

A Critique of the Methodological Approaches to Hotel Guest Green Consumerism Empirical Researches Since 2000

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Abstract:

This article reviews and critiques the methodological approaches and processes adopted to date by past researchers on hotel guest green consumerism with a view to making methodological improvements in this academic discourse. 100 journal articles published since 2000 were reviewed to produce this article. The short time span covered by the study reveals the recency of hotel guest green consumerism studies as an academic discourse, with most of the publications appearing after 2005. This research revealed that previous researches on hotel guest green consumerism contained conclusions based on studies mostly carried out, out of context, with unknown sampling frames and therefore most probably unrepresentative samples. Most of these studies have also been carried out in the global north such as the USA and therefore raising questions on the applicability of the recommendations emanating from them to the global south. This study recommends that the methodological shortcomings raised in this paper be addressed in order to increase the validity and reliability of future research findings in this discipline. There is also a dire need to spread research on hotel guest green consumerism issues to developing countries as hotels in these countries have different patronage and operate under different PESTEL environments.

Keywords: Hotel, Green Consumerism, Green Guest, Methodological Weaknesses, Methodological Approaches