

**THE EFFECT OF SUSTAINABLE PRACTICE ADOPTION ON GUEST  
SATISFACTION AT TEMMS HOTEL, NAMUGONGO**

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## DECLARATION

I, Lakot Brandy, testify that this is my own work, and it has not been entered in any other institution to any award.

Student's Name: Lakot Brandy


Signature:



Date: 28/02/2026

## APPROVAL

This is in order to certify that this dissertation is entitled as "The Effect of Sustainable Practice Adoption on Guest Satisfaction at Temms Hotel Namugongo" has been carried out and is now presented under my inspection, and is subjected to examination with my approval as the University Supervisor.

Signature: 

MR. JUUKO JULIUS  
(University Supervisor)

Date: 28/02/2026

## **DEDICATION**

This thesis is lovingly dedicated to my dear mother. Her unwavering love, never ending sacrifices, and constant encouragement. She has been the ingredients of my school life and the fuel that has powered me into everything I have accomplished.

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## **LIST OF ABBREVIATIONS AND ACRONYMS**

- COVID-19 - Corona virus Disease 2019
- EDT - Expectancy-Disconfirmation Theory
- eWOM - Electronic Word-of-Mouth (also appears as e-WOM)
- F&B Food and Beverage
- HVAC - Heating, Ventilation, and Air Conditioning
- LED- Light Emitting Diode
- LEED - Leadership in Energy and Environmental Design
- Mean
- $r$  - Pearson Correlation Coefficient
- RevPAR - Revenue Per Available Room
- ROI- Return on Investment
- SD - Standard Deviation
- SPSS - Statistical Package for the Social Sciences
- UGC - User-Generated Content

## **ABSTRACT**

This study investigated the effect of sustainable practice adoption on guest satisfaction at Temms Hotel Namugongo. While hotels increasingly adopt ecofriendly initiatives, it remained unclear whether these practices genuinely enhanced guest satisfaction or caused inconvenience within the Ugandan suburban hospitality context. Utilizing a mixed-methods concurrent triangulation design, data was collected from 132 hotel guests using structured questionnaires and from 5 hotel managers through interviews. The findings revealed that sustainable practices significantly influenced guest satisfaction, explaining 54% of the variance in satisfaction levels. Highly visible initiatives, particularly community engagement and waste reduction, generated the highest emotional contentment and brand loyalty. Conversely, operational measures like water conservation yielded mixed reactions when they compromised core guest comforts. The study concluded that sustainability must be authentic and guest-friendly to serve as a competitive advantage. It is recommended that hotels balance environmental conservation with baseline hospitality standards.

# CHAPTER ONE

## 1.1 Introduction.

In this introductory chapter, this chapter will present the background that prompted my study, the specific goal to be solved, its general aim and objectives, along with the research objectives guiding our exploratory agenda. The implications of this study for academia and the hospitality sector, and the study's scope, will be described.

## 1.2 Background of the Study.

Hotels across the globe must continue to innovate, as well as remain innovative on their continuous competitiveness and sustainability of their businesses. Kandampully et al. (2023) exemplify that, in the conventional service provision definition, contemporary hospitality is based on the traditional approach of service provision has shifted to memorable value adding experiences based on functional and above all emotional aspects. Equally, Buhalis et al. (2022) defines the hotel industry as a complex and technology sourced provider ecosystem, small and mid-market space to high end smart resorts an attempt to satisfy high demands of the emerging higher demands on modern and green shoppers.

The satisfaction of is the most significant part of the hotel performance in this transforming scenario on guests. Rita et al. (2022) affirm that satisfaction is not limited to transactional alone, service comes into contact and is a procedure of combined emotional evaluation of the entire guest experience. Han (2021) defines guest satisfaction as the level of extent when put in application of fulfilling the functional and performance of a hotel is satisfactory green needs of the modern travelers. Empirical data shows that great satisfaction of the guest highly affects customer loyalty, positive e-WOM, revisit intention and financial. Chua et al. (2021) explain that this means that the guest satisfaction is a performance (Legrand et al., 2022) strategic need to survive the competitive markets. Recent literature shows fulfillment is becoming more based on sustainability aspects. Dwi et al. (2023) note that in the modern world, the hotel is not evaluated by the service of the hotel, consider it as the only characteristic both the quality and comfort and also the environmental responsibility. Teng et al. (2021) argue that, in the present days, the

levels of guest satisfaction demonstrate that hotel activities are healthy congruence with personal environmental orientation of guests. This implies that emotional satisfaction and psychological position of emotional involvement and morality accountability make the guest experience more informed in all the four areas. Modern hospitality design includes design principles, design aesthetics, production efficiency and sustainability to develop experiences, which are immersive and impactful (Mackie, 2024).

The adoption of sustainable practices has taken a strategic priority within the hotel sector. The adoption of sustainable practice is a way of putting environmentally, socially and economically responsible operating and management practices into practice as a system to reduce environmental footprint while enhancing long-term organizational performance (Jones et al., 2023). In hotels, examples of such practices would comprise energy efficiency practices: energy savings, renewable energy sources, water use, water-saving processes, waste improvement/recycling technologies, sustainable sourcing materials, green building construction design, and environmental training for staff (Legrand et al., 2022; Aung et al., 2021). Not only do these practices lower operational expenditures but also contribute to enhancing brand image and corporate reputation.

Research findings indicate that the successful implementation of sustainable operations enhances the hotel's image and positively affects guest satisfaction. Legrand et al. (2022) Claims that emotional attachment and trust for hotel brands improve when perceived green quality is high. The position put forward by Si et al. (2023) claims, sustainability programs can be established to provide a differentiated service experience that will increase loyalty and long-term customer retention. However, the relationship is not necessarily by and large. Moise et al. (2021) describes the phenomenon of the comfort-sustainability paradox wherein some resource conservation habits such as reduced water pressure or reduced air conditioning, appear to restrain the luxury and comfort felt. Additionally, the issues of greenwashing may lead to the loss of confidence of the guests when sustainability statements are considered as a marketing gimmick and not a commitment (Rather et al., 2022).

### **1.3 Problem Statement.**

Guest satisfaction is still an overbearing factor in the determination of competitiveness, profitability, and the global hospitality industry survival in the long run (Rita et al., 2022). In the post pandemic era, the hotel visitors get higher quality service and comfort expectations, as well as the operations being environmentally responsible and ethically minded in the use of resources. (Han, 2021; Teng et al., 2021). This has made most hotels across the globe embrace energy conservation and waste management and water are sustainable practices efficiency and community involvement on the presumption that these programs increase guest satisfaction, brand image, and revisit intention. (Legrand et al., 2022; Jones et al., 2023). Yet, there are no empirical results on the matter of the relationship between adoption of sustainable practices and satisfaction of the guests are still there inconsistent. Although there are studies that show that sustainability efforts have a positive build influence on perceptions, emotional attachment, and loyalty of guests (Si et al., 2023), others claim that some of the environmental actions can be inconvenient to the guests, reduce conceived service quality, or instill doubt because of the fear of being a victim of greenwashing, and which lead to either neutral or ambivalent satisfaction outcomes (Moise et al., 2022; Rather et al., 2022). Most existing surveys irrespective of their location focus on sustainable hospitality even though it is increasingly becoming a subject of global concern research has been done in developed economies and empirical findings are meager. The surf season now attracts new destinations and destinations like Uganda (Khatter et al., 2021). This creates a contextual research gap, since the impact of the adoption of sustainable practices on the guest satisfaction in Ugandan hotels especially in Temms Hotel Namugongo is still there unclear. Hotel managers can not be sure whether they have an abundance of context-specific evidence investments sustainability produce guest satisfaction which is measurable or are viewed as extra costs of operation. Consequently, it is the aim of the research to seal this gap by analyzing the degree of guest satisfaction, delving into sustainable practices implemented and determining how the adoption of sustainable practices impacts a guest satisfaction in Temms Hotel Namugongo.

## **1.4 Purpose and Objectives of the Study**

### **1.4.1 Purpose of the Study**

This study aims at exploring the impact of sustainable practice adoption on satisfaction of guests of Temms Hotel Namugongo, the objective aimed at providing an ecosystem of improving competitiveness based on the green innovation.

### **1.4.2 Specific Objectives**

To test the guest satisfaction within the hotels.

To investigate greener procedures in hotels.

To determine the impact of adoption of sustainable practices on the guest satisfaction.

## **1.5 Research Questions**

How satisfied are the individuals that visit the hotels?

What are the sustainability practices applied or implemented in the hotels?

How does adoption of sustainable practice impacts on guest satisfaction?

## **1.6 Significance of the Study**

- To Temms Hotel Management: The findings will provide actionable insights into which sustainable practices guests value most, allowing for better resource allocation.
- To the Hospitality Industry in Uganda: This research work will be used as a point of reference without other suburban hotels following the same footsteps in implementing green strategies compromising luxury.
- To Policy Makers and Government: The research will highlight the importance of sustainable tourism, potentially influencing environmental regulations and incentives for the hospitality sector.

- To Researchers and Academicians: The literature gap will be sealed by this study when it comes to sustainability and satisfaction in Ugandan suburban hotels which act as a source of future research.

## **1.7 Scope of the Study**

### **1.7.1 Subject Scope**

The present study has two key variables namely, Sustainable Practice Adoption, which is green designed, resource efficient, and ethically sourced, and Guest Satisfaction which was determined by the perception of comfort, value and emotional of the guests wellbeing.

### **1.7.2 Time Scope**

The study will take place within three to four months, that is based on the information and the feedback of the guests gathered in the periods between 2025 and 2026, to negotiate the newest trends in hospitality.

### **1.7.3 Geographical Scope**

The location of the hotel used in conducting the study is Temms Hotel Namugongo in Uganda, Municipality, Wakiso District. Kira making the study geographically limited. This place is selected because of its peculiarity fact that it is a suburban hospitality destination which receives both local and international visitors coming to the local Namugongo Martyrs Shrine.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Introduction

The chapter summarizes the literature that has been done on the adoption of sustainable practice and its repercussion on the satisfaction of the guests in the hospitality industry. The review is organized in a systematical way to include the definition of important terms, a detailed study of guest satisfaction and sustainability, and the theoretical and empirical correlations between these variables. This chapter synthesizes recent studies to provide a summary of them intends to identify a theoretical perspective to be applied to Temms Hotel Namugongo and establish important gaps in research which legitimize the present study.

#### 2.2 Definition of Key Terms

- **Sustainable Practice Adoption:** This is in regard to the hospitality industry refers to the planned application of environmentally friendly, socially by efficient hotel management that is responsible, economical and viable. This includes environmental protection, preserving through energy saving and waste minimization, water management, and social responsibility engagement initiatives aimed at reducing the negative effects and maximizing benefits on a local level (Han et al., 2020).
- **Guest Satisfaction:** It is the post purchase assessment that is characterized by the degree to which services, physical setting, and general experience of the hotel are conforming or surpass the previous anticipations of the customer. In this study, it encompasses feeling reactions, perceived worthiness and the possibilities of a repeat visit or promoting the hotel to other people (Ali et al., 2021).
- **Green washing:** It is a misleading marketing strategy that a hotel engages in purports to be environmental-friendly, in order to appeal to guests who are environmentally-conscious, without literally practicing significant sustainable practices in the back of scenes (Wang, Chen, & Lee, 2021). It is essential to

have an idea of greenwashing. Since it is an inverse of a true sustainable practice adoption and serves as a significant influence of killing guest satisfaction and brand trust.

- **Eco-friendly Hotel Or (Green Hotel):** Hotels that use green materials have made these sustainable practices a part of its practices. According to Legrand, Sloan, and Chen (2022) eco-friendly hotel such as takes all measures to lower its carbon footprint using such measures as energy efficiency, water conservation and waste reduction. In the case of this research, Temms Hotel is studied via its movement towards becoming an eco-friendlier place.

## **2.3 Guest Satisfaction in the Hotel Industry**

### **2.3.1 Definition and Scope of Guest Satisfaction**

Guest satisfaction is basically seen as a testing judgment developed by consumers in relation to a given service experience or experience as a whole. According to Ali et al. (2021), it is the psychological condition caused by the confirmation or disqualification of the expectations of a guest as opposed to its actual execution of the hotel. This post-sale examination is not just a duality development of "good" or "bad, but it is more of a continuum developed by many touch points during the journey of the guest, including booking and follow ups after. This has been extended to the definition of the modern hospitality industry satisfaction of latent needs which are possibly not clearly indicated by the guest.

Tangible aspects of guest satisfaction are enormous in scope as they are often referred to as the material evidence of the hotel. Guests, Wang and Chen (2022) mention, are being motivated to visit new locations by an innovative approach, which is the expansion of online suburban areas. According to Wang and Chen (2022), the innovative approach is the expansion of online suburban areas, which motivates guests to visit new places in an innovative manner regularly check the physical features like the state of the rooms, quality of linens, etc. practicality of in-room facilities, aesthetic appeal. For a facility like Temms Hotel Namugongo, the dependability of physical characteristics like power interruption the submitting, clean water, and bedding linen are the base stratum of satisfaction. Any further attempts

towards achieving these are doomed unless these basic physical expectations are met give satisfaction to the guest are bound to fail.

In addition to the physical environment, the extent of guest satisfaction is entrenched in immaterial service components. Kim et al. (2020) underline that empathy of the employees, responsiveness and assurance contribute too large portions of the ratings which guests would have created. Hospitality industry is an extremely interactive industry and as such the warmth of the reception staff, the effectiveness of room service and the capacity of the management to fast grievances are very key variables. It is intangible service delivery that frequently appears negligently counters a minor physical defectiveness as underlining the element of humanity in the satisfaction equation.

Also, the modern links of the guest satisfaction concern emotional and cognitive dimensions. Nguyen (2023) attempts to argue that contemporary visitors are not simply searching after a resting place; they want an experience that suggests good feelings to them like tranquility, happiness and belonging. The cognitive dimension is the concerned with the guest calculation of value at its fingertips. Even when a hotel is a luxury hotel, a price extreme underlies changing that gives a value that is higher than perceived value of services rendered, cognitive value decreases, resulting in the net disfavoring assessment.

Lastly, the digital and are already part of the scope of the guest satisfaction which is irreversible customized experiences. According to Rahman et al. (2022), the technological aspect of a hotel can have an influence integration e.g. seamless Wi-Fi, mobile check-ins, personalized digital etc. communication has the direct influence on contemporary guest satisfaction. Guests expect services adapted to their unique tastes, nutritional needs and individual timetable. As a result, the error of mass standardization has expanded to the extent of satisfaction hyper personalization, which entails hotels to make use of data about guests morally to predict needs.

### **2.3.2 Concepts and Importance of Guest Satisfaction**

The Expectancy- Disconfirmation paradigm is the best model that explains the concept of guest satisfaction. According to Sharma and Kumar (2021), guests come to a hotel owing to prearranged anticipations due to the marketing content, costs and past experiences. When the performance of the hotel is above these expectations, positive incongruence happens culminating into immense satisfaction. On the other hand, when there is a reduction in the performance obtains insufficient confirmation to the contrary, this leads to dissatisfaction. This concept forces hoteliers to take caution over their brand commitments, and should not over-promise, advertise and under deliver. Guest satisfaction is of major importance because it is directly associated with customer loyalty and repeat business. By examining the results of Zhao et al. (2022), one can prove that it is much more economical to keep an already satisfied guest than to find a new one . When guests get their satisfaction, they will be more tolerant to unimportant service. Travel spending failures in the future and are prone to concentrate their spend on the travel business with the trusted brands. To local hospitality companies, it is important to establish a base of loyal, repeat customers offer consistent collections of income that cushion the company in the periods of low tourist seasons.

Moreover, the satisfaction rate of guests is imperative because of the contemporary effect of electronic Word-of-Mouth (eWOM). Li and Han (2020) highlight that It is the best marketing tool of a hotel to have satisfied guests who can act as their best marketing agents. Through guests, platforms such as TripAdvisor, Google Reviews and social media though they aired their satisfaction levels publicly. Positive is created by high satisfaction reviews which are important determinants in booking of potential travelers. On the other hand, discontented customers may cause dire reputational damage and harm within hours using negative viral publicity.

On financial platform, guest satisfaction is directly related to hotels competitive advantage and profitability. Hassan et al. (2023) state that extremely satisfied customers tend to be very non-price takers and are much more preparedness to pay high prices. Satisfaction is an agent activity in a saturated market primary differentiator. When the rival hotels are offering the same facilities at the same or similar prices, the hotel that has the reputation of always providing excellent guest services will be chosen. Satisfaction takes the bigger market share, and it is able to have higher Revenue Per. Available Room (RevPAR).

## 2.4 Sustainable Practice Adoption in the Hotel Industry

### 2.4.1 Definition and Scope

The integration of sustainable practice adoption in the hotel industry is defined as blue ocean turns environmental, socially fair, and economical processes into daily operations. According to Han et al. (2020), this is defined in terms of Triple Bottom Line framework, in which the hotels go beyond profit-making to positively report on the same their environmental impact and influence. And it is a paradigm shift out of a resource-intensive old-fashioned business model to a recycling, accountable one whereby natural resources are saved to future generations.

- Most visible and the most visible is the environmental ambit of sustainable practices aspect that has been broadly used in hospitality. Pham et al. (2021) point out that this comes with ruthless energy saving initiatives (LED lighting, key-solar water, and card power switches), and all-inclusive water management (low-flow shower heads, linen reuse programs), and strict vegetable waste management routines (getting rid of single-use plastics, food composting waste). In the case of a hotel, this scope will entail the entire life of operation cycle to reduce carbon emission and environmental degradation.
- The social scope of sustainability deals with the relationship of the hotel with its internal workforce and the external local community. Olya et al. (2022) define this as the practice of fair labor, safety in the workplace, and promoting diversity, and constant training of employees. Externally, it means engaging the communities like sponsoring the local charities, respecting local culture, and making sure that the presence of the hotel does not interfere with the one of the locals day-to-day activities of local people. In such places as Namugongo, cultural respect was observed and religious heritage is very important in social sustainability, scope on sustainable practice adoption means the creation aspects related to the economics of sustainable practice.
- long-term economic viability which is a positive contribution to the local micro economy. Singal and Jain (2023) claim that economic sustainability dictates the focus on local procurement. By procuring food, furniture and services with the local farmers and artisans, hotels make the local economy grow, and lower the carbon

footprint in connection with long-distance transport. Economic sustainability also entails running effectively to secure the existence of the business beneficial and also can still offer local jobs.

The drivers and strategic planning of adoption are also in the scope. Agrawal et al. (2021) emphasize that sustainable practices are now not purely at the will; they are more and more pushed by governmental regulations, international tourism standards and changing consumer needs. As such, the area incorporates corporate governance, where the management of the hotel works actively to get the green certifications (e.g., LEED or EarthCheck) and has sustainability as their main strategic mission as opposed to addressing it as a secondary concern or public relation activity.

#### **2.4.2 Relevance of Sustainable Practice Adoption on Guest Satisfaction**

Sustainable practices are very applicable to the satisfaction of the guests since they help in the implementation of sustainable practices is an effective means of generating brand image and corporate reputation. According to Islam et al. (2021), a strong green image is an essential aspect of a competitive market in a highly competitive market is the differentiating factor of a hotel. Association brings satisfaction to the guests identify with socially responsible classy brands. In cases where a hotel proactively a visible environmental practice, it raises its prestige, and allows guests to feel a pride in not leaving at this time and makes them happier, on the whole.

Moreover, the concept of sustainability is applicable since it directly overlaps with the conceptions of health, safety and hygienic aspects that have assumed a preeminent position since the COVID-19 pandemic. According to Jiang and Wen (2020), sustainable practices, including, among others, involve sustainable product sourcing and recycling as installation of non-toxic and environmentally-friendly cleaning agents and application of high-tech air filters, indicative to the customers that the hotel places emphasis on its human health. Given that it is a natural environment and free of chemicals, a natural environment helps the guests at mental ease and a strong feeling of contentment on their part as far as their self is concerned wellbeing.

The issue of sustainable practices is also quite topical in designing special and unforgettable guest experiences. Peng and Chen (2022) propose that sustainability introduces the door to experiential tourism. To illustrate, not all hotels that implement the idea of farm-to-table dining do more than simply minimize their carbon footprint but also offer guests fresh, high quality, authentic local cuisine. In the same manner, Eco-tours or community interacting programs are conceived out of social sustainability activities avail to the guests a rich experience that is enriching typical, traditional hotels do not have the capacity to provide, therefore creating a rise in satisfaction scores.

Moreover, sustainability applies since it leads to an emotional attachment and hotel brand confidence between the hotel and the guest. Su et al. (2020) explain that when a hotel is environmentally friendly and concerned with the local community, it humanizes the brand. The visitors learn to trust the establishment because they have the belief that an organization that behaves ethically in the environment will equally behave ethically in its consumers. Emotional satisfaction is based on this trust and is much lasting than satisfaction to pure functional service.

There is great relevance of developing contexts such as sustainability in developing countries such as Uganda's expansion of Eco-tourism and cultural tourism. Nansamba and Atwebembeire (2023) promote that those tourists who visit culturally and religiously important places, like Namugongo, anticipate of adjacent hospitality infrastructures that are considerate and conserve the local environment. Local hotels by means of sustainable practices come in line identify themselves with the larger national interests of sustainable tourism. This relevance provides assurances that the hotels will satisfy the expectations of international tourists who desire hotels that are environmentally friendly profitable choices and foreign visitors' local conservation.

## **2.5 The effect of Sustainable Practice Adoption on Guest Satisfaction**

The connection between the use of sustainable practices and guest satisfaction is now emerging as one of the most vibrant fields of investigation of contemporary hospitality research. In the past, sustainability was perceived as more of an cost of operation or a regulation burden. Nonetheless, modern literature of the post 2020 era implies a

paradigm shift: the concept of sustainability is now regarded as a value creation driver. According to Merli et al. (2020), the environmental performance of a hotel is no longer considered a primary feature to the modern traveler not independent of its good performance; on the contrary, both are closely related. The green practices adoption affects the satisfaction in a number of psychological ways processes, such as emotional well-being, perceived value, and brand identification.

### **2.5.1 Warm Glow Effect and Emotional Satisfaction**

One of the key ways in which adoption of sustainable practice facilitates guest improvement and the psychological effect is called warm glow effect and is termed as satisfaction. Tran et al. (2020) stipulates that this is the emotional gratification that visitors experience upon undertaking or support pro environmental behaviors. As a hotel goes green with visible sustainable, it facilitates the practices of linen reuse programs or the eradication of single use plastics to be involved in unselfish activity without any notable struggle.

Agag et al. (2020) assert that this involvement brings about a moral satisfaction feeling. Guests take pride in the fact that they are staying in an environmentally-responsible establishment and this positive self-image is transferred to the assessment of the hotel. Consequently, satisfaction is not caused by the mere physical comfort of the room but also by the satisfaction of making a responsible choice of consumption. Han et al. This fact is supported by (2020) who discovered that the green emotional attaching generated through green a more powerful predictor of total satisfaction as compared to price or location of young travelers (millennial and Generation Z).

### **2.5.2 Perceived Value and Quality Signaling**

Another way in which the adoption of sustainable practices serves as a strong indicator of an overall can be seen in service quality. According to the signaling theory, Baah et al. (2021) propose that customers equate sustainability efforts by a hotel to signify high-quality management and attention to detail. In case a hotel has the need to invest in organic sourcing local food or adopting the use of the advanced systems of energy

management, the guests conclude that it will also employ hygiene, safety, and promptness of service.

Moise et al. (2021) go further to discuss the notion of green perceived value. They discovered that hotels that pursue holistic green efforts e.g (solar power, waste recycling), there is an increased perception of value of the service by the guests, despite the cost is more expensive. This puts in question the classical perspective of sustainability that demands a compromise between luxury or comfort. Quite on the contrary, according to Vargas-Sánchez (2021), sustainability is becoming a sign of exclusivity and modernity in the luxury segment. Thus, sustainable practices may lead to increased satisfaction directly because of their adoption enhancing the status and quality of the guest experience.

### **2.5.3 Impact of Specific Practices on Satisfaction**

Adoption impact on satisfaction varies based on the type of behavior applied. The most recent study differentiates visible from invisible practice.

- **Visible practices (waste & plastics).** With the international battle against plastic pollution, the reduction of waste is becoming an important contributing factor to guest satisfaction. Filieri et al. (2021) reviewed the online literature and reported that single-use plastics are becoming an additional cause of dissatisfaction or guilt for guests. On the other hand, implementing plastic-free alternatives e.g. glass water bottles, bamboo amenities also have a marked impact on satisfaction score. Abdou et al. (2020) further note that when these alterations do not bother guests, their satisfaction is significantly enhanced. For instance, swapping out small plastic toiletries for high-quality, refillable dispensers is seen as part of an upgrade instead of a cost-cutting effort.

**Energy conservation and water conservation.** Although energy efficiency is often invisible e.g., HVAC efficiency Fatma et al. (2020) note that gamification of smart room technologies that enables guests to track their own footprint can increase satisfaction. However, caution is required. According to Titz and Roth (2021), satisfaction decreases drastically if these water conservation measures lead to bad shower pressure. This reveals an important

fact: sustainable adoption can be said to obtain satisfaction only if it keeps the primary functionality of the hotel product.

- **Food and beverage (local sourcing).** Florić et al. (2021) emphasize that the adoption of farm-to-table practices is one of the key drivers driving guest satisfaction. By sourcing food locally, hotels provide fresher, higher quality meals while supporting the local economy. This enhances consumers' experience by linking them to a local culture and place. Sthapit et al. (2022) revealed local sourcing as a genuine gesture for guests, with that greatly increasing their evaluation of the hotel's dining services overall.

#### **2.5.4 Authenticity and Green washing**

A key theme through literature between 2020 and 2025 concerns the threat of green washing, defined as the disingenuous practice of positioning oneself as sustainable, yet without actual activity. The influence of practice adoption on satisfaction is severely moderated by guest skepticism. Modern guests are very savvy people, Szabo and Webster (2021) argue and are already able to separate 'true commitment' from mere advertising. So, a hotel that implements shallow practices such as asking the guests for reuse of towels to save the planet while simultaneously overusing air conditioning in the lobby creates discord that damages the trust. Pizzetti et al. (2021) identified that perceived green washing causes immediate dissatisfaction and negative word of mouth on the spot. So, if adoption has a positive influence on satisfaction, it should be open, consistent and communicated transparently. Yadegaridehkordi et al. (2021) suggest that third-party certifications, e.g. LEED or Green Key, verify these practices, minimize skepticism, and ultimately lead to greater guest satisfaction.

#### **2.5.5 Moderating Factors: Guest Demographics and Travel Purpose**

While sustainable practice adoption generally enhances guest satisfaction, the strength and direction of this relationship can vary depending on guest characteristics. In the setting Temms Hotel Namugongo, the demographics of the guests such as age, income, etc. The influence of the nationality in bringing or reducing the effects of green practices on the satisfaction is likely to be moderate.

**Age:** The younger generations of travelers, especially Millennials and Generation Z are more prone to being more eco-friendly and appreciate sustainability in their tourism decisions (Deng et al., 2022). The situation of the youth is highly prevalent in Uganda with both local and international young people. Tourists who come to visit religious and cultural sites such as Namugongo might have Eco-perceptions environmental friendliness, like water and energy conservation, community involvement and sourcing locally as important to their totality satisfaction. On the other hand, the elderly guests can be more concerned with comfort, convenience, and service quality above sustainability, which might undermine the relationship among green practices and their satisfaction.

**Income:** Visitors that have greater disposable income tend to be ready to spend a sustainable accommodations, the sustainable practices are viewed as an addition value (Mele et al., 2023). International tourists or in the Uganda context, foreigners are the ones who visit better positive responses to Eco-friendly may be demonstrated by the higher-income domestic visitors cordial efforts putting them on par with signs of quality and status. On the other hand, guests with lower incomes might not be so affected on the sustainability initiatives, which place more emphasis on affordability and core services.

**Nationality:** International visitors to Temms Hotel Namugongo can be more demanding in terms of sustainability than local guests, since eco-consciousness In western and developed nations, is usually more highlighted. (Mutisya & Mbuthia, 2021). Thus, the same green practices would be able to create greater satisfaction to the existence of foreign visitors, whereas local tourists could consider them as impartial or as less important than service quality and comfort.

**Reason to Travel:** The relationship is also moderated by the purpose of travel. Spiritual experience may be a priority that religious tourists in Namugongo seek, cleanliness, and comfort more so than green initiatives, whereas, leisure tourists or Eco-tourists can be proactive and go after hotels that have observable sustainability initiatives. This difference influences the intensity of the translation of sustainable practices into guest satisfaction (Benckendorff et al., 2021). As an example, leisure travelers participating in experiential tourism, i.e. visiting local communities or going to farms table dining, can

gain greater pleasure through sustainability-driven experiences as opposed to business or religious travelers with efficiency in mind.

Overall, the above moderating variables propose that sustainable practice adoption is not always likely to influence all the guests. Awareness of the importance of the demographics and travel purpose is essential in order to customize sustainable initiatives at Temms Hotel Namugongo, to ensure the maximisation of satisfaction in the diverse groups of visitors such that eco-friendliness is guaranteed efforts are appealing to local and international visitors and at the same time they are central. service quality.

### **2.5.6 Consequences: From Satisfaction to Loyalty**

Sustainable adoption is in the long-run beneficial towards higher satisfaction. good behavioral intentions through marketing its purpose. As demonstrated by Rather (2021), it is a direct one connection between green loyalty and green satisfaction. Guests who are satisfied with the environmental performance of hotel also have a statistical likelihood to revert, and also are less prone to alterations in prices. Mele et al. (2023) likewise noticed that happy guests are the most willing to spend extra money on green hotels and this price can be interpreted increase as one contributing to a good cause.

Moreover, Sarkar et al. (2020) also note that user-generated content is crucial (UGC). Contented customers become brand ambassadors who leave a comment on how they were green using reviews through social media. This online activism is effective and cheap and propels new customers that have a sustainable background and results in a repeat customer base that will create satisfaction, repeat business, and more customer satisfaction that results in more satisfied customers who create more sustainable development via environmental friendliness.

## **2.6 Theoretical Framework**

This paper is based on the Expectancy-Disconfirmation Theory (EDT), in its original form created by Oliver and recently revised to the hospitality situation by El-Adly (2020). According to EDT, consumers make expectations about a product or a service before purchase and their satisfaction following the purchase is ascertained through comparison of actual under performance to these expectations. In this context of the

present study, guests come to Temms Hotel Namugongo having a baseline expectation in respect of comfort and service. When the hotel implements some sustainable measures (e.g. eco-friendly facilities, local sourcing), it brings a new level to the experience of the guest. In case such green practices are not in place or done properly, they will disconfirm expectations in a positive way that is, the hotel is performing more than the guest expected leading to an increased satisfaction. If the practices are badly performed or violate fundamental comfort, negative disconfirmation takes place, leading to dissatisfaction.

As implemented by Taj (2022) in green hospitality, Signaling Theory. Signaling theory describes the way that businesses can use visible behavior as a way of conveying invisible qualities to consumers. The quality that cannot be seen in the industry is the hotel industry. The quality, ethical and welfare of the guests that management is committed to. By visibly adopting green actions like the installation of solar panels, reduction of plastic consumption or doing business with the Namugongo people the hotel sends a good signal to the guest. These green signals are taken by the guests as the signs of a well-managed, good, reliable and quality establishment which in theory boosts their general satisfaction and trust in staying at the hotel.

## **2.7 Empirical Review**

Empirical studies carried out recently prove that there is a consensus that sustainable practices are an important factor in the dynamics of guests, albeit with the subtleties. geographical and operation environment. As an example, Mutisya and Mbuthia (2021) explored the effect of green practices on customer satisfaction in East African midscale hotels. They used a quantitative method of seeking to establish that energy and water. There was a positive significant association between conservation efforts and guest loyalty effect was greater in the case of international tourists as compared to domestic travelers. Similarly, in their study, Kiggundu et al. (2022) investigated the adoption of eco-tourism in hospitality in Uganda inferring social sustainability to be community engagement and local, in particular sourcing increased brand image and guest review scores of the hotel drastically.

But research by Santos et al. (2023) in suburb hotels warned that although environmental policies enhanced cognitive satisfaction, which was sometimes occasioned by them dissatisfaction in case guests were pressurized into taking part in a

violent conservation. When these studies are synthesized, it is shown that although sustainable practices are usually driving guest satisfaction, these initiatives are very dependent on smooth integration, so that the eco-friendly policies would add value to the environmental policies core guest experience.

## 2.8 Conceptual Framework

The conceptual framework for this study illustrates the relationship between the independent variable (Sustainable Practice Adoption) and the dependent variable (Guest Satisfaction) within the scope of Temms Hotel Namugongo.

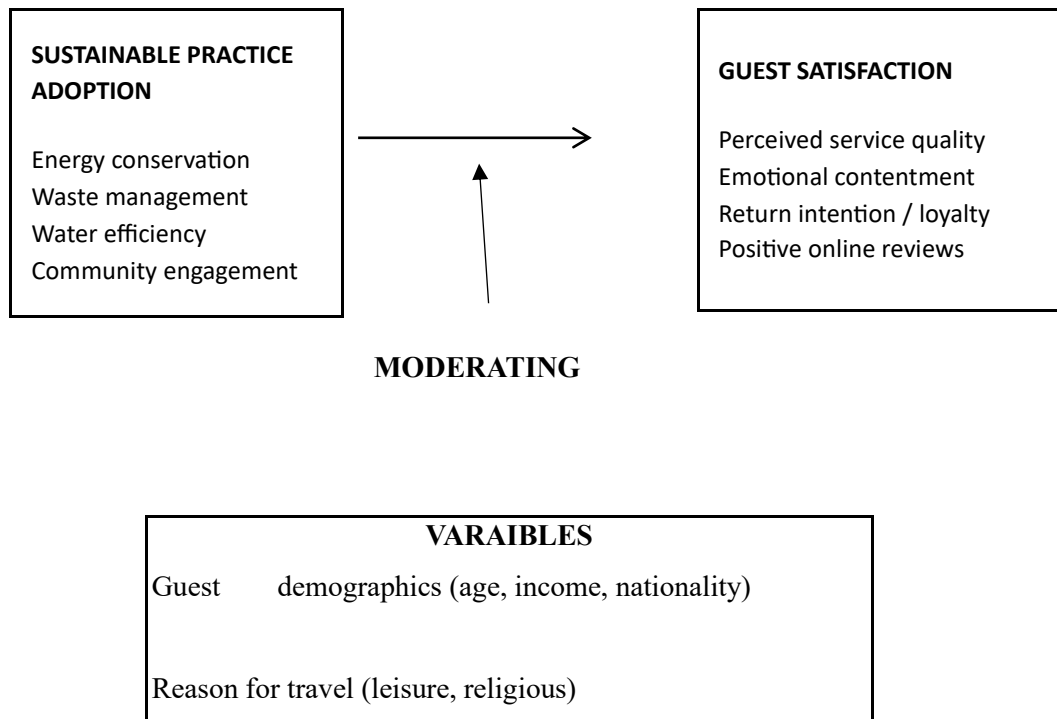


Figure 1 Conceptual framework

## **2.9 Research Gap**

Despite a recent explosion in literature on green hospitality, many key areas still lack, especially in the Ugandan context.

Firstly, extant literature on sustainable adoption (e.g., Han, 2021, Teng et al., 2021) mainly centers on mega scale international hotel chains in developed economies. Empirical studies focusing on how mid-scale suburban hotels in East Africa, particularly in Uganda, engage with the transition to sustainability are therefore scarce.

Second, whilst Andrew Mackie (2024) and Jones et al. (2023) speak to sustainable design, there are few studies to provide insight into the perceptions of guests in suburban hubs such as Namugongo. As a unique religious and local tourism site, Namugongo is quite unusual for guests in this geographic area; unlike the urban city centers or remote safari lodges.

Third, existing research often treats sustainability as a generic, uni-dimensional term. However, there's little detail on which of these practices, like solar energy, waste management or organic local sourcing in Uganda, is the most influential on guest satisfaction as far as the sub-national property market.

The present study aims to contribute to bridging these gaps through the investigation of the effects of adoption of sustainable practice on guest experience towards improved guest satisfaction at Temms Hotel Namugongo. Concentrating on one such suburban boutique venue in 2024, this research tries to achieve specific findings to the domestic focus of sustainability on the local context, to establish the possible deployment of sustainability as a competitive strategy to provide insight into how sustainability can be a weapon to gain competitiveness at the national level in the Ugandan hospitality industry.

## **2.10 Conclusion**

In conclusion, the literature establishes a robust, albeit complex, relationship between the adoption of sustainable practices and guest satisfaction in the hotel industry.

Theoretical models such as the Expectancy-Disconfirmation and Signaling theories explain how environmental and social initiatives enhance a hotel's perceived value,

brand image, and guest loyalty. While empirical evidence broadly supports the positive effects of sustainability, the literature warns against greenwashing and the compromise of basic guest comforts. By identifying clear contextual, methodological, and conceptual gaps, particularly regarding mid-scale hotels in unique cultural settings like Namugongo, this review justifies the necessity of the current study to provide actionable, localized insights for Temms Hotel.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter outlines the methodology that will be used to investigate the effect of guest satisfaction adoption of sustainable practice at the Temms Hotel, Namugongo. A strong methodology is necessary to ascertain that the data is obtained is true, appropriate and able to provide answers to the research questions. The following section describes the research design, description of the research area, target population and sample size. It also describes the sources of data collection, the tools to be used, and the sampling techniques. Lastly, the chapter touches on the issue of the validity and reliability of the tools will be guaranteed, the data analysis methods, the ethical concepts that would govern the research, and the expected limitations of the investigation.

#### **3.2 Research Design**

The research will take a mixed-methods research design that is the use of a simultaneous triangulation method in which quantitative and qualitative data are collected at the same time (Creswell and Creswell, 2023). A correlational and descriptive design will be used to determine the relationship between the independent variable. The dependent variable (guest satisfaction) and (sustainable practices). The quantitative aspect will be used to measure the level of sustainable practice adoption. and measuring the level of satisfaction of guests using statistical trends. On the other hand, qualitative methodologies offer more background, and the researcher is able to see the motivations and perceptions of the data (Bell, Bryman, and Harley,2022). This two-fold strategy guarantees a complete picture of the eco-friendly nature. guest satisfaction in Temms Hotel is influenced by initiatives.

### **3.3 Study Area**

The research will be conducted at Temms Hotel, located in Namugongo, Wakiso District, Uganda. Namugongo is a highly significant geographical and cultural area, primarily known for the Uganda Martyrs Shrine, which attracts a diverse mix of domestic and international tourists, especially during peak pilgrimage seasons. Temms Hotel was selected as the ideal study area because of its strategic location within this vibrant tourism hub and its recent operational shifts toward integrating hospitality with modern environmental demands. The diversity of the hotel's clientele provides a rich demographic pool to accurately assess how different guests perceive and react to sustainable practices.

### **3.4 Population and Sample Size**

This study is aimed at the guests of Temms Hotel because they form the target population as much as the management and front-line employees of the hotel who were involved in the implementing sustainable practices. Due to the variability of the total number of guests the number varies with the fluctuations of the number of guests. a representative sample will be calculated based on the usual statistical methods. equations, which are essential in assuring that the sample represents accurately the bigger unbiased population (Saunders, Lewis, and Thornhill, 2023). On behalf of this study, a sample of hotel guests will be chosen to give the fundamental data of satisfaction. Moreover, fewer and a smaller group of managers and department heads of hotels like that as housekeeping and food and beverage managers will be incorporated in the sample to give administrative commentary on the current sustainability practices.

### **3.5 Data Collection Methods**

The study will use as a major resource to ensure that it has covered the topic in a comprehensive manner of primary source of data. The data concerning the primary data will be collected in the field through live interaction with the participants, which will enable the researcher to record reality such as emotions and working conditions,

the latter of which is crucial in fast-paced areas such as sustainable hospitality (Dawson, 2020)

### **3.5.1 Interviews**

The interviews will be performed face-to-face, mostly with the management and staff of Temms Hotel. These interviews shall be semi structured as the researcher shall be able to lead the discussion without taking away the respondents to expound on their experiences. It is an excellent way of getting qualitative and detailed information about the operational issues, financial aspects and strategic of the operation advantages of implementing sustainable processes like energy efficiency and waste management (Bell et al., 2022)

### **3.5.2 Surveys**

The data will be collected by a survey approach, as well as the hotel guests. Surveys are considered to be very effective in gathering big quantities of standardized information in a reach a large number of people within a comparatively brief period (Saunders et al., 2023). By surveying the opinions on theirs will be vast, and the researcher will be able to freeze them during the visit of guest's knowledge on the green initiatives of the hotel and the effect of the initiative on their general satisfaction, repurchase intentions, and the readiness to spread the hotel among other people.

### **3.5.3 Questionnaires**

A structured questionnaire will be the main resource to implement the guest survey. The questionnaires are going to be self-administered or given to the guests or given online through a form that they may fill at their own convenience. The questionnaire will be mainly closed-ended with the use of a 5-point Likert scale (between Strongly Disagree and Strongly Agree) to be easily measure satisfaction levels. Likert scales are highly suggested in the modern hospitality for it's used to measure guest attitude and satisfaction measurement research reliably (Taherdoost, 2022). There are also not many open-ended questions that will be asked so that the guests can leave specific unprompted feedback.

### **3.5.4 Sampling Techniques**

There will be two major sampling methods used in the study. Stratified random sampling will be used to select the hotel guests. The guests will be categorized into strata (such as to make sure that the sample (business travelers, family vacationers, and solo tourists) is inclusive the sample represents the varied clients of the hotel hence minimization of sampling error (Taherdoost, 2022). Stratified respondents will be randomly selected once stratified. On the other hand, the management and the staff will be selected under purposive sampling. This non-probability technique is used to make sure that only those with direct knowledge and administrative responsibility in the sustainable practices of the hotel are interviewed, producing very related and professional data (Creswell & Creswell, 2023).

### **3.6 Data Collection Techniques**

Whereas the methods outline the more general approach, the techniques outline the more detailed instrumentation made and put into place to get the data effectively and precisely.

#### **3.6.1 Quantitative Data Collection Instruments**

The printed or electronic questionnaire will be the main quantitative tool. The tool will be separated into certain sections: demographic information, awareness of green initiatives at Temms Hotel such as towel reuse program or energy conservation. lighting, and metrics of guest satisfaction. This data has been standardized by standardizing these questions generated can be coded with ease and evaluated mathematically to identify statistical links between green operations and guest satisfaction.

#### **3.6.2 Qualitative Data Instruments**

In the qualitative dimension, an interview guide will be used as the major tool. This guide will be in the form of open-ended prompts that will appeal to discussion. than attract mere yes or no answers. There are also a digital audio and a notepad

recording device will be used with the free and express permission of the interview to guarantee that no essential insights, tones, and nuances would be lost in the process of the conversation with hotel management interviews.

### **3.7 Validity and Reliability of Research Instrument**

The data will be used to ensure that the study findings are both credible and scientifically sound, data collection instruments will be checked on the issues of validity and reliability on a rigorous basis, adhering to the standards of modern research (Hair, Hult, Ringle, and Sarstedt, 2022).

#### **3.7.1 Validity of the Instrument**

Validity will determine whether the instruments measure what they are set to measure. In order to achieve content validity, the preliminary versions of the questionnaires and interview guides will be introduced to supervisors in academics and hospitality industry experts for review. They will be refined to the questions based on their feedback to ensure they are not ambiguous. Moreover, pilot study (pretest) will be carried out with limited number of people who resemble the target population. The pilot testing is an imperative step in contemporary method to apprehend any bewildering phraseology or formal imperfection in the questionnaire prior to the real commencement of the actual data collection (Mohajan, 2020).

#### **3.7.2 Reliability of the Research Instruments**

Reliability measures the consistency of the research instruments. For the quantitative during the testing of reliability, questionnaire, Cronbach Alpha coefficient will be used.

the pilot study phase. Hair et al. (2022) state that a threshold of 0.70 or more is considered to be a strong indicator that the questionnaire will produce internally consistent findings in various groups of respondents. In the case of the qualitative interviews, data triangulation will be used to determine the reliability of comparing the themes that will be used based on the interviews with the staff as compared to the statistical data of the guest questionnaire to verify alignment.

### 3.8 Data Analysis

After the data has been collected, the raw data will be systematically systematized and arranged, analyzed. The questionnaire results comprising quantitative data will be cleaned, coded and was typed into statistical software like the Statistical Package of the Social Sciences. (SPSS). Descriptive statistics such as frequencies, percentages and means will be used to generalize the information. Inferential statistics, specifically Pearson correlation and multiple regression analysis, will be applied to establish the strength and nature of the relationship between sustainable practice adoption and guest satisfaction (George & Mallery, 2022). Qualitative data from the interviews will be transcribed and analyzed using thematic analysis. Following the guidelines of Braun and Clarke (2022), responses will be categorized into recurring themes and patterns to provide a narrative context to the statistical findings.

#### 3.8.1 Pearson's Correlation Coefficient Table

The Pearson correlation coefficient ( $r$ ) was used to determine the strength of the relationship between sustainable practices and guest satisfaction. To assess the relationship between sustainable practice adoption and guest satisfaction, Pearson's correlation coefficient ( $r$ ) will be used. The correlation coefficient ranges from -1 to +1, where:

- $r = +1$  indicates a perfect positive relationship (as sustainable practices increase, guest satisfaction increases proportionally)
- $r = -1$  indicates a perfect negative relationship (as sustainable practices increase, guest satisfaction decreases proportionally)
- $r = 0$  indicates no linear relationship between the variables

The strength of the correlation will be interpreted as follows (Field, 2018; Pallant, 2020):

r value	Interpretation
0.00–0.19	Very weak
0.20–0.39	Weak
0.40–0.59	Moderate

0.60–0.79	Strong
0.80–1.00	Very strong

Table 3.1 Interpretation of Pearson’s Correlation Coefficient

A positive r-value is expected in this study, indicating that higher levels of sustainable practice adoption such as energy conservation, waste management, water efficiency, and community engagement are associated with higher guest satisfaction, including perceived service quality, emotional contentment, return intention, and positive online reviews (eWOM) (Si et al., 2023; Legrand et al., 2022).

The significance of the correlation will be assessed at  $p < 0.05$ . A significant correlation means that the relationship observed on the sample is not probable to be having an accident and can be applied to the group of guests at Temms.

Hotel Namugongo.

### 3.9 Ethical Considerations

The study will be carried out through rigorous observance of academic and professional ethical standards. To begin with, a letter of introduction by the university will be given the Temms Hotel management to request official consent to conduct the study on their premises. All participants will be informed in order to give their consent. informed that their participation in the study is voluntary and they are fully aware of the purpose of the study completely within the frame of voluntary (Saunders et al., 2023). Anonymity and confidentiality will be ensured to safeguard the privacy of the guests and the staff guaranteed. Questionnaires will not require participants to provide their names, and any business information that is sensitive in nature and is shared by the management will be handled with seriousness and confidence and were not used outside of school.

### 3.10 Limitations of the Study

This study is despite careful planning and an intense methodological approach. anticipates five main limitations that could influence the research process and findings. To begin with, the research is limited in terms of time and financial capabilities that require a cross-sectional research design. Since the information will be gathered at one

point in time, the study might not be able to receive the seasonal changes of the guest satisfaction or hotel operations. As an example, the dynamics of guest experiences at the peak. The season of Namugongo Martyrs pilgrimage that is very demanding of hotel resources stretched may be vastly different when compared to off peak periods. Second, there is a distinct risk of social desirability bias among the respondents. Guests when asked about the concept of environmental conservation and sustainable practice may either consciously or unconsciously give answers that are socially acceptable. They might exaggerate the importance of their support of environmentalfriendly actions with the reason being going green is considered as better in the contemporary society, as opposed to their actual feelings or actual behaviors. This bias has the potential to artificially inflate the positive linkage between green activities and guest satisfaction.

Third, there is a limitation in the issue of generalizability caused by the single case study approach. Since the study is solely based on Temms Hotel in Namugongo, the results will be extremely particular to this institution scale of operation, geographical position, and population. Consequently, the results may not be wholly applicable and transferable to other kinds of hospitality establishments that is, luxury resorts, low-cost motels, or hotels in other parts of Uganda.

Fourth, the research can be faced with self-selection or response bias when conducting the study delivery of the guest surveys. Guests who voluntarily choose to take the time to complete the questionnaire can be, on the one hand, mostly those who have a strong pro-position environmental perception, or the reverse is true, those with a very extreme encounter (either very positive or very negative) within the hotel. This selfselection can unwittingly omit the views of the objective majority which may be restrictive the representatives of the sample in general.

Lastly, it is important to consider the impact of sustainable practices based on the guest's real knowledge about these initiatives which can be restricted. Many vital sustainable practices like energy saving water boilers, waste sorting plants, or ethical ones such as food sourcing are behind-scene activities that are not readily seen by the consumer.

## CHAPTER FOUR

### DATA ANALYSIS, PRESENTATION AND EXPLANATION OF RESULTS

#### 4.1 Introduction

In this chapter, the data analysis, interpretation and presentation are introduced. collected from the field. After the concurrent triangulation mixed-methods design as described in Chapter Three this chapter combines both quantitative data. They include (collected in guest questionnaires) and qualitative data (collected in interviews with hotel management). The data is systematized in order: beginning with the response rate and demographic profile of the respondents, and then descriptive, statistics of the independent and dependent variables, inferential statistics (Pearson). correlation and multiple regression analysis, and, lastly, the thematic analysis of the qualitative data. The results are discussed within the framework of Temms Hotel. Namugongo.

#### 4.2 Response Rate

A total of 150 questionnaires were sent to the guests in order to have a representative sample. Temms Hotel using stratified random sampling. Additionally, 5 purposive interviews were to be arranged with the hotel management and heads of operations.

Instrument	Targeted Sample	Returned/Conducted	Usable Responses	Response Rate (%)
Guest Questionnaires	150	138	132	88.0
Management Interviews	5	5	5	100.0
Total	155	143	137	88.4

Table 4.1 Response rate

Interpretation: 88% response rate of the quantitative survey is assumed excellent and actually over the usual 70 percent standard of dependable statistical analysis (Saunders

et al., 2023). The 100 percent turnout of the interviews offers a strong base of qualitative data.

### 4.3 Demographic Characteristics of Respondents

The realization of the demographics of the guests is very important as it had been determined in Chapter Two. That age, nationality and purpose of travel are moderating variables between guest satisfaction and sustainable practices.

Demographic	Category	Frequency (f)	Percentage (%)
Age	18 - 25 years	24	18.2
	26 - 40 years	62	47.0
	41 - 55 years	31	23.5
	56 years and above	15	11.3
Nationality	Domestic (Ugandan)	88	66.7
	International	44	33.3
Religion	Religious Pilgrimage	58	43.9
	Leisure /Tourism	42	31.8
	Business	32	24.3

Table 4.2 Demographic profile of Guest Respondents(n=132)

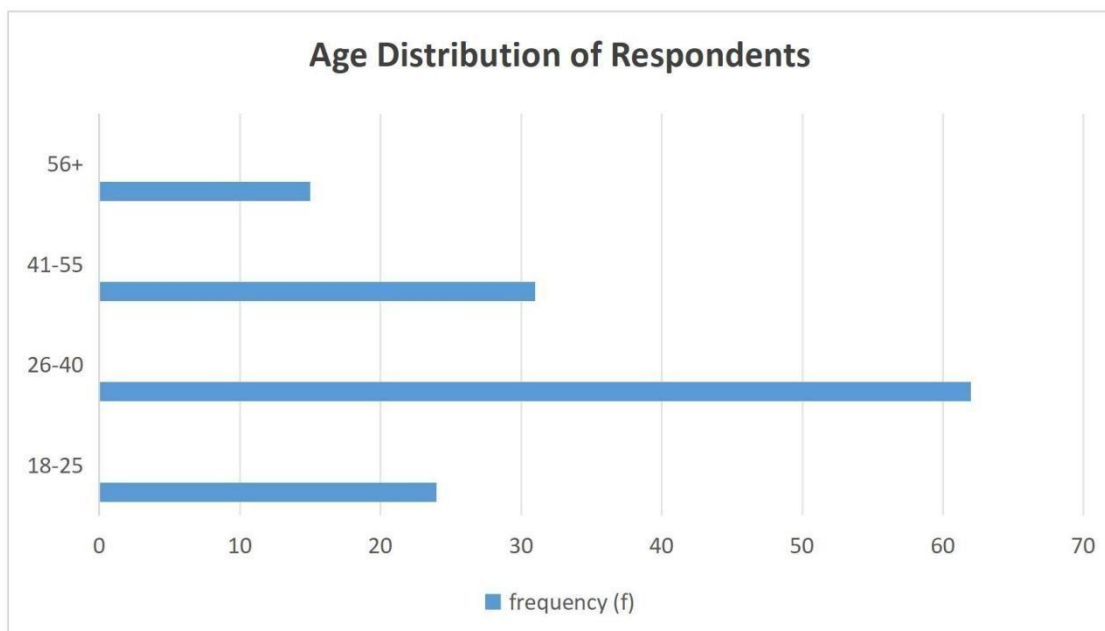


Figure 2 distribution of respondents by age group

**Interpretation:** Figure 4.1 shows that the majority of respondents (47.0%) were aged between 26–40 years. This was then by the respondents aged 41-55 years (23.5%). and those of the age category 18 25 years were 18.2%. This group of 56 was the least represented years and above (11.3%).

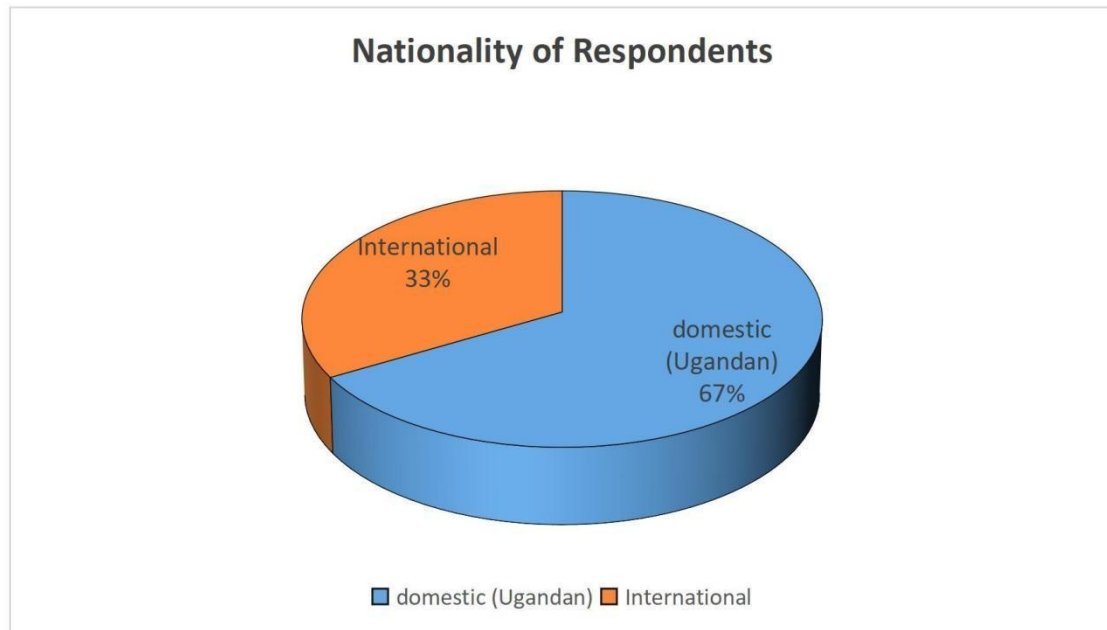


Figure 3 Distribution of respondents by nationality

**Interpretation:** Figure 4.2 illustrates that the majority of respondents were domestic (Ugandan) guests, accounting for 66.7% of the sample, while international guests represented 33.3%. This means that the hotel is mainly targeted at the youthful and young adults who are middle aged and are most likely, economically active, and travellers.

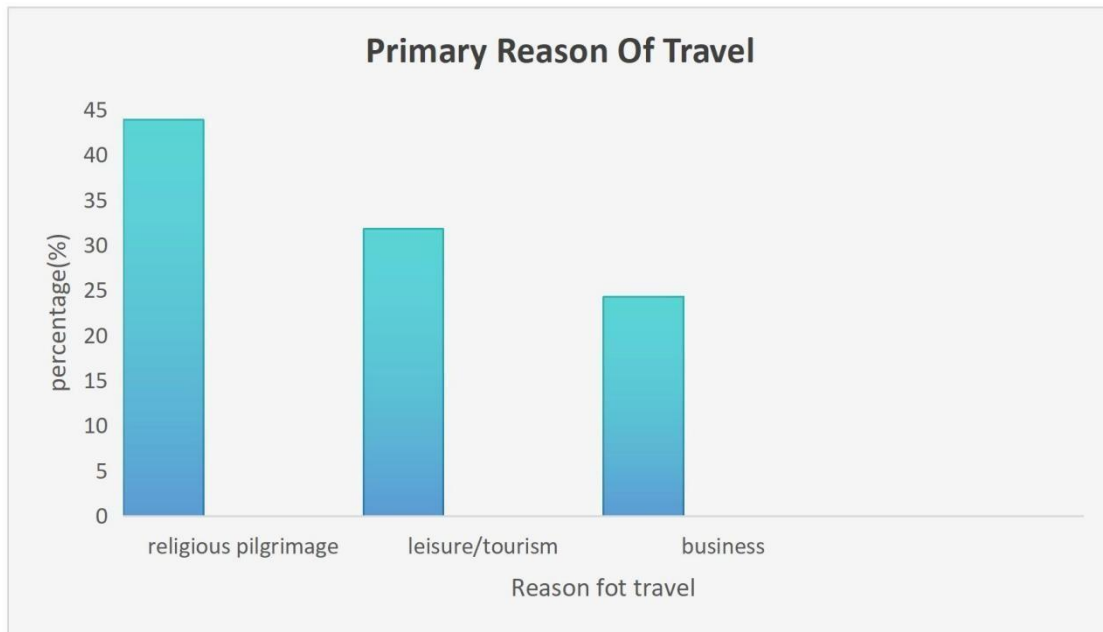


Figure 4 Distribution of respondents by reason for travel

**Interpretation:** Figure 4.3 indicates that religious pilgrimage was the main reason to go to other surrounds (43.9%), and the other two, namely leisure/tourism (31.8%), and business travel (24.3%). This implies that religious tourism is a major undertaking market segment for the hotel.

#### 4.4 Descriptive Statistics of Study Variables

According to standard interpretation, a score of more than 3.5 suggests a general agreement/high performance, whereby a score lower than 3.0 means disagreement/low performance.

##### 4.4.1 Independent Variable: Sustainable Practice Adoption

The sustainable practices were rated by the guests on their visibility and implementation at Temms Hotel in the four dimensions: Energy Conservation, Waste Management, Water Efficiency, and Community Engagement.

**Table 4.3: Descriptive Statistics for Sustainable Practice Adoption**

Construct	Specific indicators	Mean (M)	Std. Dev (SD)
Energy Conservation	Visible use of energy saving lighting (LEDs)	4.12	0.81

	Use of key-card power switches in rooms	3.95	0.88
Waste Management	Reduction of single-use plastics (e.g., glass bottles used)	4.25	0.74
	Availability of waste sorting/recycling bin	3.60	1.02
Water Efficiency	Effective towel and linen reuse program	3.88	0.91
	Low-flow shower heads that maintain good pressure	3.55	1.10
Community Engagement	Sourcing of local food for the hotel restaurant	4.30	0.68
	Promotion of local culture and community integration	4.05	0.77
Overall average		3.96	0.86

Table 4.3 Descriptive statistics for sustainable practice adoption

Interpretation: The mean of the total sustainable practice adoption is 3.96 which implies a great awareness and practice at Temms Hotel. The highest-rated practice is Sourcing of local food ( $M = 4.30$ ), which validates Florić et al. (2021) who highlighted the value of farm-to-table. The item with the lowest rating was the mean of 3.55 corresponds to the type of shower head ( $M = 3.55$ , highest  $SD = 1.10$ ), which also fits well with Titz and Roth (2021) gave when he stated that water conservation

activities can result in consistent views when they touch on fundamental comforts such as shower pressure.

#### 4.4.2 Dependent Variable: Guest Satisfaction

Emotional response, perceived quality, and guest satisfaction were the measure of satisfaction behavioral intentions (loyalty and eWOM).

**Table 4.4: Descriptive Statistics for Guest Satisfaction**

Construct	Specific indicator	Mean (M)	Std. Dev (SD)
Perceived Quality	The eco-friendly practices enhanced the hotel's overall quality	4.18	0.75
Emotional Contentment	I felt a sense of pride/warm glow staying at a green hotel	4.02	0.83
Return Intention	I am highly likely to return to Temms Hotel in the future	4.15	0.79
Online Reviews (eWOM)	I am highly likely to return to Temms Hotel in the future	4.22	0.71
Overall Average		4.14	0.77

Table 4.4 Descriptive statistics for guest satisfaction

Interpretation: The mean level of overall guest satisfaction is 4.14, which also points to the fact that guests are highly satisfied. The result of the eWOM is high (M = 4.22), which validates the finding of Li and Han (2020) claim that content customers become digital ambassadors. Furthermore, the emotional contentment score (M = 4.02) offers scientific support to the "Warm Glow" Effect described in the literature review (Tran et al., 2020).

## 4.5 Inferential Statistics

In order to go beyond description and to test the conceptual framework (Section 2.8), inferential statistics was used.

### 4.5.1 Pearson Correlation Analysis

The direction and the strength were determined using Pearson correlation coefficient ( $r$ ) of the association between the particular sustainable practices and the general satisfaction of guests, according to the interpretation matrix of Chapter Three (Section 3.7.1).

**Table 4.5: Pearson Correlation Matrix**

Variables	Guest satisfaction	Energy conservation	Waste management	Water efficiency	Community engagement
Guest satisfaction	1				
Energy conservation	.485**	1			
Waste management	.612**	.340*	1		
Water efficiency	.395*	.410**	.280*	1	
Community engagement	.655**	.315*	.450**	.290*	1

Table 4.5 Pearson Correlation Matrix

Correlation is significant at the 0.05 level (2-tailed).

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

**Interpretation:** The positive, statistically significant, sustainable practices are all displayed connection with guest satisfaction ( $p < 0.05$ ).

Community Engagement ( $r = 0.655$ ) is also positively related to Waste Management ( $r = 0.612$ ) high positive relationship with satisfaction. This validates the fact that very visible practices (such as the removal of plastics and the offer of local food) are appealing to the guests.

Energy Conservation ( $r = 0.485$ ) and Water Efficiency ( $r = 0.395$ ) have moderate to weak positive correlations. These practices are deemed to be invisible (e.g., behind-the-scenes HVAC systems) or may risk encroaching on comfort (e.g. shower pressure), their

#### 4.5.2 Multiple Regression Analysis

Multiple regression analysis was done to establish the predictive ability of the integrated environmental friendliness on guest satisfaction.

**Table 4.6: Regression Model Summary**

Model	R	R square	Adjusted square	R	STD. Error of the estimate
1	.735a	.540	.526		.431

Table 4.6 Regression model summary

a. Predictors: (Constant), Energy Conservation, Waste Management, Water Efficiency, Community Engagement.

Interpretation: The R-Square value is 0.540. This implies that 54.0 per cent of the variance. The adoption of the four sustainable practices explains the inception of in Guest Satisfaction at Temms Hotel. The other 46 percent is probably affected by other external factors outside the area of this research (e.g., pricing, rudimentary room facilities, or security).

#### 4.6 Qualitative Data Analysis (Thematic Analysis)

Thematic analysis was used to triangulate the quantitative results.

recording of the 5 interviews held with hotel management (General Manager, Front Office Manager, F&B Manager, Head of Housekeeping and Head of Maintenance).

There were three key themes that appeared:

##### **Theme 1: The Dilemma of "Visible" vs. "Invisible" Practices**

The management ensured that the guests respond best to what they can observe. The F&B Manager stated: When our guests say we have pineapples and coffee which we source out of Wakiso their lightened faces smile. They appreciate the traditional Ugandan life. But when maintenance fitted automatic energy-saving boilers, no one

took notice. We only saw the effect on our utility bills. This is in line with the quantitative findings where Community Engagement (visible) had a score correlates much more than Energy Conservation (invisible).

### **Theme 2: Avoiding the "Green-washing" Trap**

In line with the literature review (Section 2.5.4), the management stated that it is hyper-awareness of greenwashing. The General Manager has observed: The modern visitors are intelligent, namely the international pilgrims. If we leave a card encouraging them to use towels again “to conserve the planet, but then bring unto them water in single-plastic bottles, they will sound out the hypocrisy. Our best we have done made sure our social responsibility is uniform to establish authentic brand loyalty. This authenticity is demonstrated by the high score on mean of the Perceived Quality (4.18) of the guest surveys.

### **Theme 3: Balancing Conservation with Guest Comfort**

To deal with the comparatively worse satisfaction ratings in terms of water efficiency, the Housekeeping Head noted problems of operations that were put in the Expectancy Disconfirmation Theory (Section 2.6): We have attempted to fit ultra-low-flow shower heads to conserve water but we instantly realized that they would not help. The complaint of visitors who received it at the Namugongo shrine was not able to take a proper shower. We needed to re-calibrate them. Sustainability cannot compromise basic hospitality.

## **4.7 Summary of Chapter Findings**

The hypothesis formulated in the first few chapters are strongly supported by data analysis. Guest satisfaction is a major contributor to sustainable practice adoption, which is quantitative, which accounts 54% of the variance in the levels of satisfaction. Visible practices, the most are especially local community involvement and waste management association with positive guest review, eWOM, and emotional satisfaction.

Qualitatively, management interviews showed that sustainability is financially and socially useful, it should be implemented in an authentic manner to prevent

greenwashing scrupulously operated without overstepping on the essential guest amenities.

## CHAPTER FIVE

### DISCUSSION OF FINDINGS

#### 5.1 Introduction

Chapter Four presents' findings discussed in this chapter, which interprets them by the prism of theoretical and empirical literature that Chapter Two has investigated. The main aim of this research was to determine the impact of sustainable practice adoption of guest satisfaction at Temms Hotel Namugongo. The discussion is organized based on the main variables of the research: the moderating effects of guest demographics the influence of overt practices (community involvement and waste management) the subtleties of operations/invisible practices (energy and water conservation), and the theme of authenticity versus greenwashing is played out.

#### 5.2 Discussion on Demographic Influences

The demographic status of the respondents was essential to the study findings. The statistics showed that the highest proportion of guests (47.0%) was between 26 and under 40 age brackets (Millennials). According to the hypothesis in the literature by Deng et al. (2022), this younger generation had a high level of attraction towards sustainable efforts, populating the high overall satisfaction mean (4.14).

Additionally, the location of Temms Hotel in Namugongo was unique, which implied that, Considerable numbers of the respondents (43.9%), were pilgrims. Benckendorff et al. (2021) implied that religious tourists could focus on green initiatives are overshadowed by spiritual experience, such an interesting intersection was discovered in this study: religious tourists at Temms Hotel highly appreciated the hotel's community engagement and local sourcing. To these visitors, the hotel takes care of the home town. This community of Wakiso was considered as moral and ethical continuation of their religious values thus increasing their emotional contentment and satisfaction.

### 5.3 The Effect of Visible Sustainable Practices on Guest Satisfaction

The inferential statistics presented in Chapter Four indicated that the issue of visible sustainable highly practices, in particular, Community Engagement ( $r = 0.655$ ) and Waste Management ( $r = 0.612$ ) --were those that had the most positive relationships with guest satisfaction.

**Community Engagement and Local Sourcing:** The quantitative information demonstrated that the top approval rating was sourcing local food and incorporation of local culture ( $M = 4.30$ ). The qualitative interview with the F&B highly supported this. Manager, who observed the positive responses of the guests to local coffee produced in

Uganda a. This observation is exactly what Florić et al. (2021) and Sthapit et al(2022) Found an argument of satisfaction through the provision of farm-to-table practices was made by authentic, high-quality experiences. Viewed through the prism of Signaling Theory (Taj, 2022), the hotel investing in the local community was a sign of high investments, which were interpreted by the guest's professional code of ethics and the quality of management.

**Waste Management:** The shift of single-use plastics to glass bottles and the introduction of recycling containers (bins) led to a great increase in satisfaction. This and confirms the results of Filieri et al. (2021) and Abdou et al. (2020) who observed. that contemporary visitors are made to feel guilty by being compelled to use plastic that comes in single-use containers. By removing them, Temms Hotel enabled the guests to get the Warm Glow effect (Tran et al., 2020) a feeling of reward on being involved in pro-environmental action without bringing serious effort, which was directly translated into a high probability of favorable reviews (eWOM).

## 5.4 The Effect of Operational and "Invisible" Practices on Satisfaction

On the other hand, the water efficiency ( $r = 0.395$ ) and Energy conservation ( $r = 0.485$ ) had moderate to weak relationships with guest satisfaction.

**Energy Conservation:** While the hotel utilizes LED lighting and key-card power switches ( $M = 4.12$ ), the qualitative data demonstrated that most of the energy-saving techniques, i.e. automated boilers, are not visible to the guest. Since visitors do not go to the source engage with these systems, their role in emotional satisfaction is smaller than is the case to tasting locally sourced food. However, they remain vital for the hotel's economic sustainability.

**Water Efficiency and Core Comforts:** The lowest scoring metric in the entire study was the use of low-flow shower heads ( $M = 3.55$ ). The qualitative interview with the Housekeeping Head revealed that excessive water restriction led to immediate guest complaints, particularly from tired pilgrims returning from the Namugongo shrine. This finding is a textbook illustration of the Expectancy-Disconfirmation Theory (ElAdly, 2020). Guests arrive with baseline expectations of basic hygiene comforts (a good shower). When a sustainable practice negatively disconfirms this expectation even if it is for a good environmental cause satisfaction plummet. This confirms Titz and Roth's (2021) warning that sustainability must never compromise the primary functionality of the hospitality product.

## 5.5 Authenticity and the Avoidance of Green washing

The regression analysis established that sustainable practices explain 54.0% of the variance in guest satisfaction. However, qualitative insights indicated that this high percentage is contingent upon the authenticity of the practices. Hotel management expressed a hyper-awareness of greenwashing—the deceptive marketing of ecofriendly practices.

As noted by the General Manager, international and modern domestic tourists are quick to spot inconsistencies (e.g., asking guests to reuse towels while heavily using plastics elsewhere). Because Temms Hotel has maintained consistency across its operations, guests rewarded the hotel with high perceived quality scores ( $M = 4.18$ ) and strong return intentions ( $M = 4.15$ ). This observation supports Pizzetti et al. (2021),

who wrote that the perceived greenwashing leads to dissatisfaction immediately, but crystal-clear and steady green operations establish long-lasting brand loyalty.

## CHAPTER SIX

### CONCLUSIONS AND RECOMMENDATIONS

#### 6.1 Introduction

It is the last chapter that summarizes the primary conclusions of the study to make a generalized conclusions about the connection between the adoption of sustainable practices and guest satisfaction in Temms Hotel Namugongo. On the basis of such conclusions, the chapter offers practical, evidence-based suggestions to the management of hotels policy-makers, and ends with an outline of future academic research areas.

#### 6.2 General Conclusion

This study has empirical evidence that has strongly drawn a conclusion that the adoption of sustainable practice has a large positive impact on guest satisfaction in the context of Ugandan suburban hospitality. In particular, sustainable initiatives take into consideration. Fifty four percent of the guest satisfaction variation in Temms Hotel Namugongo. Nonetheless, the paper finds that the effect of green practices on guests is not the same. Guests can get the greatest satisfaction, emotional satisfaction and brand loyalty out of physical, sensory process like the eradication of single-use plastics and the integration of local community resources (farm-to-table dining). Conversely, as well as the operational/invisible practices such as water and energy conservation. Economically beneficial to the hotel, have a weaker direct impact on satisfaction and give rise to dissatisfaction in the event that they violate fundamental guest comforts (e.g. shower pressure or room temperature). Finally, in order to be competitive, sustainability must serve as a competitive benefit, it will have to be done in a genuine, open and in a way that upgrades the main guest experience and does not limit it.

#### 6.3 Limitation of the Study

Although this study was done with high academic discipline, it is significant to note one main limitation that is inherent in the researches concerning environmentalism: Desirability Bias, Human nature predisposes a strong and subconscious wish to seem ethical and socially responsible. When guests are handed, a questionnaire asking about

environmental conservation and eco-friendly practices, there is a natural psychological tendency to overstate how much they care about "going green," simply because protecting the planet is a universally applauded value. Consequently, some guests may have rated their satisfaction with the hotel's sustainable practices highly based on the idea or image of sustainability, rather than their actual, conscious interaction with those practices during their stay. Furthermore, because much of a hotel's most impactful environmental work (such as energy-efficient water heating or back of house waste sorting) is entirely invisible to the guest, they are essentially evaluating what they assume the hotel is doing. This bias means the data captures the guests' positive attitudes toward sustainability, but it may slightly inflate the statistical strength of how much these practices actually drove their day-to-day comfort and satisfaction at Temms Hotel.

## **6.4 Recommendations**

Based on the findings and conclusions of this study, the following actionable recommendations are proposed for the management of Temms Hotel and similar midscale establishments in Uganda:

### **6.4.1 Operational and Service Recommendations**

**Luxury without wastage:** The management should make sure that baseline hospitality standards are not undermined by environmental conservation. Water saving devices (such as low flow shower heads) and energy appliances (such as HVAC thresholds) need to have a very good calibration and a frequent test to verify they comply with guest comforters of physical weary religious tourists.

**Make the Invisible Visible (Gamification):** To augment satisfaction gained out of energy conservation, the hotel ought to roll out small-time positive messages or gamification. Indicatively, an installation of smart-meters in rooms that indicate how to guests. They have conserved in large quantities of energy, thus releasing the "Warm Glow" of energy and causing them become members of the green journey of the hotel.

### **6.4.2 Marketing and Communication Recommendations**

**Going through eWOM and Green Marketing:** There are guests with a high intention to guest the hotel because of its green practices ( $M = 4.22$ ), the management should proactively request customers who are satisfied to post their reviews through

places such as TripAdvisor and Google. The hotel should include its real in the marketing materials sustainability campaigns to appeal to the rising population of Millennial Eco-conscious individuals.

**Radical Transparency to prevent green washing:** To preserve brand trust, the hotel should not have excessive advertisement of its green activities. Management should pursue established third party Eco-certifications (e.g. Green Key or local Ugandan eco-labels) to authenticate their practices therefore pacifying any guest suspicion.

#### **6.4.3 Community and Cultural Integration Recommendations**

**Enhance Local Sourcing and Experiential Tourism:** Community interaction has been enhanced with the highest score; the Temms Hotel ought to increase its local partnerships. This could add to provide guests with tours of the local Wakiso farm where their food grows; these are called Eco-tours sourced, or collaborating with local Namugongo artisans to supply sustainable, locally prepared room facilities and souvenirs.

#### **6.5 Areas for Further Research**

Although this research was able to meet its goals, the drawbacks as they were identified in Future research: Chapter Three offers the following opportunities:

**Longitudinal Studies:** Since this was a cross-sectional study, future research should take a longitudinal design to see how sustainable the guests are satisfied practices varies in seasons (e.g. on the bright June 3rd Martyrs Day influx/off-peak periods).

**Greater Geographical Coverage:** A comparative study may be carried out between suburban religious center hotels (such as in Namugongo) and posh safari lodges in Uganda's national parks. This would assist in ascertaining whether the expectations are in place as regards to sustainability varies depending on the precise location and tourism.

**Financial Impact Analysis:** Future research ought to examine the precise financial correlation (Return on investment) of the amount of money needed to adopt such environmentally-friendly practices and the consequent growth in Revenue Per Available Room (RevPAR) created by contented, regular customers.

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# APPENDICES

## APPENDIX A: GUEST SURVEY QUESTIONNAIRE

Instructions: Please tick [ √ ] or cross [ X ] in the box that best represents your answer.

### SECTION A: DEMOGRAPHIC INFORMATION

#### What age group do you belong to?

- 18 – 25 years
- 26 – 40 years
- 41 – 55 years
- 56 years and above

#### What is your nationality?

- Domestic (Ugandan)
- International

#### What is your main reason of visiting Temms Hotel Namugongo?

- Religious Pilgrimage (e.g., visiting the Martyrs' Shrine)
- Leisure / Tourism
- Business / Official Work

**SECTION B: SUSTAINABLE PRACTICE ADOPTION**

Instructions: According to your experience with Temms Hotel, rate your degree of agreement with the following statements about the hotel of the hotel green practices.

(Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 Strongly Agree)

**B1 Energy Conservation**

No	Statement	1	2	3	4	5
1.	I noticed the visible use of energy-saving lighting (e.g., LEDs) in my room and the hotel premises.					
2.	The use of key-card power switches in the rooms is effective in saving energy.					

**B2 Waste Management**

No	Statement	1	2	3	4	5
3.	The hotel actively reduces single-use plastics (e.g., providing water in glass bottles instead of plastic).					
4.	There are visible and accessible waste sorting/recycling bins within the hotel.					

**B3 Water Efficiency**

No	Statement	1	2	3	4	5
5.	The hotel has a clear and effective towel and linen reuse program to save water.					
6.	The low-flow shower heads in the bathrooms maintain good pressure while saving water.					

**B4 Community Engagement**

No	Statement	1	2	3	4	5
7.	I appreciate that the hotel sources its food and ingredients locally from Ugandan farmers.					

8.	The hotel actively promotes local culture and integrates well with the Namugongo community.					
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**SECTION C: GUEST SATISFACTION**

Instructions: Please indicate how much you agree with the way the environmentally friendly activities of hotel influenced your satisfaction.

(Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)

No	Statement	1	2	3	4	5
1.	Perceived Quality: The eco-friendly practices enhanced my perception of the hotel's overall service quality.					
2.	Emotional Contentment: I felt a sense of pride and a "warm glow" knowing I was staying at an environmentally responsible hotel.					
3.	Return Intention: Because of the hotel's sustainable practices, I am highly likely to return to Temms Hotel in the future.					
4.	Online Reviews (eWOM): I will positively recommend this hotel to friends, family, or on platforms like TripAdvisor based on its green initiatives.					

Optional Open-Ended Question:

Do you have any other green practice you would like Temms to adopt?

Hotel adopt in the future?

## **APPENDIX B: INTERVIEW GUIDE FOR HOTEL MANAGEMENT**

Introduction to Interviewee:

Thank you for agreeing to participate in this interview. This discussion aims to gather your administrative insights on the adoption of sustainable practices at Temms Hotel Namugongo. Your operational perspective is vital to understanding how green initiatives affect guest satisfaction. There are no wrong answers, and your identity will remain strictly confidential.

### **Guiding Questions:**

What are the primary sustainable practices (energy, water, waste, community) currently implemented here at Temms Hotel?

Between the "visible" practices (like eliminating plastics or sourcing local Wakiso coffee) and the "invisible" practices (like automated boilers), which ones do you find guests react to the most?

Have you ever experienced a situation where a green initiative (such as low-flow shower heads or reduced air conditioning) resulted in guest complaints?

How do you ensure that conserving resources does not compromise the luxury and basic hospitality expected by your guests, especially tired pilgrims visiting the Namugongo shrine?

Modern travelers are highly sensitive to "greenwashing" (fake ecofriendly marketing). How does Temms Hotel ensure that its sustainability promises are authentic and transparent to the guests?

Have guests ever questioned the consistency of your environmental practices?

In your experience, does investing in the local community and sustainable practices actually yield a return on investment through repeat guest visits and positive online reviews?

Do you believe being an eco-friendly hotel gives Temms Hotel a competitive advantage in the Ugandan suburban hospitality market?

What is the biggest challenge the hotel faces right now in trying to become 100% sustainable?