

Study on Consumer Perception towards Green Practices Adopted by 5 Star Hotels in Mumbai City

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Abstract: *This research study provides a brief review of environmental issues in hotels and identifies the green values of the consumers, their level of awareness about environmental issues, green products and practices. Though there are talks in circles about think luxury, think responsibly, being responsible without compromising on guest experience is rather a challenge. Non-Green hotels are not only practicing green initiatives but also encouraging guest's participation. This paper highlights the consumers' perception and preferences towards green practices and products that are currently adopted by 5 star hotels in Mumbai.*

Keywords: Hotels

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