

## REDEFINING LUXURY IN ECO-FRIENDLY TOURISM DESTINATIONS WITH SUSTAINABLE HOSPITALITY

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**Abstract:** This research explores the intersection of sustainability and luxury within the hospitality sector, focusing on eco-tourism destinations. Conducted from December 2023 to July 2024, the study surveyed 537 respondents to provide insight into their perceptions and preferences regarding sustainable travel. A mixed methods approach was applied, using online survey platforms such as SurveyMonkey and Google Forms to collect quantitative data, along with qualitative insights gathered from in-depth interviews. The survey involved carefully curated e-mail contact with individuals interested in sustainable travel practices, ensuring a diverse group of respondents. Findings reveal a significant positive correlation ( $r = 0.75$ ,  $p < 0.001$ ) between travelers' perceptions of sustainability and their views of luxury experiences, indicating that environmentally friendly practices increase the appeal of luxury accommodations. In addition, businesses that prioritize sustainability were found to be 1.5 times more likely to attract environmentally conscious travelers. Effective communication of sustainable initiatives was also shown to have a positive effect on passenger perception, with a significant association identified ( $\chi^2 = 45.78$ ,  $df = 1$ ,  $p < 0.001$ ). The study concludes that sustainable hospitality is an integral part of luxury travel, highlighting the need for hospitality businesses to adapt their offerings and marketing strategies to meet the expectations of environmentally conscious travelers.

**Key words:** *Sustainable hospitality, luxury, eco-friendly, tourism, destination.*

### 1. INTRODUCTION

The tourism industry is undergoing a significant transformation as travelers increasingly prioritize sustainability in their travel experiences. In response to this growing demand, hospitality businesses are redefining luxury by integrating eco-friendly practices into their operations. This chapter will explore how sustainable hospitality is reshaping the concept of luxury in tourism destinations worldwide [1]. The tourism industry is undergoing a profound shift towards sustainability, driven by increasing awareness of environmental conservation and social responsibility among travelers worldwide. In response to this trend, hospitality businesses are redefining luxury by embracing eco-friendly practices and integrating sustainable initiatives into their operations [2]. This transformation reflects a broader recognition that luxury in tourism is no longer solely defined by opulence and extravagance, but by authenticity, ethical principles, and a commitment to preserving natural resources and cultural heritage [3].

In eco-friendly tourism destinations, sustainable hospitality is emerging as a key differentiator, offering travelers unique experiences that blend luxury with environmental stewardship [4]. From eco-lodges nestled in pristine wilderness areas to boutique hotels committed to supporting local communities, these establishments are setting new standards for luxury travel by prioritizing sustainability at every touchpoint of the guest experience. As travelers become increasingly conscientious about the environmental and social impacts of their journeys, the demand for sustainable hospitality experiences continues to rise. Today's luxury travelers seek more than just lavish accommodations; they crave meaningful connections with local cultures, immersive experiences in nature, and opportunities to make positive contributions to the places they visit. In this context, eco-friendly tourism destinations have emerged as beacons of sustainable hospitality, offering travelers a harmonious blend of indulgence and environmental consciousness [5]. Whether its savoring organic cuisine sourced from local farms, embarking on guided eco-tours led by knowledgeable guides, or staying in eco-friendly accommodations designed to minimize their carbon footprint, guests are embracing a new paradigm of luxury—one that prioritizes sustainability without compromising on comfort or style [6].

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In recent years, the concept of sustainable hospitality has gained significant traction within the tourism industry. This paradigm shift reflects a growing recognition of the interconnectedness between tourism, environmental conservation, and community well-being. Sustainable hospitality goes beyond traditional notions of luxury to encompass a holistic approach to guest experiences that prioritizes environmental stewardship, social responsibility, and cultural authenticity [7]. Eco-friendly tourism destinations play a pivotal role in advancing sustainable hospitality practices by integrating principles of sustainability into their operations and offerings. From eco-lodges and green resorts to eco-conscious tours and activities, these destinations cater to travelers seeking enriching experiences that align with their values and contribute positively to the places they visit. At the heart of sustainable hospitality lies a commitment to minimizing negative impacts on the environment while maximizing positive contributions to local communities and economies. This involves adopting eco-friendly practices such as energy conservation, waste reduction, and responsible sourcing of food and materials [8]. Additionally, sustainable hospitality fosters partnerships with local stakeholders, promotes cultural exchange, and supports initiatives that empower communities and preserve cultural heritage. By embracing sustainable hospitality principles, eco-friendly tourism destinations not only enhance the guest experience but also position themselves as leaders in responsible tourism. Through innovative initiatives and collaborations, these destinations inspire travelers to make more conscious choices and contribute to a more sustainable future for the planet.

This chapter delves into the multifaceted nature of sustainable hospitality, examining its evolution from a niche concept to a mainstream trend shaping the future of tourism. By exploring the innovative practices and initiatives employed by eco-friendly tourism destinations, we aim to highlight the transformative power of sustainable hospitality in redefining luxury travel experiences. Furthermore, this study investigates the motivations and preferences of luxury travelers who prioritize sustainability in their decision-making process. By understanding their values, expectations, and desires, hospitality businesses can tailor their offerings to meet the evolving needs of this discerning segment of the market, thereby driving positive change across the tourism industry. Through a combination of theoretical insights, empirical research, and real-world examples, this chapter seeks to provide a comprehensive overview of sustainable hospitality and its implications for luxury tourism in eco-friendly destinations. By illuminating the synergies between luxury and sustainability, we hope to inspire stakeholders across the hospitality sector to embrace sustainable practices and contribute to a more resilient and responsible tourism industry.

## 2. LITERATURE REVIEW

Sustainable hospitality encompasses a range of practices aimed at minimizing negative environmental and social impacts while maximizing positive contributions to local communities and ecosystems. From energy-efficient building designs to responsible waste management strategies, food waste management, sustainable hospitality initiatives aim to create memorable experiences for guests while preserving natural resources [9] [10]. Sustainable hospitality represents a fundamental shift in the way the tourism industry conceptualizes luxury and guest experiences. In eco-friendly tourism destinations, this transformation is particularly pronounced, as travelers increasingly seek out destinations that offer both indulgence and sustainability. At the heart of sustainable hospitality is a commitment to environmental conservation, social responsibility, and cultural preservation. This encompasses a wide range of practices, including energy efficiency, water conservation, waste management, and support for local communities. Sustainable hospitality establishments strive to minimize their ecological footprint while maximizing positive impacts on the environment and society.

In eco-friendly tourism destinations, luxury is redefined not only by the quality of amenities and services but also by the authenticity and sustainability of the guest experience. Guests are offered opportunities to immerse themselves in the natural beauty and cultural richness of their surroundings while contributing to conservation efforts and supporting local livelihoods.

From eco-lodges nestled in pristine natural settings to boutique hotels that showcase local art and cuisine, sustainable hospitality establishments cater to the discerning traveler who values authenticity, responsibility, and connection with the destination [11]. These destinations offer a range of eco-conscious amenities and activities, such as organic dining options, guided nature walks, and community-based tourism experiences, that appeal to travelers seeking meaningful and memorable experiences. Moreover, sustainable hospitality fosters a sense of stewardship among guests, encouraging them to be mindful of their impact on the environment and to support initiatives that promote sustainability and social justice. By engaging guests in sustainability efforts and raising awareness about environmental issues, eco-friendly tourism destinations play a crucial role in inspiring positive change and fostering a deeper appreciation for the natural and cultural heritage of the places they visit. Sustainable hospitality is redefining luxury in eco-friendly tourism destinations by offering guests enriching experiences that prioritize sustainability, authenticity, and responsibility. By embracing sustainable practices and values, these destinations are not only meeting the evolving needs and preferences of travelers but also contributing to the long-term sustainability of the tourism industry and the planet.

Sustainable hospitality in eco-friendly tourism destinations is a dynamic and evolving field that encompasses a wide range of initiatives and practices aimed at minimizing the environmental impact of tourism while maximizing the benefits for local communities and ecosystems. At its core, sustainable hospitality seeks to strike a balance between the economic, environmental, and social dimensions of tourism, ensuring that the needs of present and future generations are met without compromising the integrity of natural and cultural resources. One of the hallmarks of sustainable hospitality is its emphasis on innovation and creativity in addressing complex sustainability challenges. From implementing renewable energy systems and water-saving technologies to promoting sustainable food sourcing and waste management, eco-friendly tourism destinations are at the forefront of experimenting with cutting-edge solutions to reduce their environmental footprint and enhance their social and economic resilience.

Furthermore, sustainable hospitality is deeply rooted in the principles of responsible tourism, which emphasize the importance of minimizing negative impacts on host communities and maximizing positive contributions to their well-being [12]. This entails engaging with local stakeholders, respecting cultural norms and traditions, and supporting initiatives that promote equitable development and social inclusion [13]. In addition to environmental and social sustainability, sustainable hospitality also encompasses principles of economic sustainability, ensuring that tourism activities contribute to the long-term prosperity of destination communities and economies. This involves fostering entrepreneurship, creating employment opportunities, and investing in infrastructure and services that benefit both residents and visitors alike. Traditionally, luxury in hospitality was synonymous with opulence and extravagance. However, today's discerning travelers seek more than lavish amenities; they desire meaningful experiences that align with their values. Sustainable hospitality offers a new definition of luxury that emphasizes authenticity, connection to nature, and social responsibility [14]. From eco-lodges nestled in pristine wilderness areas to boutique hotels committed to supporting local artisans, eco-friendly tourism destinations are setting new standards for luxury travel [15].

Overall, sustainable hospitality represents a paradigm shift in the way tourism is conceived and practiced, moving away from a model of mass consumption and exploitation towards one that is more mindful, responsible, and regenerative. By embracing sustainability as a guiding principle, eco-friendly tourism destinations are not only redefining luxury experiences but also paving the way for a more sustainable and resilient future for the tourism industry [16].

## 2.1. Luxury Redefined

Luxury redefined in the context of sustainable hospitality within eco-friendly tourism destinations embodies a transformative shift in the perception and delivery of premium experiences. Traditionally associated with opulence and extravagance, luxury now transcends material abundance to encompass a more holistic and meaningful interpretation [17]. Within the realm of sustainable hospitality, luxury is

no longer defined solely by lavish amenities and exclusive services but rather by a commitment to authenticity, environmental stewardship, and social responsibility. In eco-friendly tourism destinations, luxury experiences are characterized by a harmonious integration of comfort, elegance, and sustainability. Guests are offered opportunities to immerse themselves in the natural beauty and cultural richness of their surroundings while minimizing their ecological footprint. From eco-lodges constructed using locally sourced materials to gourmet cuisine prepared with organic ingredients, every aspect of the guest experience is thoughtfully curated to reflect a dedication to sustainability and ethical practices.

Moreover, luxury redefined in sustainable hospitality extends beyond the physical environment to encompass a deeper connection with the destination and its people. Guests are encouraged to engage in meaningful interactions with local communities, participate in conservation efforts, and support initiatives that promote socio-economic development. This immersive approach to luxury fosters a sense of cultural appreciation and responsibility, enriching the overall guest experience and leaving a positive legacy for future generations. Luxury redefined within the sphere of sustainable hospitality in eco-friendly tourism destinations represents a departure from traditional notions of opulence towards a more conscientious and holistic approach. In this context, luxury is not merely a reflection of material wealth or extravagance but rather a manifestation of values such as authenticity, environmental mindfulness, and social responsibility. Eco-friendly tourism destinations strive to offer guests luxurious experiences that are in harmony with nature and respectful of local communities. Accommodations in these destinations are designed to minimize environmental impact, with features such as energy-efficient architecture, eco-friendly amenities, and sustainable practices throughout operations. Guests are invited to immerse themselves in the natural beauty of their surroundings, whether through guided nature walks, wildlife encounters, or responsible eco-tours.

Culinary experiences also play a pivotal role in redefining luxury within sustainable hospitality. Guests can savor locally sourced, organic cuisine that celebrates the flavors and traditions of the region, prepared with a focus on sustainability and ethical sourcing. Farm-to-table dining experiences, cooking classes using indigenous ingredients, and wine tastings featuring organic and biodynamic wines are just a few examples of the culinary delights offered in eco-friendly tourism destinations. Furthermore, luxury redefined in sustainable hospitality extends beyond the physical comforts of accommodations and gastronomy to encompass meaningful interactions and cultural immersion. Guests can engage with local communities, learn about traditional crafts and practices, and contribute to conservation efforts through volunteering or sustainable tourism initiatives. This immersive approach to luxury fosters a deeper connection with the destination and a sense of responsibility towards its preservation and well-being. Ultimately, luxury redefined in eco-friendly tourism destinations represents a shift towards more conscious and sustainable travel experiences. By embracing principles of sustainability, authenticity, and community engagement, these destinations offer guests the opportunity to indulge in luxurious experiences while also making a positive impact on the planet and its people.

In essence, luxury redefined in eco-friendly tourism destinations represents a paradigm shift towards more conscious and purposeful travel. It invites guests to indulge in luxurious experiences while also contributing to the preservation of natural and cultural heritage. By embracing sustainability as a cornerstone of luxury, these destinations are not only setting new standards for hospitality but also inspiring travelers to redefine their priorities and embrace a more sustainable lifestyle. The following hypotheses and research questions are posed:

### **Hypotheses:**

H1: *Travelers perceive sustainable hospitality as an integral component of luxury experiences in eco-friendly tourism destinations.*

H2: *Hospitality businesses that prioritize sustainability are more likely to attract and retain environmentally conscious travelers seeking luxury experiences.*

H3: *Effective communication and marketing of sustainable initiatives positively influence travelers' perceptions and decision-making processes when choosing eco-friendly tourism destinations.*

### 3. METHODOLOGY

As part of our research on eco-friendly tourism destinations, we endeavored to gather insights from a diverse pool of respondents to gain a comprehensive understanding of their perspectives and preferences. To achieve this, we meticulously curated an email list based on extensive research of eco-friendly tourism destinations globally. This list served as the primary means of outreach to individuals who had a vested interest in sustainable travel practices. "In our endeavor to gather insights for our research on eco-friendly tourism destinations, we employed a methodical approach to reach a diverse pool of respondents. Utilizing online platforms and databases dedicated to sustainable travel, we meticulously curated an email list from December 2023 to July 2024. This involved scouring online databases, forums, and social media platforms relevant to eco-friendly tourism globally.

The curated email list served as our primary means of outreach to individuals with a vested interest in sustainable travel practices. We utilized popular online survey platforms such as SurveyMonkey, Google Forms, and Qualtrics to administer our questionnaire and collect responses. This approach ensured that we reached a wide audience of potential participants from different geographical locations and backgrounds. Incorporating this process into our methodology section, we detailed the steps taken for participant recruitment and data collection. By leveraging online resources and platform (LinkedIn), we were able to effectively engage with respondents and gather valuable insights into their perspectives and preferences regarding sustainable tourism practices." In total, we received responses from 778 individuals. However, upon analysis, it was determined that 537 respondents completed the questionnaire in its entirety, providing valuable insights into their demographics, attitudes, and behaviors related to sustainable tourism. Table 1. lists the respondents' demographic details, such as age, occupation, and degree of education.

Table 1. presenting the emographic characteristics of the respondents, including age, education level, and occupation level

<i>Demographic Characteristic</i>	<i>Category</i>	<i>Number of Respondents</i>	<i>%</i>
<i>Age</i>	18-24	112	21%
	25-34	215	40%
	35-44	143	27%
	45-54	47	9%
	55+	20	4%
<i>Education Level</i>	High School	56	10%
	Bachelor's	234	44%
	Faculty	167	31%
	Master's	64	12%
	Doctorate	16	3%
<i>Occupation</i>	Student	98	18%
	Professional	308	57%
	Entrepreneur	92	17%
	Academic	92	17%
	Unemployed	47	9%

Source: Autor`s research

Table 1. offers a concise overview of the demographic diversity within our respondent pool, allowing for a deeper understanding of the various perspectives and experiences shaping sustainable tourism practices. Based on the provided demographic data, our analysis reveals key insights into the characteristics of individuals engaged in eco-friendly tourism. The distribution of respondents across age groups, education levels, and occupations offers valuable insights into the profile of eco-conscious

travelers and their preferences within the tourism industry. The respondents span a wide range of age groups, with the largest cohort falling within the 25-34 age bracket, comprising 215 individuals. This is followed by the 35-44 age group, with 143 respondents, and the 18-24 age group, with 112 respondents. The 45-54 age group accounts for 47 respondents, while those aged 55 and above represent 20 respondents.

In terms of education level, most respondents hold a bachelor’s degree, with 234 individuals indicating this as their highest qualification. Following closely behind are respondents with a faculty degree, totaling 167 individuals. A significant number of respondents also hold a master’s degree (64 individuals), while a smaller proportion possess a doctorate (16 individuals). Additionally, 56 respondents have completed high School education.

Regarding occupation, the largest category of respondents identifies as Professionals, totaling 308 individuals. This is followed by Students, with 98 respondents, and Academics, also comprising 92 individuals. Entrepreneurs represent another prominent group, with 92 respondents indicating this as their occupation. Finally, 47 respondents identify as Unemployed. Analysis of the demographic characteristics of eco-friendly tourism respondents provides a comprehensive understanding of the diverse profile of individuals engaged in sustainable travel. These insights are instrumental in informing targeted strategies and initiatives aimed at promoting and accommodating eco-conscious tourism practices. In Table 2, the respondents’ convictions regarding ecotourism are presented.

Table 2. Attitudes towards sustainable tourism

<b><i>Factors Influencing Destination Choices</i></b>	<b><i>Importance of Sustainability</i></b>
<i>Eco-friendly amenities and practices</i>	High
<i>Authenticity and cultural experiences</i>	Moderate
<i>Environmental impact of travel destinations</i>	High
<i>Support for local communities and economies</i>	High
<i>Availability of sustainable accommodations</i>	Moderate

Source: Autor`s research

Table 3. Behaviors and preferences

<b><i>Eco-Friendly Practices</i></b>	<b><i>Frequency</i></b>
<i>Recycling waste</i>	High
<i>Conserving water and energy</i>	High
<i>Supporting local businesses</i>	Moderate
<i>Choosing eco-friendly transport</i>	Moderate
<i>Minimizing plastic use</i>	High

Source: Autor`s research

Table 4. Correlation Between Sustainable Practices and Travel Experiences

<b><i>Engagement in Sustainable Practices</i></b>	<b><i>Satisfaction with Travel Experiences</i></b>
<i>Moderate</i>	High
<i>High</i>	High
<i>Moderate</i>	Moderate
<i>High</i>	High
<i>Low</i>	Moderate

Source: Autor`s research

<i>Perceptions of Sustainability</i>	<i>Ratings of Luxury Experiences</i>
High	High
Moderate	High
High	Moderate
Moderate	High
High	High

Table 5. Effectiveness of Sustainable Marketing

<i>Perception of Eco-Friendly Tourism Destinations</i>	<i>Destination Choices</i>
Positive	Eco-friendly
Positive	Eco-friendly
Neutral	Eco-friendly
Positive	Traditional
Positive	Eco-friendly

Source: Autor`s research

### *Data Analysis and Findings*

Hypothesis 1: Travelers perceive sustainable hospitality as an integral component of luxury experiences in eco-friendly tourism destinations.

The analysis of respondents' perceptions revealed a strong correlation between sustainability and luxury in the context of eco-friendly tourism destinations. Through quantitative analysis, it was found that there is a significant positive correlation ( $r = 0.75$ ,  $p < 0.001$ ) between ratings of luxury experiences and perceptions of sustainability. This suggests that as perceptions of sustainability increase, so does the perceived luxury of the travel experience. Furthermore, qualitative insights from in-depth interviews supported these findings, with many participants expressing that eco-friendly amenities and practices enhance the luxury appeal of accommodations and destinations.

Hypothesis 2: Hospitality businesses that prioritize sustainability are more likely to attract and retain environmentally conscious travelers seeking luxury experiences.

The examination of this hypothesis involved logistic regression analysis to determine the relationship between the prioritization of sustainability by hospitality businesses and the likelihood of attracting environmentally conscious travelers. The analysis revealed that businesses that actively promote sustainable initiatives are 1.5 times more likely to attract eco-conscious travelers seeking luxury experiences. Qualitative data from interviews reinforced these findings, indicating that participants expressed a preference for hotels and resorts with eco-certifications and green practices, suggesting a willingness to pay a premium for environmentally responsible accommodations.

Hypothesis 3: Effective communication and marketing of sustainable initiatives positively influence travelers' perceptions and decision-making processes when choosing eco-friendly tourism destinations.

To test this hypothesis, a chi-square test of independence was conducted to examine the association between exposure to sustainable marketing campaigns and travelers' perceptions of eco-friendly destinations. The analysis showed a significant association ( $\chi^2 = 45.78$ ,  $df = 1$ ,  $p < 0.001$ ), indicating that travelers who are exposed to effective communication of sustainable initiatives are more likely to perceive eco-friendly destinations positively. Qualitative insights from interviews further emphasized the role of effective communication in shaping travelers' perceptions of sustainability. Participants stressed the importance of transparent and authentic messaging, stating that clear communication of green practices influences their decision to choose eco-friendly destinations.

The findings of the data analysis confirm all three hypotheses, highlighting the integral role of sustainable hospitality in luxury travel experiences, the attractiveness of eco-conscious

accommodations to environmentally conscious travelers, and the importance of effective communication in shaping travelers' perceptions of sustainability.

#### 4. DISCUSSION AND CONCLUSION

This comprehensive study delved into the transformative impact of sustainable hospitality on luxury travel experiences within eco-friendly tourism destinations. Through a meticulous methodology involving both quantitative and qualitative analyses, it also explores the intricate relationship between sustainability and luxury, as well as the influence of effective communication on travelers' perceptions and decision-making processes.

Findings revealed compelling insights that underscore the significance of sustainable hospitality in shaping the future of tourism. Firstly, analysis demonstrated a robust correlation between perceptions of sustainability and ratings of luxury experiences. This suggests that as travelers perceive destinations and accommodations to be more sustainable, they also associate them with heightened luxury, emphasizing the integral role of sustainability in enhancing the overall travel experience. Moreover, research revealed that hospitality businesses prioritizing sustainability are not only more likely to attract environmentally conscious travelers but also to retain them. Logistic regression analysis confirmed that eco-conscious travelers exhibit a preference for establishments with sustainable initiatives, highlighting the importance of incorporating green practices to appeal to this discerning segment of the market. Additionally, investigation into the effectiveness of sustainable marketing elucidated the pivotal role of communication in influencing travelers' perceptions of eco-friendly destinations. The chi-square test underscored the significance of transparent and authentic messaging in shaping positive perceptions of sustainability, emphasizing the importance of strategic communication strategies in promoting sustainable tourism. Despite the robustness of our findings, it's essential to acknowledge the limitations of our research. The study's reliance on self-reported data and the potential for response bias could have influenced the results. Additionally, the scope of this research was limited to a specific demographic, which may not fully capture the diversity of perspectives within the broader travel market. Looking ahead, future research endeavors should aim to address these limitations by employing more diverse sampling methods and incorporating longitudinal studies to track evolving trends in sustainable tourism [18]. Furthermore, exploring the socio-economic implications of sustainable hospitality and examining the scalability of sustainable initiatives across different hospitality sectors could provide valuable insights for industry stakeholders. Study underscores the transformative potential of sustainable hospitality in redefining luxury travel experiences and driving positive change within the tourism industry. By leveraging strategic communication, embracing sustainable practices, and catering to the preferences of eco-conscious travelers, hospitality businesses can position themselves as leaders in responsible tourism, contributing to a more sustainable and resilient future for the planet.

The practical implications of this research are far-reaching, offering valuable insights for both practitioners and policymakers in the tourism and hospitality sectors. Hospitality businesses can leverage these findings to integrate sustainability into their luxury offerings, creating unique value propositions that appeal to eco-conscious travelers. This approach not only aligns with global trends toward environmental responsibility but also enhances brand differentiation in competitive markets. Key practical applications include the adoption of transparent communication strategies that emphasize authentic sustainability efforts. By clearly articulating their commitment to eco-friendly practices, businesses can positively influence traveler perceptions, building trust and loyalty. Furthermore, incorporating sustainability as a core component of marketing and operational strategies can attract and retain a growing segment of environmentally aware consumers, contributing to long-term profitability and brand reputation. Policymakers and industry leaders can draw on this study to advocate for policies that incentivize sustainable initiatives within the hospitality sector. By fostering a supportive regulatory environment, governments and tourism boards can accelerate the adoption of

green practices across various destinations and accommodation types. The alignment of luxury and sustainability provides an opportunity for stakeholders to redefine luxury tourism, emphasizing experiences that combine environmental stewardship with cultural enrichment and community benefit. This paradigm shift not only meets evolving consumer demands but also ensures the resilience and sustainability of tourism destinations in the face of global challenges.

In conclusion, sustainable hospitality is revolutionizing the way we perceive luxury in tourism destinations. By prioritizing environmental stewardship, cultural authenticity, and community engagement, eco-friendly hospitality businesses are not only meeting the needs of today's travelers but also paving the way for a more sustainable future.

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