

The change of customer behavior and its impact on hotel sustainability management

Bachelor Thesis for Obtaining the Degree
Bachelor of Business Administration in
Tourism, Hotel Management & Operations

Submitted to Univ.-Prof. Dr. Karl Wöber

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Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

A handwritten signature in black ink, appearing to be 'May', written in a cursive style.

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Abstract

Sustainability has become a new goal and a new pursuit for all industries. In truly achieving sustainable growth, companies need to make their efforts and adapt their strategies to the needs of their customers. For the hospitality industry, sustainability management has always been the goal pursued by various hotel brands. The difference is that different hotels have other sustainability management policies according to their customer groups. The income and age of the customer will influence the customer's behavior. Customers' awareness of sustainability directly affects their choice of hotel, but it does not affect their concern for sustainability in their hotels. The more sustainability-conscious customers are, the more they choose hotels that pay more for sustainability management. The customer's awareness of sustainability will also influence the hotel staff's perception of sustainability management, indirectly influencing the hotel's sustainability management. These factors determine how a hotel embodies its sustainability management in a customer-oriented industry. Based on the fact that hotels and customers influence each other in the direction of sustainability, the pursuit of sustainability goals in the future should focus more on mutual education with customers. It is essential that sustainability is embedded in the minds of hotel management and that customers are aware of the importance of sustainability. Achieving global sustainability requires a unilateral effort by the hotel and a joint effort by the customer and the hotel.