

**INFLUENCE OF SUSTAINABLE TOURISM PRACTICES ON CUSTOMER
EXPERIENCE AT RADISSON BLU HOTEL, NAIROBI COUNTY, KENYA**

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**A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF HOSPITALITY,
TOURISM AND LEISURE STUDIES IN PARTIAL FULFILMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE DEGREE IN BACHELOR OF
SCIENCE IN HOSPITALITY MANAGEMENT OF GREYSA UNIVERSITY**

APRIL, 2025

DECLARATION

Declaration by the Student

This research project is my original work and has not been presented for award of a degree or for any similar purpose in any other institution.


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Declaration by the Supervisor

This research project has been submitted with my approval as University supervisor

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DEDICATION

I dedicate this research project to my parents who have been my strongest support system throughout my education journey. They have supported me abundantly through prayers and words of encouragement up to date.

ACKNOWLEDGEMENT

I first thank the Lord Almighty for giving me the strength, knowledge and wisdom to be able to go through with the research project. I also extend my gratitude to my supervisor , madam Ann Kamau who has been there to guide me and correct me all through the writing of my project. Lastly, I would like to thank the Radisson Blu hotel management and my respondents who filled in the questionnaires appropriately and therefore making it easier for me to collect and analyze the data.

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ABBREVIATIONS AND ACRONYMS

SET	Social Exchange Theory
HVAC	Heating, Ventilation and Air Conditioning
LED	Light Emitting Diode
P&L	Profit and Loss
UNWT	United Nations World Tourism Organization
CSR	Corporate Social Responsibility

OPERATIONAL DEFINITION OF TERMS

Carbon Footprint Reduction:	The strategies used by hotels to minimize greenhouse gas emissions by adopting renewable energy, efficient transportation, and eco-friendly practices.
Circular Economy in Hospitality:	A model where hotels reduce waste by reusing, recycling, and repurposing materials to achieve a sustainable operation.
Eco-conscious Travelers:	Tourists who actively seek accommodations and services that align with their environmental and ethical values.
Eco-friendly Initiatives:	Practices adopted by hotels to reduce their environmental footprint, such as eliminating single-use plastics, composting food waste, and using biodegradable products.
Environmental Conservation:	The efforts made by the hotel industry to protect natural resources, biodiversity, and ecosystems from damage caused by tourism activities.
Green Hospitality:	The practice of integrating environmental responsibility into hotel operations by reducing energy consumption, conserving water, and minimizing waste.
Green Marketing:	The promotion of environmentally friendly services and practices by hotels to attract sustainability-conscious customers.
Guest Satisfaction:	The level of contentment guests feel after experiencing a hotel's sustainable initiatives, measured through feedback and reviews.
Sustainability Awareness:	The extent to which customers and employees understand and appreciate the importance of sustainable tourism practices.
Sustainable Supply Chain Management:	The process of sourcing eco-friendly materials, partnering with ethical suppliers, and ensuring sustainability throughout hotel operations.
Sustainable Tourism Certification:	A formal recognition given to hotels and tourism businesses that meet specific sustainability criteria.
Sustainable Tourism Policies:	Guidelines and regulations that hotels follow to ensure responsible tourism, including waste reduction, energy efficiency, and community involvement.
Stakeholder Engagement in Sustainability:	The process of involving employees, customers, suppliers, and communities in sustainability efforts to create long-term environmental and social benefits.

ABSTRACT

The objective of this study was to examine the influence of sustainable tourism practices on customer experience at the Radisson Blu Hotel, Nairobi. A descriptive research design was adopted, and data was collected using structured, closed-ended questionnaires distributed to 92 hotel guests. Out of these, 70 completed questionnaires were returned, yielding a 76% response rate. Data was analyzed using descriptive and inferential statistical methods, including Pearson correlation analysis. To assess how sustainable practices influenced customer experience, the study focused on four core areas: guest education and engagement, waste management, water conservation, and energy conservation. The findings revealed that 85% of guests had a positive experience linked to guest education and engagement programs, while 75% were satisfied with waste management initiatives. Similarly, 80% of respondents appreciated the hotel's efforts in both water and energy conservation. Inferential analysis indicated that all four sustainable tourism practices had statistically significant and positive correlations with customer experience (guest education and engagement: $r = .644$, $p < .001$; waste management: $r = .383$, $p = .001$; water conservation: $r = .462$, $p < .001$; energy conservation: $r = .521$, $p < .001$). The results demonstrated that sustainable tourism practices significantly enhance customer experience and satisfaction. The study contributes to academic literature by confirming the positive role of sustainability in hospitality and provides practical recommendations for hotel managers to invest in guest-centric sustainability programs. These insights are particularly relevant for hotels seeking to enhance customer loyalty, promote environmental responsibility, and maintain a competitive edge in the tourism industry.

KEY WORDS: Influence, sustainable tourism practices, customer experience

CHAPTER ONE: INTRODUCTION

1.0 Preamble

This chapter aimed to provide a background to the study which introduced the subject area under study and current situation, problem statement, purpose of the study, conceptual framework, objectives of the study significance and limitations of the study.

1.1 Background of the study

Tourism sustainability expanded worldwide during the last decades of the twentieth century because tourists began to show greater environmental awareness. The protection of the environment included the establishment of sustainable tourism as one of its primary objectives. The Swiss hospitality sector based in Europe achieved top leadership in sustainable hotel operations focused on energy conservation along with waste reduction and procured goods. (Breger & Laser, 2002). As Bhutan exists in Asia it established renowned for its successful method that supported tourism development through 'high quality-low impact' principles because visitor numbers remained limited and each guest had to pay \$250 daily. Australian Great Barrier Reef implemented three measures for minimizing coral reef damage through people education while organizing sustainable tourism activities. (Coughlan, 2012)

The African continent places priority on sustainable tourism as its main driving force to increase monetary gains and protect natural and cultural diversity. Communities across the African continent can support sustainable tourism activities through Agenda 2063 because environmental and cultural conservation are two vital aspects of this practice. The process of implementing sustainable tourism within Kruger National Park included South Africa creating measures that allowed visitors to view wildlife while helping preserve the park's conservation efforts. The Seychelles established tourist number restrictions to protect its national marine environment. The East African Community plus other regional organizations recognized that individual unity would strengthen both their diversity programs and improve tourist satisfaction. Tourists considered the Serengeti in Tanzania special because of its distinct wildlife population that brought those benefits.

Sustainable tourism served critical purposes in Kenya because it contained numerous wildlife species. The wildlife diversity of Kenya led to the creation of environmental friendly hotel practices. Research demonstrates that sustainable practice implementation modifies the way customers experience tourism venues. Hospitality giant Radisson Blu and other major branches have adopted sustainable tourism in their operations during the past few years. The

implemented initiatives involved training people about saving water and energy while promoting recycling and minimizing disposable polymer use. The examination of global and domestic and regional conditions explains how sustainable tourism practices affect customer experience.

Radisson Blu Nairobi devotes its Kenyan luxury hotel property to multiple environmentally responsible initiatives including energy-efficient light systems and water conservation together with plastic reduction (Radisson Hotel Group, 2023). These hotel initiatives match the escalating trend toward sustainable accommodations since travelers now base their hotel decisions on environmental responsibility (Boley & Uysal, 2018). Research reveals that sustainable practices create dual advantages by protecting nature while simultaneously building better customer satisfaction and loyalty according to (Han et al, 2018). The implementation of sustainability measures by hotels allows customers to recognize responsible corporate behavior that enhances their entire hotel stay (Choi et al, 2021).

Sustainability has achieved substantial momentum in the Kenyan hospitality sector through both legislative guidelines and rising customer mindfulness (Kenya Tourism Board, 2023). Little quantitative evidence exists to demonstrate how sustainable tourism practices influence the customer experience of five-star hotels in Nairobi. Research aims to fill an academic void through an investigation of sustainable programs at Radisson Blu Nairobi alongside their effects on guest satisfaction and loyalty levels and complete hotel experience quality. The analysis of customer feedback together with business performance indicators will generate findings about sustainable tourism methods that support better customer experiences as Kenya develops its responsible and market-driven hospitality industry.

1.2 Statement of Research Problem

The practical adoption of eco-friendly methods in luxury hotel service delivery throughout Nairobi needs more research to determine their impact on visitor experience. Radisson Blu Nairobi has deployed several sustainability programs which consist of diminishing single-use plastics alongside using energy-efficient lighting systems and obtaining food supplies from sustainable sources (Radisson Hotel Group, 2023).

The perception that sustainability provides competitive benefit needs further empirical study to prove its effect on customer satisfaction together with loyalty and overall experience measurements. Available studies show customers have different reactions to sustainable initiatives since some welcome them but others think these green actions represent cost

reduction efforts that lower service quality levels (Choi et al., 2021). The inconsistent view among customers about sustainability results in a research gap that hinders understanding about sustainable factors in hotel experiences.

Ongoing sustainability initiatives within Kenyan hospitality businesses follow regulatory requirements instead of developing customer-friendly plans (Kenya Tourism Board, 2023). Such practices create doubts about their genuine enhancement of customer experiences while they achieve corporate social responsibility requirements. Hotels encounter challenges when attempting to strike a balance between sustainable measures and top-level service delivery since they lack understanding about how sustainability affects guest satisfaction.

The research analyzes the effect that sustainability practices in tourism operations create on guest experiences at Radisson Blu Nairobi. This research examines customer perspectives about sustainability programs along with their satisfaction preferences to determine the effectiveness of sustainability projects in improving guest experiences. The research outcomes will expand sustainable tourism research while assisting hotels to upgrade their sustainability approaches for better customer involvement and loyalty.

1.3 Purpose of the study

This study aimed to investigate the influence of sustainable tourism practices on customer experience at Radisson Blu, Nairobi.

1.4 Conceptual Framework

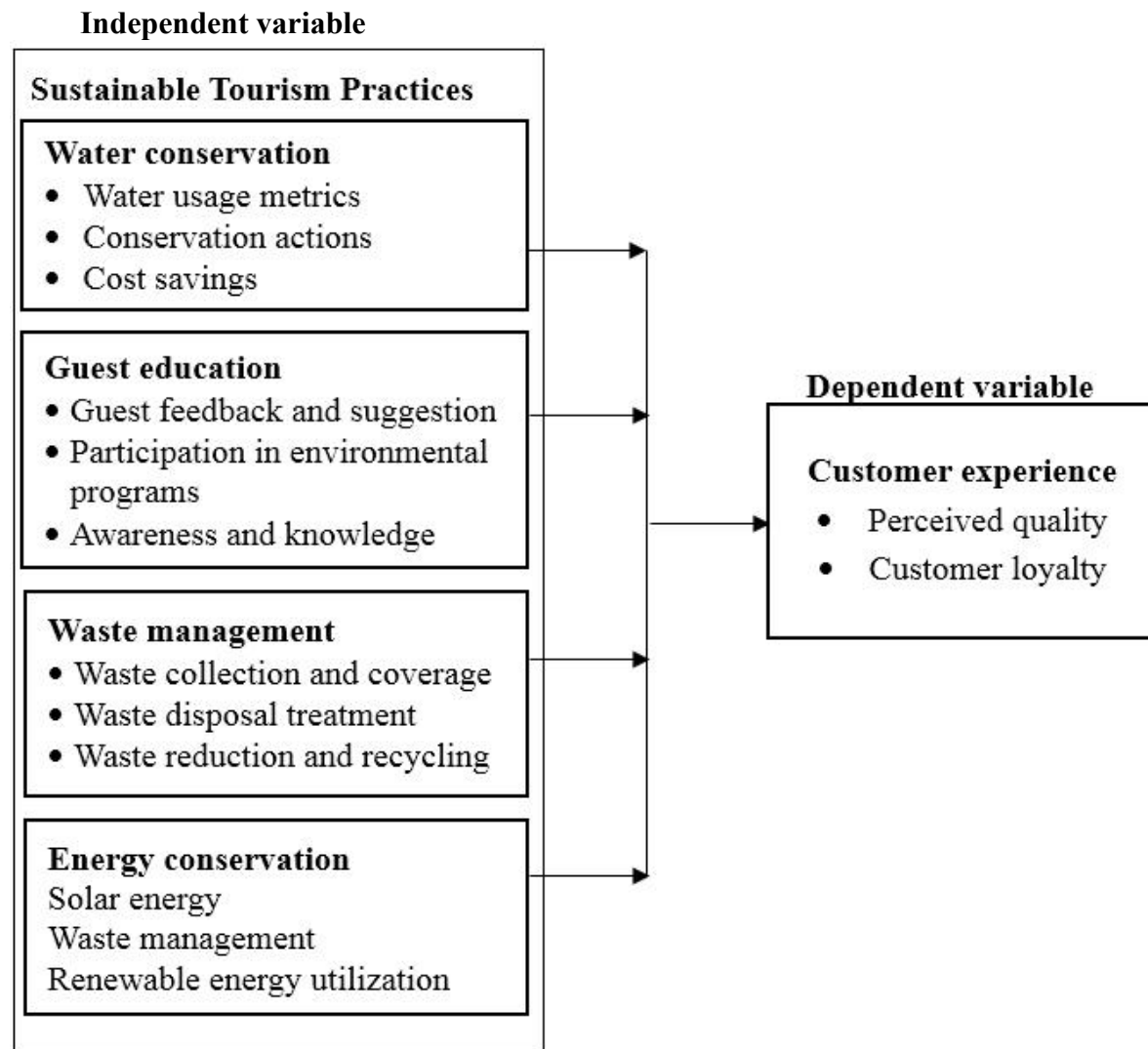


Figure 1 Conceptual Framework.

Source: Journal of Hospitality and Tourism Insights (2024)

1.5 Objectives of the study

1.5.1 General objective

To investigate the Influence of Sustainable tourism practices on customer experience at Radisson Blu, Nairobi.

1.5.2 Specific objectives

1. To examine the effect of guest education on customer experience at Radisson Blu, Nairobi.
2. To explore the effect of waste management on customer experience at Radisson Blu, Nairobi.

3. To analyze the effect of water conservation on customer experience at Radisson Blu, Nairobi.
4. To assess the effect of energy conservation on customer experience at Radisson Blu, Nairobi.

1.6 Research Questions

1. How guest education affects customer experience in Radisson Blu, Nairobi.
2. How waste management affects customer experience in Radisson Blu, Nairobi.
3. How water conservation influences customer experience in Radisson Blu, Nairobi.
4. How energy conservation influences customer experience in Radisson Blu, Nairobi.

1.7 Significance of the study

The study enabled one to understand the influence of sustainable practices on customer experience was important for several reasons:

First, it assisted the hotel in determining exactly which of the sustainable practices improved guest satisfaction thereby boosted revenue such as customer loyalty and positive comments.

Second, the study provided guidelines on how best to put into practice sustainable tourism practices in related hospitality facilities.

Lastly, this work enriched academic research by establishing a knowledge gap between sustainable tourism practices and the customer experience.

1.8 Hypothesis of the study

- Ho1 Water conservation had no significant effect on customer experience case of Radisson Blu, Nairobi.
- Ho2 Guest education had no significant effect on customer experience case of Radisson Blu, Nairobi.
- Ho3 Waste management had no significant effect on customer experience case of Radisson Blu, Nairobi.
- Ho4 Energy conservation had no significant effect on customer experience case of Radisson Blu, Nairobi.

1.9 Scope of the study

The study was carried out in Radisson Blu, Nairobi and the respondents were guests visiting the hotel.

1.10 Limitations of the study

1. The study was only based on sustainable tourism practices and it was limited to practices in Radisson Blu, Nairobi in water conservation, waste and energy conservation only and not in any other hotels.
2. Restricted areas. The researcher was barred from some areas, for example private lounges which limited the manner of observation conducted.
3. Respecting Guest Privacy. Spying on the guests or merely monitoring guests implied violation of the privacies of the guests.

1.11 Assumptions of the study

1. The researcher assumed that the information was true and factual.
2. The researcher assumed that the respondents had the ability to fill in the research questionnaires.
3. The researcher assumed that the respondents would be available.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

This chapter presents a review of the existing literature on sustainable tourism practices and how they influence customer experience, particularly within the hotel industry. Additionally, theories relevant to sustainable tourism and customer experience are explored to provide a theoretical framework for the study. The chapter concludes with a summary of identified gaps in the reviewed literature. This part reviews literature from previously published journals on sustainable practices for the hospitality industry.

2.1 Effect of waste management on customer experience

Hotel waste management signifies the method which protects environmental integrity by minimizing harm from the disposal process. Hotel waste management follows a three-step process starting with waste minimization and reusing before performing collection and proper disposal of unrecyclable waste. Changes should include reducing hotel usage of single-use items as well as recycling bin impact analysis together with food waste composting and waste company collaboration for effective disposal systems. The personnel at Certain receive training from the establishment to learn how they can help reduce waste and enhance environmental sustainability practices. The authors Demopoulos et al. (2024) conducted research on tourist accommodation in Cyprus alongside international hotels to study sustainability practices while focusing on recycling and composting programs intended for waste minimization.

The systematic review of sustainability reports demonstrates that hotels have been replacing single-use plastics and developing sustainable waste management practices through extensive recycling and composting initiatives mainly in their kitchen and guest areas. (Dimopoulous 2024). The research conducted by Ryan Alshaik & Akmal Abdelfatah, 2021 at United Arab Emirates, American University of Sharjah played a significant role in the study. Systematic review stands as the research synthesis method which the researchers employed. The authors determined the review has a clear research objective which consists of examining optimization solutions that work in SWM waste collection operations and purification systems for resource recovery. The system serves to show modifications in waste bin positions and collection areas.

2.2 Effect of water conservation on customer experience

Hotels use different measures to control their water usage during operations while simultaneously reducing expenses and environmental damage. Hotels install fixed components with low-flow characteristics in their showers and taps alongside water-saving toilets to minimize water disbursement. Single laundry plans exist in which hotel guests have the choice to determine if they want daily changes for towels and linen. Reuse of rain water and waste water through recycling systems combined with water treatment represents a possibility for hotel management.

Genuine establishments including the Iveagh Garden Hotel Dublin in Ireland implemented water-saving practices and rain water collection to enhance their water resource efficiency. The current observational data analysis revealed that linen reuse programs reduced both water consumption and operational expenses at the establishment. (Hospitality Net, 2023). Hotel managers in Spain have implemented both mandatory and optional initiatives to address water shortages as Alonso, Almedia and colleagues (2021) examined in their research. Their survey of many properties revealed hotels saved money through successful water conservation strategies which included water recycling systems and water conservation campaigns. These initiatives both conserved water and cut total expenses. The research shows that linking these practices helps hotels receive both economic advantages and environmental advantages. (Alonso, Almedia et al. 2021).

2.3 Effect of energy conservation on customer experience

Hotels preserve energy today both for reducing charges and more significantly for reducing environmental damage to the global world. Here's how they are doing it: Lighting; many hotels have adopted to use LED and other efficient lights coupled with the use of sensors to ensure that the lights are only on whenever necessary, Cutting Hot water; Energy efficient water heaters, heat recoveries systems and even solar power are used in providing hot water for showers while Using renewables such as; Solar panels, wind turbines among others in conducting hotel operations, Showing commitment; Most hotels are showcasing their commitment to the use of renewable energy. Tsai and Kuo (2022) conducted case study research that focused on luxury hotels in Taiwan by interviewing its participants. Their investigation approached two aspects of energy conservation by focusing on both efficient energy technology and renewable power supply sources aimed at luxury hotel operations. The introduction of solar energy and energy efficient HVAC systems created substantial

reductions in both energy costs and energy emissions according to Sustainable Development Journal (2022, pp 138).

Overseas researchers studied energy efficiency of the Jean Michel Cousteau Resort in Fiji through its combination of natural cooling approaches and solar power capability with minimal air conditioning use. This research analyzed renewable energy and its impact on decreasing Co2 emissions below 78% through qualitative case examination methods. Data from theoretical assessments show that implementing energy conservation measures enables luxury hotels to become sustainable through maintaining guest comfort standards (Hospitality Net, 2023).

2.4 Effect of guest education on customer experience

A hotel's guest education program gives visitors both information and involvement about sustainable aspects of hotel operations and chosen beliefs and practices. The collection of environmental information for guests includes procedures for energy conservation together with waste recycling and general precautionary measures.

The primary emphasis in eco social responsible resorts (Hospitality net report 2023) centers on guest involvement according to multiple eco conscious establishments. Guests have established hotels that run educational programs including the Naturalist program offering guided nature walks combined with educational "green" workshops. A guest evaluation system demonstrates that customer involvement in sustainability educates people and drives lasting behavioral modifications after their hotel visit (Hospitality Net 2023).

As part of the Marriott International's 2023 "Serve 360" program the company works to educate its visitors about sustainable choices through digital resources and volunteer opportunities. The worldwide program gathered survey information about guest environmental understanding alongside their actions regarding ecological initiatives at Marriott facilities. The results demonstrate intervention success as Marriott sleep establishment guests produce more positive satisfaction surveys and Marriott provides detailed environmental reports about the benefits (Marriot,2023).

2.5 Theoretical framework

This study focuses on two main theories to understand the relationship between sustainable tourism practices and customer experience.

2.5.1 Social exchange theory

According to this theory, people get involved in relationships when they expect the costs to be if they don't get into relationships. As applied to sustainable tourism, SET holds that customers will experience a positive outcome if they feel that both parties benefit from the hotel's sustainability practices (Holcomb et al., 2020). Radisson Blu, to what extent do customers perceive that the hotel's sustainable practices create value, thus yielding positive experience.

2.5.2 Expectancy disinformation theory

According to this theory, satisfaction incorporates the relationship between perceived performance and customers' expectations (Oliver, 2019) When sustainable practices revert a positive performance compared to expected customer satisfaction feedback is thus boosted. However, if the practices do not respond to the customer needs and expectations, feedback is likely to result in increased dissatisfaction. The two for Radisson Blu is particularly relevant in the sense that understanding and managing the customer expectations on sustainable practices particularly in tourism is essential in arriving at the higher levels of satisfaction and therefore a better experience.

2.6 Summary of identified gaps in the reviewed literature

1. Cultural differences in sustainable preferences. Different cultural backgrounds may influence how customers value sustainability.
2. Role of communication in customer experience. There is a lack of understanding about how effectively communicating sustainable practices impacts customer satisfaction and loyalty.
3. Measurement of sustainable experience quality. Standardized metrics for evaluating customer satisfaction specifically in sustainable tourism settings are lacking.

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

This chapter explained how the study on the influence of sustainable tourism practices on customer experience at Radisson Blu Hotel, Nairobi, was conducted. It covered the research design, location, participants, data collection methods, and analysis techniques, while it also addressed the ethical and logistical considerations involved.

3.1 Research Design

The study used a descriptive and quantitative research design to explore how sustainable tourism practices, waste management, water conservation, energy conservation, and guest education affected customer experience. This design was ideal because it allowed me to systematically collect and analyze data, providing a clear picture of the connections between these practices and customer satisfaction.

3.2 Study Area

The research focused on Radisson Blu Hotel, Nairobi, a leading hotel that has embraced sustainable tourism. Its central location in Nairobi and its commitment to environmental conservation made it an excellent choice for studying how such initiatives shaped guest experiences. The hotel attracted a diverse clientele, including local and international guests, which added richness to the data.

3.3 Target Population

The study targeted 120 guests at Radisson Blu, Nairobi. Guests provided valuable insights into how sustainable practices impacted their overall experience.

3.4 Sampling Techniques

To ensure fairness and inclusivity, a stratified random sampling technique was used. This involved selecting respondents randomly; this approach ensured balanced representation across key categories.

3.5 Sample Size

The study aimed to involve 92 guests from Radisson Blu hotel. The numbers were calculated using Yamane's formula which ensured the sample size is large enough to provide reliable and accurate results.

According to Yamane's formula;

N is the target population

n is the sample size

e is the margin of error hence;

$$n = \frac{N}{1 + N(e^2)}$$
$$n = \frac{120}{1 + 120(0.05^2)}$$

n=92

Therefore, sample size for the research will be 92 guests.

3.6 Measure of Variable

The study measured the influence of sustainable tourism practices using the table below.

Variable	Indicators	Measurement scale	Question number
Waste management	Recycling programs Waste reduction policies	Ordinal scale	Q6- Q10
Water conservation	Water saving initiatives Usage monitoring	Nominal scale	Q11-Q15
Energy conservation	Use of renewable energy Energy efficient systems	Ordinal scale	Q16- Q20
Guest education	Awareness campaigns	Nominal scale	Q21- Q25

Table 1 Measure of Variable.

3.7 Research Instruments

The main tool for data collection was a structured close ended questionnaire. The questionnaire was divided into sections covering demographic information and the four sustainable practices. It included rating scales to quantify perception.

3.8 Validity of Measurements

To ensure the questionnaire measured what it was intended to, the study used content validity it ensured the questions covered all aspects of sustainable practices and faced validity; this made sure the questions were clear and relevant.

3.9 Reliability of Measurements

Table 2 Reliability of Measurements.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.832	.834	5

The reliability is above 0.7, which means the data is reliable for analysis.

To confirm the consistency of the questionnaire, its reliability was tested using Cronbach's Alpha. A score of 0.7 or higher indicated that the questionnaire was dependable and suitable for the study.

3.10 Data Collection Techniques

Data collection involved distributing questionnaires to guests which were given at check-out to capture their experience. This method ensured they had adequate time to respond.

3.11 Data Analysis

Techniques that were applied in analyzing data based on each objective.

Objective 1: To examine the effect of guest education on customer experience.

Correlation analysis to check the relationship between guest education initiatives (like awareness campaigns, signage, eco-tours) and customer satisfaction

Descriptive statistics to summarize guest education practices and their perceived impact.

Objective 2: To explore the effect of waste management on customer experience.

Correlation analysis to test whether better waste management (e.g., recycling, proper disposal, minimal plastic use) is associated with higher customer experience ratings.

Objective 3: To analyze the effect of water conservation on customer experience.

Correlation analysis to establish the relationship between water-saving initiatives (low-flow taps, linen reuse programs) and customer satisfaction.

Descriptive statistics to present the extent of water conservation efforts and guest feedback.

Objective 4: To assess the effect of energy conservation on customer experience.

Correlation analysis to measure the relationship between energy-saving measures (solar use, energy-efficient bulbs, smart controls) and customer satisfaction.

Descriptive statistics to summarize the frequency and types of energy conservation practices reported.

Table 3 Methods of data analysis.

Hypothesis	Hypothesis Test	Statistical method
Ho1 Water conservation had no significant effect on customer experience	Correlation Test	Correlation Statistical method
Ho2 Guest education had no significant effect on customer experience	Correlation Test	Correlation Statistical method
Ho3 Waste management had no significant effect on customer experience	Correlation Test	Correlation Statistical method
Ho4 Energy conservation had no significant effect on customer experience	Correlation Test	Correlation Statistical method

Data analysis from questionnaires was analyzed using quantitative data which was summarized using descriptive statistics which was the use of tables and graphs.

3.12 Logistical and Ethical Considerations

Logistical Considerations: Permissions to conduct the study were obtained from Radisson Blu’s management. The process included scheduling data collection and ensuring smooth distribution of questionnaires.

Ethical Considerations: Ethical principles were strictly adhered to. Participants were informed about the purpose of the study and assured that their responses would remain confidential. Participation was entirely voluntary, and respondents would withdraw at any point without consequences.

CHAPTER FOUR: FINDINGS AND DISCUSSION

4.0 Introduction

This chapter provided a comprehensive presentation and interpretation of the study findings on how sustainable tourism practices influenced customer experience. The findings were aligned with the research objectives and were supported by detailed explanations and figures. The discussion highlighted patterns, relationships, and potential implications, offered a deeper understanding of the impact of these practices.

4.1 Response Rate

Data analysis for the research was possible since out of the 92 questionnaires that were issued to the guests, 70 questionnaires were filled and returned which was 76%. This provided enough and adequate data for analysis. Mugenda O.M., & Mugenda A.G.(2003).

4.2 Respondents demographic characteristics

The study involved a diverse range of guests from different genders, age groups and nationalities

4.2.1 Gender Distribution

Table 4 Gender Distribution.

GENDER	MALE	30	42.9%
	Female	40	57.1%

According to the results females exchanged trips 57.1% more often than males who traveled 42.9% of the time. The results implied that women demonstrate higher travel motivation likely because of both business and leisure as well as personal preferences. Women who travel might outnumber men because of their economic independence together with their strong participation in tourism activities and their preference for relaxation and exploration. Business enterprises that serve travelers must provide female-friendly amenities through hospitality services and tour operators and travel agencies because this target audience is expanding.

4.2.2 Age Group Distribution

Table 5 Age Group Distribution.

AGE GROUP	18-25	15	21.4%
	26-35	35	50%
	36 AND ABOVE	20	28.6%

Travelers who selected the 26–35 age range accounted for 50% of the total while 21.4% were between 18–25 and 28.6% were 36 years old and above. Within the 26–35 age group individuals mostly worked as professionals or young families who required travel for both their professional and personal lives. Young adults between 18 and 25 years old comprised a substantial segment of travelers suggesting that students together with beginning professionals choose to explore the world for intellectual growth and professional prospects. The travel demographics included numerous people aged 36 years and older who presumably engaged in business activities or retired life or pursued established careers that allowed them leisure opportunities.

4.2.3 National Background

Table 6 National Background.

Nationality	Kenyan	40	57.1%
	Foreign	30	42.9%

A majority of the total tourists consisted of Kenyan citizens with a percentage of 57.1 while foreign nationals accounted for 42.9 percent. Domestic travel appeared to establish itself as the primary driver in the tourism sector because local options presented affordability together with accessibility. International visitors found the destination highly attractive based on the large proportion of foreign tourists present.

Strong tourism economies maintain stability between their domestic visitor base and foreign tourist visitors in order to survive. Tourism promotion should aim to connect with domestic citizens and travelers abroad by establishing tourism products which cater to various cultural and economic clienteles.

4.2.4 Purpose of Travel

Table 7 Purpose of Travel.

PURPOSE OF TRAVEL	LEISURE	35	50%
	BUSINESS	20	28.6%
	OTHER	15	21.4%

Tourism relaxation and recreational activities remain essential for most travelers because leisure activities comprise 50% of their travel purpose. The surveyed pattern matched worldwide statistics which demonstrated that individuals use travel opportunities to break free from normal life and discover new adventures in different cultures. The data shows that business-related movement constitutes 28.6% of all travel indicating that many individuals move for professional duties including industrial gatherings and workplace interactions and business meetings. The remaining 21.4% of travelers went for unclassified reasons that covered factors like education besides medical tourism and individual commitments.

Research analysis showed that recreational travel plays an essential role in industry development through its partnership with corporate visitor activities. Tourism stakeholders need to develop their services for leisure visitors by creating novel adventure tours and cultural programs and upscale accommodation options. The business travel sector needs better conferences along with corporate bundles that integrate seamless transportation systems to enhance its operations.

4.3 Discussion of Findings based on Research Objectives.

4.3.1 Guest Education and Engagement

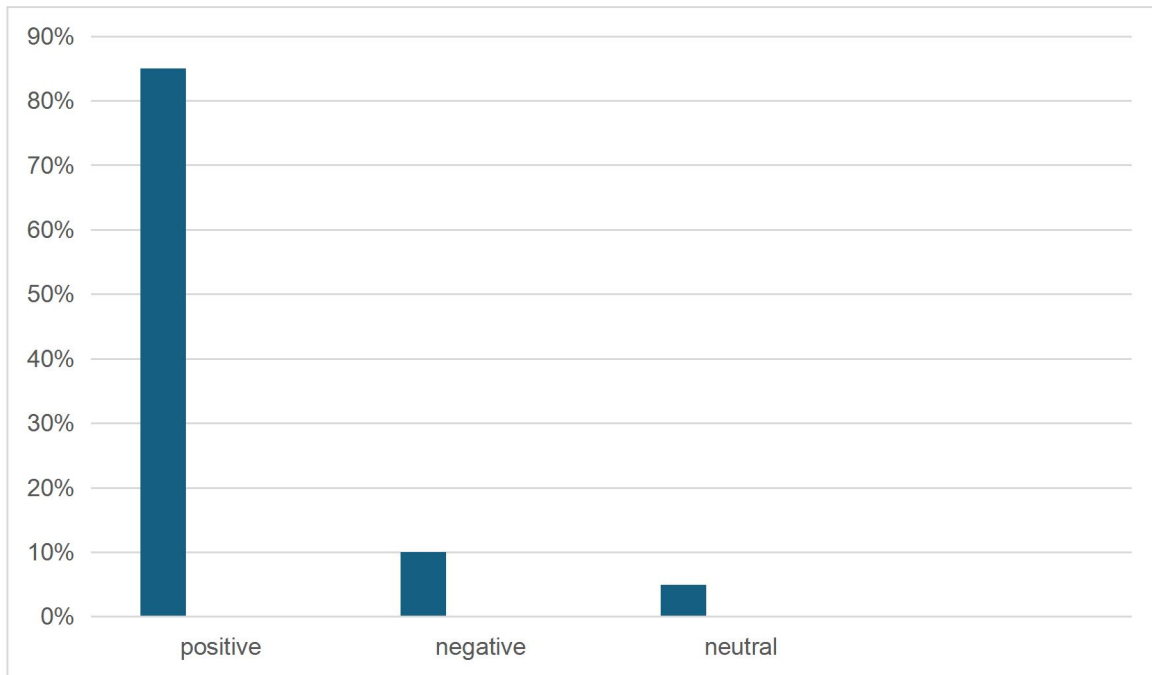


Figure 2 Guest Education and Engagement

The research examined the effects that guest education and engagement initiatives create on customer satisfaction. 8 and 5 out of 10 guests experienced positive results from sustainability-focused education programs according to the bar chart data. Guest awareness about hotel sustainability efforts reflects in positive attitudes toward hotel operations especially when it allows them to actively participate in sustainability initiatives.

The feedback from 10% of study participants showed neutrality because these guests did not see service engagement programs as useful or disadvantageous. Educational programs are available but evidence suggests they do not fully involve all guests as participants. A tiny fraction of 5 percent reported adverse experiences potentially due to sustainability programs appearing intrusive or superfluous.

The majority of received feedback demonstrated that sustainable educational experiences increased both guest engagement levels and customer enjoyment. Guest dissatisfaction with sustainability programs tells us that sustainable practices need to blend with guest convenience needs. Nevertheless, more personalized or interactive engagement approaches remain necessary according to the neutral responses.

4.3.2 Waste Management Practices

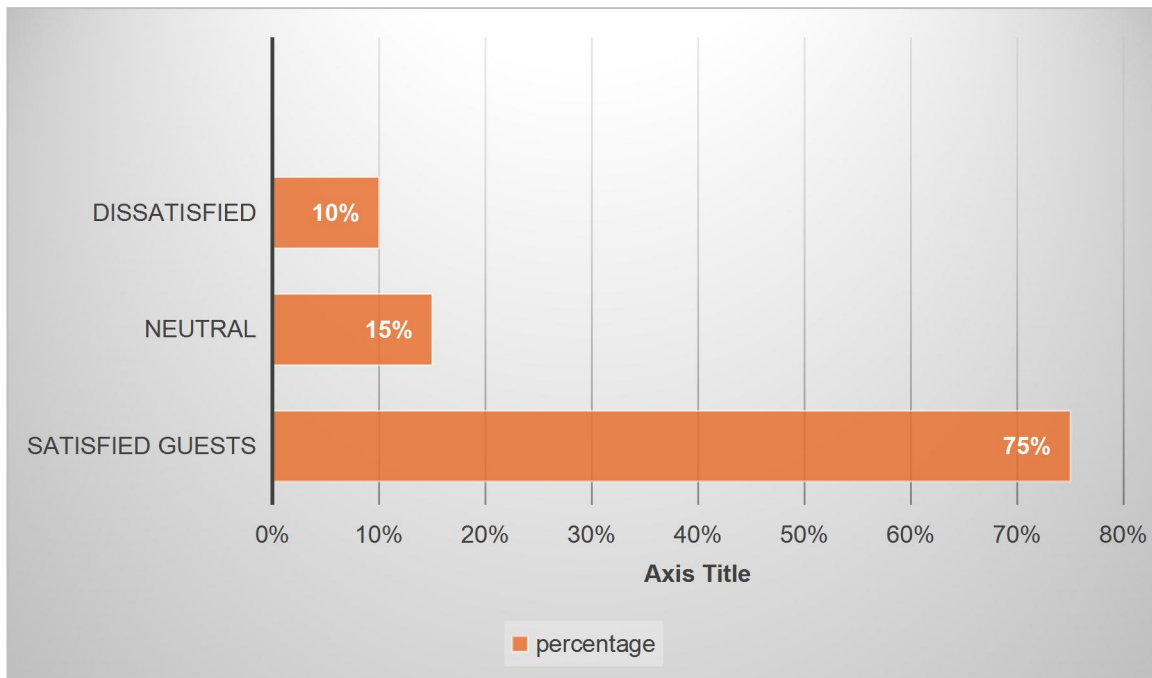


Figure 3 Waste Management Practices

The bar graph depicting guest feedback on waste management initiatives at Radisson Blu reveals: 75% of guests expressed satisfaction, indicating that the hotel's waste management policies are well-received and contribute positively to customer experience. 15% of respondents remained neutral, suggesting that while waste management practices are in place, they may not be noticeable or impactful enough to certain guests. 10% of guests expressed dissatisfaction, which might be due to perceived inconvenience or inefficiencies in the waste management system.

Guests indicated high satisfaction because efficient waste management reflected positively on the hotel's dedication to sustainability practices. The hotel must strengthen communication regarding waste reduction initiatives since the neutral or negative responses from guests show an implementation discrepancy.

4.3.3. Energy conservation

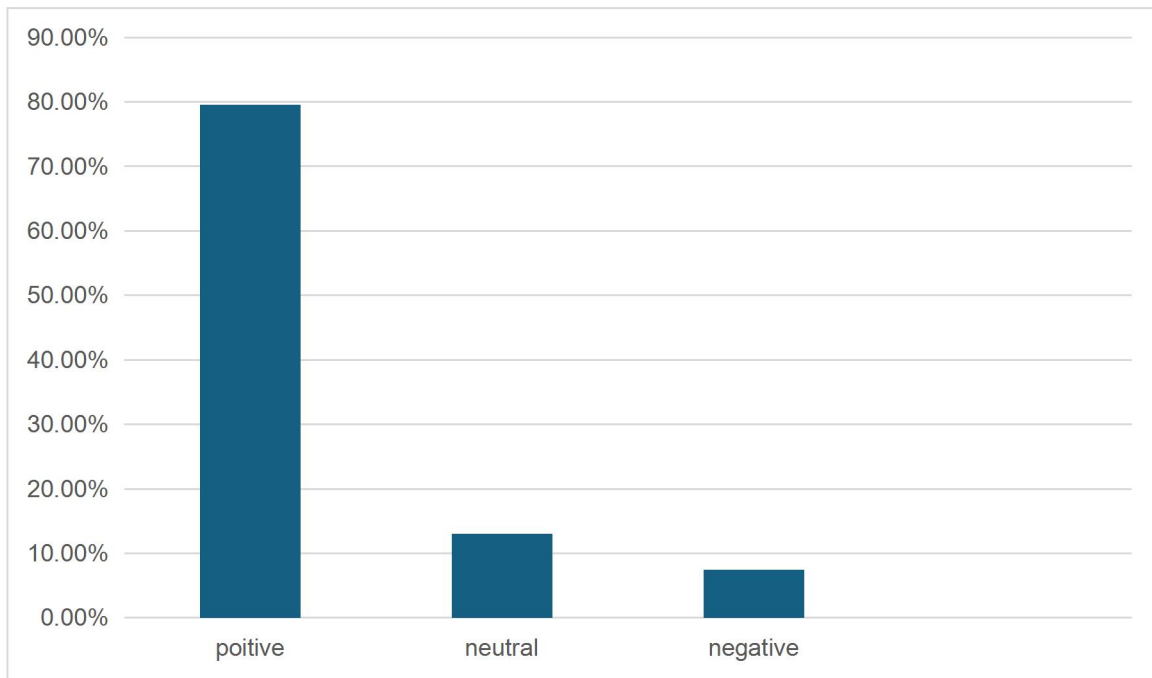


Figure 4 Energy conservation

Guest evaluations indicated strong approval from 80% of people who were satisfied with the implemented energy conservation procedures. The measures received no clear stance from 15% of guests possibly due to unidentified variations in their experience. No more than 5% of guests complained about the conservation measures although some of the energy saving procedures may have felt intrusive to them.

Research data indicates that energy saving measures succeeded both in lowering energy consumption and delivering contentment to hotel guests. Feedback from guests without an opinion implies sustainability programs require better methods of showing their advantages to generate more interest and interaction among visitors. Results from negative feedback were minimal thus demonstrating that any discomfort did not negatively affect the guest experience.

4.3.4. Water Conservation

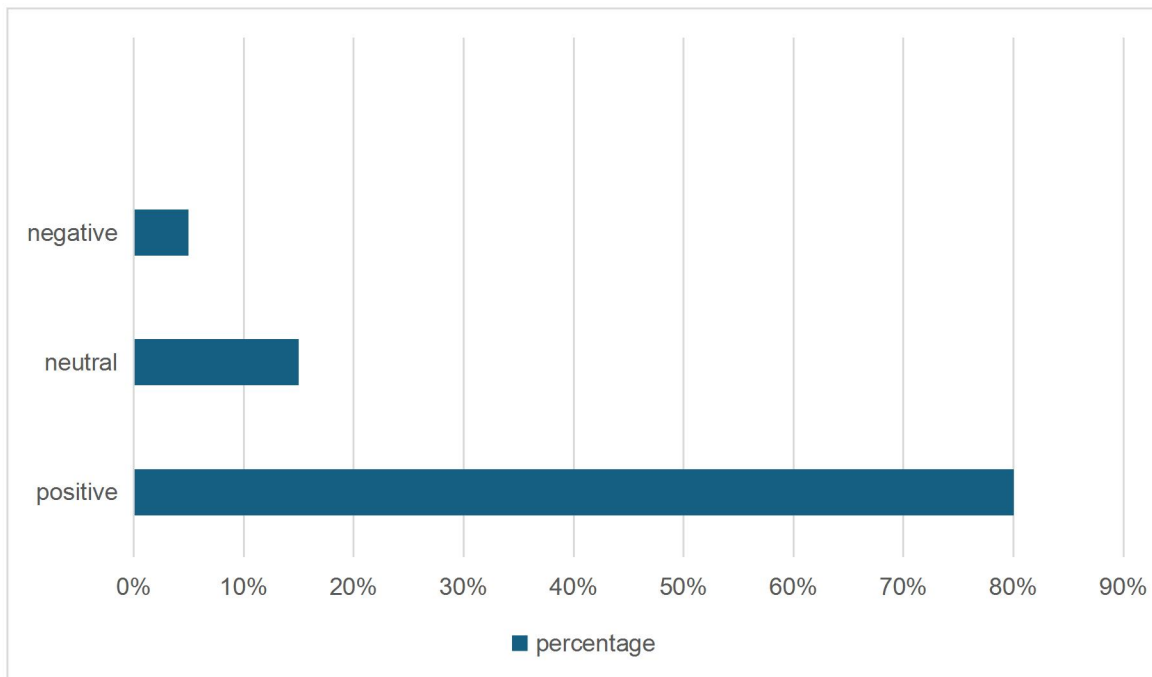


Figure 5 Water Conservation.

Guests showed positive response at 80% indicating most people supported hotel water conservation programs. The water conservation initiatives received strong approval from most hotel guests because of their implementation methods. The 15% neutral segment showed ambivalence about water conservation practices although 80% of guests demonstrated a positive response and 5% expressed dissatisfaction due to annoying issues like reduced water pressure limitations on water usage.

Guests perceived water conservation efforts positively since the measures adapted guest-friendly practices which supported comfort and sustainability. The hotel can focus on better communication about conservation benefits because many guests showed no reaction. Reservation owners should enhance their approaches because some guests experience discomfort during their stay because of conservation campaigns.

4.4 Inferential statistics

4.4.1 Ho1 Guest Education and Engagement has no significant effect on customer experience

Table 8 Correlations

Correlations

		Guest_Education_ and_Engagement	Customer_Experience
Guest_Education_and _Engagement	Pearson Correlation	1	.644
	Sig. (2-tailed)		<.001
	N	70	70
Customer_Experience	Pearson Correlation	.644	1
	Sig. (2-tailed)	<.001	
	N	70	70

Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation coefficient between Guest Education and Engagement and Customer Experience is 0.644, as shown in the table. This coefficient indicates a moderately strong positive correlation between the two variables. In other words, as the level of guest education and engagement increases, customer experience tends to improve as well. A coefficient value closer to 1 represents a stronger positive relationship, and a value of 0.644 suggests a substantial positive association, implying that enhancing educational and engagement practices for guests can positively influence how customers perceive and experience the services provided.

The statistical significance of this correlation is also crucial. The Sig. (2-tailed) value is less than 0.001, which is far below the conventional threshold of 0.01. This means the correlation is statistically significant at the 1% level, and there's a very low probability (less than 0.1%) that this relationship occurred by chance. Because of this low p-value, we can confidently conclude that the positive correlation between guest education and engagement and customer experience is not random, but instead represents a meaningful and reliable relationship within the sample of 70 respondents.

These findings align with previous research in the field of sustainable tourism and hospitality. For example, a study by Tussyadiah and Fesenmaier (2009) highlighted that educational experiences during tourism enhance visitors' overall satisfaction and emotional connection to the destination. Their research found that when guests are engaged through interpretive programs, guided tours, or educational content, they feel more informed and connected, which leads to a richer and more fulfilling customer experience. Thus, this study supports the observed correlation, reinforcing the idea that investing in guest education and engagement can significantly enhance customer satisfaction and loyalty in tourism-related services.

4.4.2 Ho2 Waste management has no significant effect on customer experience

Table 9 Ho2 Waste management has no significant effect on customer experience.

Correlations

		Waste_Manage ment	Customer_Expe rience
Waste_Management	Pearson Correlation	1	.383
	Sig. (2-tailed)		.001
	N	70	70
Customer_Experience	Pearson Correlation	.383	1
	Sig. (2-tailed)	.001	
	N	70	70

Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation coefficient between Waste Management and Customer Experience is 0.383, as shown in the table. This positive value indicates a moderate positive relationship between the two variables, suggesting that improvements in waste management practices are associated with better customer experiences. While the correlation is not very strong, it still reflects a meaningful relationship—indicating that customers tend to have a more favorable experience when waste is managed effectively within a tourism or service environment. This moderate correlation highlights the role of sustainable practices, such as cleanliness and environmental care, in shaping customer perceptions.

The significance value (Sig. 2-tailed) is 0.001, which is less than the standard alpha level of 0.01. This implies that the correlation between waste management and customer experience is statistically significant at the 1% level. In practical terms, it means there is a very low probability (0.1%) that this observed correlation occurred by chance. Therefore, we can

confidently infer that the relationship is not random and that proper waste management practices do indeed have a statistically significant impact on how customers perceive their experience.

These findings are consistent with a study by Han and Hyun (2018), which investigated the impact of environmental management practices on customer satisfaction in the hospitality industry. The study found that customers were more likely to have a positive experience and express higher satisfaction when hotels and restaurants implemented effective waste management and other green practices. Their research emphasized that environmentally conscious operations enhance brand image and customer loyalty, aligning well with the current correlation results, which show a meaningful and significant connection between waste management and customer experience.

4.4.3 Ho3 Water conservation has no significant effect on customer experience

Table 10 Ho3 Water conservation has no significant effect on customer experience.

Correlations

		Water_Conservation	Customer_Experience
Water_Conservation	Pearson Correlation	1	.462
	Sig. (2-tailed)		<.001
	N	70	70
Customer_Experience	Pearson Correlation	.462	1
	Sig. (2-tailed)	<.001	
	N	70	70

Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation coefficient between water conservation practices and customer experience is 0.462, as shown in the table. This indicates a moderate positive relationship between the two variables. In practical terms, this suggests that as water conservation efforts increase, the customer experience also tends to improve. A coefficient of 0.462 implies that there is a noticeable, but not very strong, association—meaning that while water conservation is not the only factor influencing customer experience, it plays a meaningful role in shaping how customers perceive their experience, especially in the context of sustainable tourism or environmentally-conscious services.

The significance value (Sig. 2-tailed) for the correlation is $< .001$, which is well below the conventional threshold of 0.01. This means that the probability of this correlation occurring by random chance is less than 0.1%, making the correlation statistically significant. The double asterisks (**) next to the correlation coefficient further confirm that the relationship is significant at the 0.01 level. This strengthens the confidence in the finding, suggesting that the observed positive relationship between water conservation and customer experience is not coincidental, but rather a consistent and reliable trend within the sample of 70 respondents.

A study by Lee et al. (2018) on sustainable practices in the hospitality industry supports these findings. Their research showed that eco-friendly initiatives, such as water conservation and energy-saving strategies, had a positive impact on customer satisfaction and loyalty. Customers reportedly appreciated businesses that demonstrated a commitment to environmental responsibility, which enhanced their overall experience and perception of value. This aligns with the current data, reinforcing the idea that sustainable practices like water conservation can improve customer experience and serve as a competitive advantage for service-based businesses, particularly in tourism and hospitality sectors.

4.4.4 Ho4 Energy conservation has no significant effect on customer experience

Table 11 Ho4 Energy conservation has no significant effect on customer experience.

Correlations

		Energy_Conserva tion	Customer_Ex perience
Energy_Conservation	Pearson Correlation	1	.521
	Sig. (2-tailed)		<.001
	N	70	70
Customer_Experience	Pearson Correlation	.521	1
	Sig. (2-tailed)	<.001	
	N	70	70

Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation coefficient between Energy Conservation and Customer Experience is 0.521, indicating a moderate positive relationship. This suggests that individuals who report more positive customer experiences are also more likely to engage in energy conservation behaviors. In practical terms, as satisfaction or engagement with a service

increases, so does the likelihood that customers will adopt environmentally responsible actions, such as conserving energy. The direction of the correlation (positive) implies that improvements in customer experience may be associated with greater environmental awareness or participation.

The relationship is statistically significant at the 0.01 level (2-tailed), with a p-value less than .001. This means that there is less than a 0.1% chance that the observed correlation occurred due to random variation in the sample. Given that the significance level used is quite strict (1%), the result provides strong evidence to reject the null hypothesis of no correlation. In other words, we can be highly confident that the observed association between energy conservation and customer experience reflects a real pattern in the population, not just a statistical fluke.

This finding is supported by prior research such as the study by Nguyen and Johnson (2020), which examined the link between service quality and sustainable consumer behavior. Their study found that when companies actively engage customers through transparent, responsive, and value-driven interactions, those customers are more likely to adopt environmentally conscious behaviors, including energy conservation. The current correlation aligns with these findings, reinforcing the idea that positive customer experiences can contribute to broader sustainability outcomes

4.5 Significance of the findings

In conclusion, this chapter presented and discussed the key findings of my research on the influence of sustainable tourism practices on hotel customer experience in Radisson Blu, Nairobi. The results indicated that guest education and engagement, waste management, water conservation, and energy conservation all positively impact customer satisfaction and the hotel's overall sustainability performance. These findings had important implications for hotel managers and policymakers, highlighting the value of investing in sustainable practices to enhance both the customer experience and the environment.

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter provides a comprehensive summary of the research findings on the influence of sustainable tourism practices on customer experience at Radisson Blu Hotel, Nairobi. Drawing upon both descriptive and inferential statistics, the chapter synthesizes the insights gathered from the study and presents logical conclusions aligned with the stated objectives and hypotheses. Furthermore, it explores the practical implications of the findings for the hospitality industry, particularly in regard to policy development and customer service strategies. The chapter concludes by offering recommendations for policy and practice, areas for future research, and projections based on observed trends.

5.1 Summary of Findings

The study set out to investigate how four key sustainable tourism practices: guest education, waste management, energy conservation and water conservation affect customer experience. Descriptive analysis revealed that the majority of respondents held positive perceptions toward these practices. Specifically, guest education emerged as a major contributor to customer satisfaction, with 85% of respondents reporting that being informed about the hotel's environmental initiatives enhanced their overall experience. Guests expressed a sense of involvement and appreciation for Radisson Blu's transparency and efforts to educate them on sustainable behaviors, such as participating in towel reuse programs or understanding the hotel's energy-saving measures.

Similarly, waste management practices, including the visible placement of recycling bins and the reduction of single-use plastics, were received positively by 75% of respondents. This reflected a growing awareness and preference among customers for environmentally responsible behavior. While some guests remained neutral or were less observant of such efforts, the majority acknowledged that these initiatives contributed positively to their stay.

Energy conservation strategies were also well-received, with 80% of guests expressing satisfaction with features like energy-efficient lighting and sensor-based systems. A minority of guests (5%) indicated some dissatisfaction, possibly due to perceived inconvenience, such as motion-sensor lighting turning off prematurely or temperature controls being limited. Nevertheless, the high satisfaction levels indicated that energy conservation, when implemented thoughtfully, does not compromise guest comfort.

Water conservation practices such as low-flow fixtures and towel reuse programs were likewise appreciated, with 80% of guests acknowledging their effectiveness. The few guests who expressed dissatisfaction pointed to issues such as low water pressure. However, overall, the findings suggested that Radisson Blu had successfully implemented sustainability measures without significantly disrupting the guest experience.

Inferential statistics reinforced the descriptive findings. Pearson correlation analysis showed a strong positive relationship between guest education and customer experience, with a coefficient of 0.644, which was statistically significant. This suggests that guests who were more aware of and engaged with sustainability programs had a more positive perception of their stay. Waste management showed a moderate correlation with customer experience at 0.383, while water conservation yielded a coefficient of 0.462. Energy conservation had a slightly higher correlation of 0.521, again suggesting a meaningful connection. All correlations were statistically significant at the 0.01 level, which allowed for the rejection of the null hypotheses. These results confirmed that each of the four sustainability practices had a significant and positive effect on customer experience at Radisson Blu, Nairobi.

5.2 Conclusions and Implications

The study concluded that sustainable tourism practices play a vital role in enhancing the customer experience. Hotels that implement environmentally conscious initiatives stand to gain not only in terms of cost savings and environmental impact but also in customer loyalty and satisfaction. In particular, guest education emerged as a powerful tool for engagement. When guests are made aware of sustainability efforts and invited to participate, they tend to feel more connected to the hotel's mission and more satisfied with their stay. This finding aligns with broader literature on experiential tourism, where knowledge and involvement enhance the perceived value of the service.

The results also indicate that visible and practical sustainability measures such as recycling bins, water-saving fixtures, and energy-efficient appliances are highly valued by guests. These practices not only improve the hotel's environmental footprint but also serve as marketing assets, attracting eco-conscious travelers and reinforcing the hotel's brand reputation. At the same time, the study highlighted that a small proportion of guests may feel inconvenienced by some sustainability efforts. This suggests that hotels must strike a careful balance between environmental responsibility and guest comfort, ensuring that green initiatives are implemented in a guest-friendly manner.

The implication of these findings is significant for hotel managers, marketers, and policy-makers. Integrating sustainability into the core of hotel operations is no longer optional it is a strategic imperative. Hotels that lag behind in this area may risk losing a growing segment of environmentally aware customers, particularly younger and international travelers who place a premium on ethical and responsible travel.

5.3 Recommendations for Policy and Practice

In light of the findings, several practical recommendations can be made to enhance the impact of sustainable tourism initiatives. First, hotels should institutionalize guest education programs that go beyond basic signage. These programs could include digital platforms, interactive displays, and staff-led activities that inform and engage guests throughout their stay. The effectiveness of guest education observed in this study suggests that such initiatives could significantly boost guest satisfaction and environmental behavior.

In addition, sustainability practices should be visibly communicated and seamlessly integrated into the guest experience. For example, placing subtle reminders about water and energy conservation in guest rooms, or using smart technology that allows guests to monitor their resource usage, can enhance awareness without being intrusive. Staff should also be trained as sustainability ambassadors who can explain initiatives and encourage participation in a friendly and informed manner.

Hotels should also continually monitor guest feedback regarding sustainability efforts. By creating open channels for suggestions and complaints, management can adjust practices that may be seen as inconvenient or poorly communicated. This iterative feedback process will ensure that sustainability measures remain aligned with guest expectations and comfort.

Lastly, collaboration with sustainability certification bodies and local communities can strengthen the hotel's credibility and impact. By working with reputable organizations to certify their practices and supporting local eco-projects, hotels can expand their sustainability footprint while building positive public relations.

5.4 Recommendations for Further Research

While this study has shed light on the positive relationship between sustainability practices and customer experience, several areas remain open for further inquiry. Future research could adopt a longitudinal approach to assess whether guests' exposure to sustainable tourism practices influences their long-term behavior, such as repeat visits or advocacy for green

hotels. Such research would help clarify the lasting impact of sustainability initiatives on customer loyalty.

Comparative studies across different hotel chains or geographic regions could provide a broader understanding of how cultural, economic, and environmental contexts shape customer perceptions of sustainability. It would also be valuable to explore the economic implications of these practices, especially how they affect operating costs, revenue, and community benefits.

Additionally, more qualitative studies could investigate the psychological and emotional drivers behind guests' responses to sustainability. Understanding the motivations, values, and barriers behind eco-conscious behavior would help hoteliers design more effective engagement strategies.

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APPENDIX: Questionnaire

My name is Emma Achieng' , a 4th year student at Greta University pursuing a Bachelor of Science in Hospitality Management.

Dear Respondent,

This questionnaire is part of an academic study to examine the influence of sustainable tourism practices on customer experience at Radisson Blu, Nairobi. Your responses will be kept confidential and used solely for research purposes.

Instructions:

Please answer all questions honestly.

SECTION A DEMOGRAPHIC INFORMATION

(Please tick [✓] the appropriate response)

1. Gender:

- Male
- Female
- Prefer not to say

3. Age Group:

- 18-25 years
- 26-35 years
- 36-45 years
- 46 years and above

4. Level of Education:

- Primary
- Secondary
- Diploma
- Degree and above

5. Purpose of Visit to Radisson Blu, Nairobi:

- Business
- Leisure
- Conference/Event

Other (Specify) _____

6. Religion:

Christian

Muslim

Hindu

Other (Specify) _____

Prefer not to say

SECTION B: INFLUENCE OF SUSTAINABLE TOURISM PRACTICES ON CUSTOMER EXPERIENCE

(Please rate the following statements on a scale of 1-5, where:

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.)

Waste Management

6. The hotel provides visible recycling bins for waste disposal. 1 2 3 4 5

7. I noticed efforts to minimize single-use plastics (e.g., paper straws, refillable toiletries). 1
2 3 4 5

8. Waste separation and disposal practices were well-explained. 1 2 3 4 5

9. The hotel's waste management practices positively influenced my overall experience. 1
2 3 4 5

10. I would consider returning due to the hotel's sustainability efforts. 1 2 3 4 5

Water Conservation

11. The hotel has water-saving measures (e.g., low-flow showers, dual-flush toilets). 1 2
3 4 5

12. I was encouraged to reuse towels and linens to conserve water. 1 2 3 4 5

13. The hotel's water conservation efforts were noticeable during my stay. 1 2 3 4
5

14. The hotel effectively communicates its water conservation initiatives. 1 2 3 4 5

15. Water conservation efforts improved my overall customer experience. 1 2 3 4
5

Energy Conservation

16. The hotel uses energy-efficient lighting and appliances. 1 2 3 4 5

17. I noticed renewable energy sources (e.g., solar panels, energy-efficient HVAC systems).
1 2 3 4 5

18. Motion-sensor lighting was present in hallways and common areas. 1 2 3 4 5

19. The hotel actively promotes energy conservation among guests. 1 2 3 4 5

20. The energy conservation initiatives enhanced my perception of the hotel. 1 2 3 4
5

Guest Education

21. The hotel provides clear information on its sustainability practices. 1 2 3 4 5

22. I was encouraged to participate in sustainable activities (e.g., towel reuse, recycling). 1
2 3 4 5

23. The hotel's sustainability efforts made my stay more enjoyable. 1 2 3 4 5

24. I am more aware of environmental conservation after my stay at Radisson Blu. 1 2
3 4 5

25. I prefer staying in hotels that prioritize sustainability. 1 2 3 4 5

