

Tourism is one of the largest global industries, significantly contributing to economic growth. The efforts of hotels towards more sustainable activities are perceived positively by consumers, enhancing customer satisfaction and loyalty, and indirectly increasing firms' competitiveness. For decades, the hospitality sector has applied green practices to reduce its environmental impact by considering the environmental-related aspects of the service as a pillar in its operations. This is due not only to managers' awareness of this impact, but also to the fact that consumers are becoming increasingly aware of hotels' environmental impact, and seem to appreciate hotels' efforts to reduce their environmental footprint. However, its rapid expansion has led to various environmental concerns, such as excessive energy consumption, waste generation, and carbon emissions. This paper examines the role of green hotels in sustainable tourism and presents case studies that illustrate best practices in the industry. Indeed, the hotel sector was a pioneer of corporate social responsibility (CSR) practices in the tourism sector. In response, the hospitality industry has adopted sustainable practices, giving rise to the concept of green hotels.