ABSTRACT

Consumers with greater environmentalism, male customers of luxury or mid-priced hotels are the three groups that are more inclined to pay a premium for green hotels (Lee, Hsu, Han, & Kim, 2010). Other studies showed that female (Han, Hsu, & Lee, 2009; Han, Hsu, Lee, & Sheu, 2011) and older hotel customers (Han et al., 2009) expressed higher levels of willingness to pay a premium for green practices. More concerned consumers who have stayed in green hotels are willing to pay more. Consumers who are willing to pay more also pay attention to the importance of green hotel information, green certification, and the experience of staying at a green hotel (Boronat-Navarro & Pérez-Aranda, 2020). Nowadays, tourists tend to choose hotels that are really consistently implementing environmentally friendly business practices. Accommodation with a concept and environmentally-friendly management is one of the driving parameters for tourists to choose the accommodation (Rahmafitria, 2014). In line with this phenomenon, the concept of sustainable accommodation must apply the principles of environmental conservation, education, ecology, community empowerment, and utilization of local products, and minimize environmental damage. Hotels have departments according to their respective duties. The departments in the hotel have an integrated bond, need each other, and complement each other in operational activities. Hotels require goods obtained from suppliers outside the hotel in carrying out operational activities.

Keywords: Green Supply Chain Management, Competitive Advantage, Organizational Performance, Five-Star Hotel