

# **DETERMINANTS OF THE IMPLEMENTATION OF GREEN MARKETING STRATEGIES IN THE HOTEL SECTOR**

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## **Abstract**

The paper explores the degree and the determinants of the implementation of green marketing strategies in the hotel sector in Bucharest. Green marketing is a response provided by businesses to the requirement of combining economic development with the preservation of natural resources, pressing concerns of modern times. The hotel sector is faced with growing pressure to pay attention to environmental issues, hotel companies are increasingly tending to use environmentally friendly products and services, implement programs to manage water and energy consumption and waste. Green marketing strategies are examined from the multidimensional perspective of the marketing mix, capturing such aspects as providing services that minimize environmental impact, cost savings resulting from the use of pro-environmental practices, communicating about the efforts made by hotels to protect the environment etc. Adopting green practices depends on the extent to which both managers and hotel employees have ecological behaviours, that is based in turn on their environmental knowledge, environmental awareness and environmental concern. On the other hand, the implementation of green marketing strategies is an organizational change whose success largely depends on company`s transformational readiness. Based on the theory by Armenakis and Harris (2001), the study investigates the extent to which the need of adopting green practices is understood, the hotel capacity to achieve the change, the managerial support to processes, and the awareness of the change`s benefits..

## **Keywords**

Green marketing, hotel sector, environment, pro-environmental practices, ecological behaviour.

## **JEL Classification**

M10, M19, M30

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