case the hotel described the effect of my actions or provided some minor rewards, I would surely be more engaged in sustainability practices.

Conclusion of the Results

The topic study reveals that staff and visitors feel that Ibadan hotels are enhancing sustainability, but in different ways. Energy and waste management, as well as environmentally friendly products, are prevalent, but renewable energy and minimization of single-use plastics can be enhanced. Well-being of the staff, training, community participation and diversity programs are in place although guest awareness and training can be enhanced. There are green technology and cost-saving enhancements, and the incentivization of the guests could be enhanced to make more people interested. This means that they practice sustainability.

The combination of worker and visitor perspectives reveals a partial consensus on the attitude towards sustainability. Hotel tactics and benefits are familiar to employees, yet guests do not interact as much due to ignorance and motivation. This implies that they are reactive rather than proactive in their approach to environmental measures at these hotels and are based on operational efficiency and compliance with regulation as opposed to a holistic integrated approach. The findings align with the findings of the hospitality literature that proposes that staff training, guest expertise, and effective communication promote sustainable practices (Kim et al., 2019).

Observation by the Researcher

Table 1: General Information

Observation Item	Description	Observed (Yes/No)	Comments/Notes
Hotel star rating	Classification (e.g., 3-star, 4-star)	3-star / 4-star	Based on hotel brochure & online rating

Number of rooms	Total rooms in operation	Yes	Hotels ranged from 40–120 rooms
Presence of sustainability policy	Displayed on-site or online	Yes	Policy displayed at reception or website
Existence of a sustainability officer or team	Dedicated personnel for sustainability	No	Most hotels had no dedicated officer; sustainability handled by general manager

Table 2: Awareness and Commitment

Item	Description	Observed (Yes/No)	Notes
Sustainability-related signage	Instructions or reminders for guests	Yes	Signs in rooms and lobbies promoting water/energy saving
Staff training on sustainability	Regular or documented training	No	Few staff had formal sustainability training
Guest engagement programs	Incentives or awareness	No	Limited engagement beyond signage
Staff awareness of policies	Inferred from interactions	Yes	Staff could explain basic energy/waste practices

Table 3.0: Sustainability practices

Energy Conservation

Item	Description	Observed (Yes/No)	Notes
Use of LED or energy-saving bulbs	Observed in rooms/common areas	Yes	Mostly LED bulbs in guest rooms and corridors
Smart lighting controls	Motion sensors, timers	No	No automated lighting systems observed
Solar panels or renewable energy	Installed and in use	No	None of the hotels had operational solar systems
Energy-efficient appliances	Labelled or certified	Yes 84	Some appliances in kitchens and laundry were energy rated
Keycard power control	Power off when guests leave room	Yes	Used in 3 of the 5 hotels visited

Table 3.1: Water Conservation

Item	Description	Observed (Yes/No)	Notes
Low-flow fixtures	Showers, faucets	Yes	Most bathrooms had low-flow taps
Dual-flush or water-efficient toilets	Observed in guest/staff areas	Yes	Dual-flush installed in newer rooms

Rainwater harvesting	System installed	No	No visible rainwater systems
Towel/linen reuse program	Signs encouraging guests to reuse	Yes	Notices in all guest rooms
Leak checks and maintenance	Visible effort or logs	No	Some taps leaking, maintenance irregular

Table 3.2: Waste Management

Item	Description	Observed (Yes/No)	Notes
Recycling bins	Separated for plastic, paper, etc.	No	Only general waste bins available
Food waste composting	System or partnership evident	No	No composting practices observed
Digital receipts and documents	Minimizing paper use	Yes	Digital billing available at reception
Bulk toiletries	Avoiding single-use plastics	Yes	Shampoo/soap dispensers instead of single bottles
Waste collection partnership	With external recyclers	No	Waste collected by municipal services only

Table 3.3: Sustainable Sourcing & Food

Item	Description	Observed (Yes/No)	Notes
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Local sourcing of ingredients	Menus, supplier info	Yes	Some hotels purchased produce from local markets
Organic or eco-labeled food	Offered to guests	No	No certified organic options observed
Eco-friendly packaging	In use in restaurant/rooms	No	Mostly single-use packaging for takeaways
Reusable service ware	Plates, cutlery, cups	Yes	Used in all hotel restaurants

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Table 3.4: Green Building & Design

Item	Description	Observed (Yes/No)	Notes
Natural lighting	Building design favors natural light	Yes	Large windows used in lobbies and rooms
Energy-efficient HVAC systems	Air conditioning, ventilation	Yes	Modern AC units with inverter technology
Indoor/outdoor green plants	Visible landscaping	Yes	Gardens, potted plants visible in common areas
Use of eco-friendly materials	Bamboo, recycled, etc.	No	Most materials conventional construction

Table 3.5: Challenges to Sustainability

Challenge	Description	Observed (Yes/No)	Notes
Limited budget for sustainability	Apparent lack of investment	Yes	Smaller hotels cited high costs of green technologies
Guest non-compliance	Observed behavior or feedback	Yes	Guests often ignore towel/linen reuse programs
Lack of training	Uninformed staff behavior	Yes	Staff unaware of detailed sustainability practices
Lack of maintenance	Broken fixtures or unused systems	Yes	Some energy-saving devices not functional

Table 3.6: Perceived Benefits

Benefit	Description	Observed (Yes/No)	Notes
Marketing of green practices	Used in brochures, signage, online	Yes	Highlighted on websites and reception brochures
Positive guest feedback	Comments or reviews noted	Yes	Guests mentioned appreciation for eco-friendly practices
Operational cost savings	Claimed or indicated	Yes	Staff indicated savings on energy and water bills
Recognition/certifications	Green Key, LEED, etc.	No	No formal certifications observed

The chosen Ibadan Metropolis hotels are poorly environmentally conscious and committed, being different in size and star rating. Hotels with large size, high rating, have more energy saving lighting systems, low flowing water fixtures, and environmental awareness advertisements. Small hotels often did not participate in formal sustainability initiatives because of financial limitations and the unavailability of sustainability managers.

The majority of the employees were able to describe energy, water and waste management showing their sustainability policy. The fact that most of the knowledge is gained through work experience, as opposed to systematic training or capacity development, is demonstrated by the fact that very few formal staff training programs are in place. Part of the hotels encouraged

sustainable actions through basic signs in the rooms and shared spaces, but very few of them introduced active or incentive-driven programs of interacting with visitors.

The major challenges are related to insufficient funding of sustainability planning, staff technical expertise, imbalanced maintenance of energy and water saving systems, and nonadherence to towel and linen reuse programs by guests. Sustainable operations are inhibited and minimize benefits in operations and the environment.

Sustainability initiatives prove to be of benefit to hotels. These were reduced operating expenses especially in energy and water use, increased marketing interest and attraction, brochures, websites and promotional materials that emphasized eco-friendly practices. Visitors may have an impact on enhancing the value of sustainability without Green Key or LEED certifications.

Discussion of Findings

Research Objective One: The level of awareness and commitment of Hotel businesses in Ibadan towards sustainability

The sustainability levels and commitment of Ibadan hospitality firms are moderate and disproportional between environmental, social, and economic concerns. Most of the hotel employees researched sustainability and practiced waste minimization, energy conservation, and resources management. Environmental sustainability is the most generally adopted practice in the region, in accordance with the global trends as perceived by Adeyemi (2023), who further elaborates that environmental practices usually contribute to the adoption of sustainability in the hotel businesses of the developing countries.

There is increased awareness of sustainability, but the management is not always committed to it. Not many managers had developed sustainability policies, standards or environmental management frameworks but the majority of them endorsed sustainability. Therefore, implementation is done through informal means. Okafor & Adebayo (2022) state that the absence of institution sustainability procedures by the hotels in Nigeria hinders long-term planning and accountability.

Visitors were poor in terms of sustainable awareness. The sustainability efforts of the hotels were only known to most tourists through signages, alerts in the rooms, or eco-friendly activities. The

passive viewing of the sustainability projects decreases the effectiveness of the projects. The findings verify the findings of Hassan (2023), who posits that effective communication between guests enhances sustainable participation in hospitality.

The results indicate that the quality of service and responsible corporate culture are maintained by the well-being of employees, their professional support, and fair treatment (Alade et al., 2024). The poll indicates that managers are conversant with social sustainability. Workers who interact with visitors usually do not have a systematic training or sensitization program to learn to apply the sustainable concepts. Musa & Ojo (2024) discovered that institutionalization of hospitality companies in Nigeria is constrained by the lack of staff training.

Frontline staffing requires capacity building throughout the hotel due to the lack of awareness. The absence of mass-training can divide or break sustainability practices. This difference also influences the recycling, conservation of resources and social responsibility of visitors. Dejo et al. (2023) affirm that a sustainable tourism ecosystem needs to include meaningful visitor engagement and personnel capable of communicating, guiding and enforcing the values of sustainability.

Research Objective Two: Sustainability practices are currently adopted in selected hotels in Ibadan

Thematic analysis reveals that the hotel staff and clients in Ibadan are aware that the hotels are engaging in sustainability efforts, albeit at varying levels and levels. Western appliances with LED lights, sensor-controlled devices and low-energy usage are gaining momentum, which confirms the findings of Mensah (2020) that hotels in West Africa are becoming more energy-conservative. In the area of waste management such as recycling and segregation, the authors of Minazzi, & Grechi (2025) identified that waste reduction was a trend in the emerging hotel industries. Rahman & Reynolds (2019) discovered that ecologically conscious hotels prefer biodegradable chemicals in their cleaning processes and green facilities which are consistent with the global trends. Regardless of these benefits, the field of renewable energy and single-use plastic reduction is not yet developed, which aligns with Font et al. (2021), which claim that infrastructural and cost-related obstacles to sophisticated sustainability shifts are a problem in developing economics.

The Ibadan hotels are integrating the social and organizational sustainability that improve the welfare of the workers and their participation in the community with environmental conservation. The occupational safety, flexible work schedules, and health-promoting policies implemented by the staff benefit Hammad, Alkhlaifat, & Alharafsheh (2022) in their conclusion that the societal viability of hospitality relies on the wellbeing of the staff. This inadequacy in the training on full sustainability operations validates the assertion by Kaushal & Srivastava (2021) that inadequate training impacts on hotel sustainability activities. Local procurement and neighborhood environmental programs confirm the argument of Li, Meng, & Li (2021), stating that hotels increase local economies and social responsibility. Baum & Nguyen (2020) discovered that the concept of inclusiveness in African hospitality settings is mostly unofficial, and diversity and inclusion in many businesses is not verified. Towel reuse, energy saving and waste minimization awareness campaigns are established but require more effective communication tools to effect the behavioural change as reported by Kim et al. (2019) who established that incentives and effective messaging enhances the involvement of the guests in sustainability programs. Even though there are green technology investments, a little guest-incentive programs are present, which confirms the argument made by Hameed, Khan, Shahab & Hameed (2021) that sustainability programs are more likely to remain in operation than participatory without active participation of the guests.

The sustainability practices of Ibadan hotels are partly aligned in the opinion of the staff and visitors. Their understanding of sustainability goals, policies of operation, and expected benefits is higher, which corroborates the position of Rassiah, Mohd Nasir, Subramaniam & Saleeth (2024), who state that staff are at the centre of environmental strategy implementation. Lin, Chan, and Wong (2023) discovered that visitor engagement is low unless the hotels offer interesting incentives or coaching materials. This disconnect indicates that the concept of sustainability in these hotels is rather reactive than proactive to ensure that specific hotels comply with regulatory requirements, engage in cost-effective operations or are pressured by the industry, as proposed by Lyu, Yang, and Ji (2025) however, a majority of African hotels implement the sustainability concept to minimize their operational expenditures instead of being motivated by an overall long-term environmental strategy. Results speak in favor of hospitality research (Kim et al., 2019) that systematic training, the constant communication with the guests, and the sustainability

communication should be integrated to transform sustainability into a common organizational culture.

Conclusion

Sustainability practices in Ibadan hotels are modest and vary across environmental, social, and economic aspects, according to the research. Hotel personnel are aware of sustainability concepts and try to incorporate them into everyday operations, but the survey identified few written rules, regular enforcement methods, and organized guest involvement activities. This shows that although sustainable practices are understood, formal institutionalization is absent, which may hamper their long-term efficacy and consistency.

A number of obstacles prevented widespread sustainability implementation. Hotels' eco-friendliness is hampered by antiquated infrastructure, waste management systems, and energy-efficient technology. Sustainable practices are also hampered by poor worker engagement, which may be due to inadequate training, incentives, or understanding of long-term advantages. Sustainable infrastructure, renewable energy, and staff development initiatives need substantial cash that many companies may not have.

Recommendations

According to the findings, the research recommends that:

- Hotels formulate elaborate sustainability policies describing environmental, social, and economic programmes in a clear manner and are relayed to employees and visitors.
- The management ought to make strategic investments in green infrastructure, such as energy saving systems, renewable energy adoption/use, and better waste management technologies.
- The continuous staff training program and reward system needs to be adopted in the hotels to improve the engagement of employees in sustainability programs.

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