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**October 19-20, 2022**

**Barcelona, Spain**

## Evaluating the effects of hotel location on the adoption of green management strategies and hotel performance

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Previous researchers have found a trade-off between the implementation of proactive environmental strategies and company performance. But far less is known about the role of locational factors in this context. This study proposes a theoretical model demonstrating that hotel location plays a relevant role in the implementation of green strategies and hotel performance. We identify locational characteristics associated with a peer effect in the hotel industry and geographic proximities from hotels to external facilities. Using unique web scraped data on a disaggregated point-level data sample of hotels in Barcelona, Spain, we find that spatially concentrated areas with a greater density of green hotels and geographic proximity from green hotels to places of interest and natural resources play fundamental roles in the likelihood of implementing sustainable management practices. Our analysis shows the need to consider locational factors when green management strategies in hotels are examined. Locational variables show higher explanatory coefficients than some variables representing internal hotel characteristics. Our study contributes to green management literature in the tourism sector by highlighting the importance of including external networks and locational characteristics in the design of sustainable hotel management practices.

### Biography

Mariluz Mate currently works at the Department of Economics, Finance and Accounting at the Universidad Politécnica de Cartagena. Mariluz does research in Economic Geography applied on firms' behaviour. Currently she is involved in different projects on this topic: financial analysis, business failure or spatial big data are some of them.