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Exploring Sustainability in Hospitality Industry from a Marketing Lens: A Systematic Literature Review

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Article Info

บทคัดย่อ

การทบทวนวรรณกรรมอย่างเป็นระบบนี้ ศึกษาบทความจำนวน 43 บทความเกี่ยวกับการตลาดที่ยั่งยืนภายในอุตสาหกรรมการบริการ รวบรวมข้อมูลจากฐานข้อมูล SCOPUS ที่เผยแพร่ระหว่างปี 2563 ถึง 2566 การศึกษานี้ใช้แนวทางการทบทวนวรรณกรรมเชิงบูรณาการ พบข้อสังเกตหลักสามประการดังนี้ ประการแรกมุ่งชี้ให้เห็นมิติต่าง ๆ ของการศึกษาในปัจจุบัน เช่น การตลาดที่ยั่งยืน แนวคิดทางสังคมและวัฒนธรรม ผู้บริโภคสีเขียว และการตลาดสำหรับผู้ประกอบการในอุตสาหกรรมบริการ นอกจากนี้ยังพบว่า การศึกษาที่ให้ความสนใจต่อการตลาดสีเขียวและความรับผิดชอบต่อสังคมขององค์กรมีจำนวนจำกัด แม้ว่าจะส่งผลกระทบต่อผลการดำเนินงานของบริษัทก็ตาม ประการที่สอง พบว่า ไม่มีคำจำกัดความด้านความยั่งยืนในด้านการตลาดและพฤติกรรมผู้บริโภคของอุตสาหกรรมบริการที่เป็นที่ยอมรับในระดับสากลซึ่งนำไปสู่การเสนอคำที่มีความหมายครอบคลุม คือ "การตลาดที่ขับเคลื่อนด้วยความยั่งยืน" สุดท้ายนี้ การศึกษาไม่เพียงมุ่งจัดระเบียบงานวิจัยที่มีอยู่ แต่ยังชี้ให้เห็นแนวการทำวิจัยในอนาคต โดยเน้นการศึกษาความสัมพันธ์กันระหว่างการตลาดที่ยั่งยืนกับการทำธุรกิจ ความยั่งยืนที่เน้นลูกค้าเป็นศูนย์กลาง และบทบาทของนโยบายสาธารณะ

Abstract

This systematic literature review examines 43 articles on sustainable marketing within the hospitality industry, sourcing from the SCOPUS database published between 2019 and 2023. The study utilized an integrative review approach, revealing three main findings. Firstly, it highlights various dimensions such as Sustainable Marketing, Social and Cultural Notions, Green Consumers, and Entrepreneurial Marketing in the hospitality industry, emphasizing a relative lack of attention to Green Marketing and Corporate Social Responsibility despite their impact on company performance. Secondly, the research identifies a pervasive absence of universally recognized definitions for sustainability in marketing and consumer behaviour of the hospitality industry, leading to the proposal of a comprehensive term, "sustainability-motivated marketing." Lastly, the study not only organizes existing research but also elucidates future research directions, emphasizing the interdependence of sustainable marketing with entrepreneurship, customer-centric sustainability, and the role of public policy in the hospitality industry

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1. Introduction

Sustainability has become a focal point in contemporary marketing practices, reflecting a shift in consumer values and societal expectations. This guideline article presents a systematic literature review aimed at synthesizing key insights and trends in sustainability within the marketing domain. By providing a comprehensive overview of existing research, this guide seeks to assist marketers, researchers, and businesses in navigating the evolving landscape of sustainable marketing.

The initial step of this research involved the formulation of specific research questions centering on key aspects of sustainability in the hospitality industry within the marketing literature. Three focal inquiries were addressed: first, an exploration of the key implications stemming from the sustainability of hospitality industry research published in marketing literature over the last five years; second, an inquiry into whether the discipline manifests a marketing-centered definition of sustainability; and third, an examination of the sustainability dimensions that have been explored and identification of further research. Following the formulation of these research questions, the subsequent stage encompassed the systematic collection of relevant literature through the utilization of SCOPUS, a widely employed resource in systematic literature review studies (Khodabandelou et al., 2022) and repository stands out as one of the most comprehensive and exhaustive databases in the realm of scientific research (Chadegani et al., 2013).

2. Literature Review

Since the 1960s, there have been many research studies on the relationship between environment, society, and ethics in terms of consumer and business owner responsibility (Høgevold et al., 2014; Vágási, 2004). However, the concepts of sustainability and sustainable development have only recently become more focused. The growing number of research could be attributed to a variety of environmental issues, particularly natural disasters caused by climate change and global warming, which threaten natural resources. As a result, sustainable company management models and frameworks have been developed to address the situation and move towards sustainable development (Sealy et al., 2010; Manna et al., 2011).

2.1 Defining Sustainability

Sustainability is a component of economic theory established in response to the demand for responsible behavior by all stakeholders, including governmental and private entities, as well as consumers (Vágási, 2004). Sustainability is generally associated with three major elements: the environment, the economy, and society, which is known as the triple bottom line concept, which was proposed in the 1990s (Murphy & Knemeyer, 2015). Danciu (2013) concludes that the three elements of sustainability must be interrelated equally, where the economic sustainability necessitates an economic structure that promotes equitable access to resources and opportunities, as well as the fair distribution of finite environmentally productive space, enables sustainable livelihoods, and builds profitable company and industry based on strong ethical principles; the social sustainability seeking for positive human development, fair quality of life and just societies; the environmental sustainability promotes the balance between protecting natural environment and using the resources fairly for all beings. Kotler and Keler (2012) define sustainability as "the ability to meet humanity's needs without harming future generations (p. 633)". Jones et al. (2008) suggest that the concept of sustainability is not just limited as the way to protect and preserve natural environment. In terms of consumer behavior, sustainability refers to ways that provide profit for manufacturers while also being environmentally benign and socially responsible (Hawkins &

Mothersbaugh 2010). This indicates that while people in the current generation strive to meet their wants, they are not permitted to deplete resources for future generations' needs.

The combination of these three components will increase the value of the product while also creating value for consumers, which is the purpose of doing business this decade. As a result, in order to succeed, sustainable businesses must not just focus on profit, but also on responsibility and concern for future customers.

2.2 Sustainable Marketing Framework

Sustainable marketing remains consistent with the core principle of marketing which is to identify consumer needs and wants, satisfying them and earning a profit (Seretny & Seretny, 2012). What has been added to this notion is an emphasis on resource use, which is responsible for today and tomorrow's lives (Kotler et al., 2010). Peattie and Belz (2010) suggest that sustainable marketing is inventing, producing, and delivering sustainable solutions with higher net sustainable value while continually pleasing consumers and other stakeholders.

Sustainability marketing, another phrase commonly used in this context, can be defined as "companies that satisfy the needs of industrial and consumer markets whilst remaining within biophysical constraints, and only exploiting resources at a rate at which they can be sustainably maintained, recovered or replenished in cradle to cradle, closed-loop ecological systems" (Borland & Paliwoda, 2011, p. 59). Peattie and Belz (2010) explain that sustainability marketing consists of "building and maintaining sustainable relationships with customers, the social environment and the natural environment" and it "shares the long-term orientation of relationship marketing, as opposed to the short-term transaction focus of modern marketing" (p. 9). They continually explained that sustainability marketing requires different and innovative thinking in the area of treating socio-ecological problem as a starting point of marketing process, understanding consumer behavior holistically, reconfiguring the marketing mix and appreciating and utilizing the transformational potential of marketing activities and relationships (Peattie & Belz, 2010).

Among the environmental trends, there are various marketing-related ideas for being responsible to society. As a result, the "Green" concept was introduced to the corporate sector in response to concerns about environmental issues on a global scale. To be more explicit, green marketing, ecological marketing, or environmental marketing is concerned with "marketing effects on the environment and costs of serving consumer needs" (Vágási 2004, p. 251). Green marketing takes on social responsibility by developing environmentally friendly production processes. Green design, green product, green process, green logistics, and green marketing are terms used to describe ecologically responsible corporate actions and to interact with customers. The green idea clearly focuses on both providing product value and adding value to consumers' lives (Songsom, 2012).

Even though green marketing shows an attempt to be friendly to the environment, it still lacks the emphasis on individual consumer behavior which is one of the most critical components to achieve sustainable development. Social marketing, which deals with social change, may be another viable option to sustainable marketing as it focuses on changing people's immediate behaviors by changing values and attitudes that influence behaviors (Gordon, 2011). Corporate social responsibility (CSR) differs from Green in the way that it does not manufacture products or provide industrial processes that directly address environmental issues. CSR possibly refers to any efforts that encourage consumers to engage with a company, a product, a brand, or even a firm's image (Seretny & Seretny, 2012). As a result, CSR has evolved into a marketing activity that helps organizations gain a competitive edge by adding value to their products, services, or brands.

In the study of Borland and Paliwoda (2011), which is about marketing responsibility in an era of climate change and sustainability, suggests that marketing responsibility must, for example, include the balance of long-term needs of consumers and short-term profit; the marketing program that is relevant to longer-term ecological sustainability; the marketing that supports environmentally friendly design, manufacture, and consumption; and the marketing that encourages businesses

To achieve the goal of sustainable marketing, which attempts to increase sustainable products and services, organizations must determine what is sustainable demand for products and services (Danciu, 2013). In contrast to traditional marketing, which views consumers as individuals who want to fulfill their needs and think of themselves separately from society and the ecological system (Peattie & Belz, 2010), in this decade consumers are more concerned with social and environmental issues, which leads to sustainable consumption behavior. As a result, if enterprises continue to manufacture and support sustainable products, sustainable demand will be appropriately driven as there is already a community of sustainable customers (Danciu, 2013). To stimulate sustainable demand will definitely lead to sustainable consumption which highlights on gaining mutual responsibility from both consumers and companies or producers (Vágási, 2004).

3. Research Methods

This paper undertakes a systematic literature review to aggregate, structure, and categorize scholars' contributions to the realm of sustainable marketing of hospitality research. Described by Kitcharoen (2004) as a method for identifying, evaluating, and interpreting all available research pertinent to a specific research question, topic area, or phenomenon, a systematic literature review ensures a transparent and reproducible selection, analysis, and presentation of prior research on a given subject. The revisited content encompasses 146 articles sourced from the SCOPUS database, evaluated through specific structural dimensions to classify literature into analytical categories. Adhering to the methodologies outlined by Denyer and Tranfield (2009) and Mayring (2003), the review process unfolds across five key stages: (1) Formulation of research questions; (2) Data Collection: defining and delimiting materials and the unit of analysis; (3) Descriptive Analysis: evaluating formal aspects of collected material using quantitative methods; (4) Category Selection: identifying structural dimensions and related analytic categories to organize the material; and (5) Material Evaluation: assessing the material based on previously established dimensions and categories. The outcomes are interpreted to delineate pertinent issues in the field.
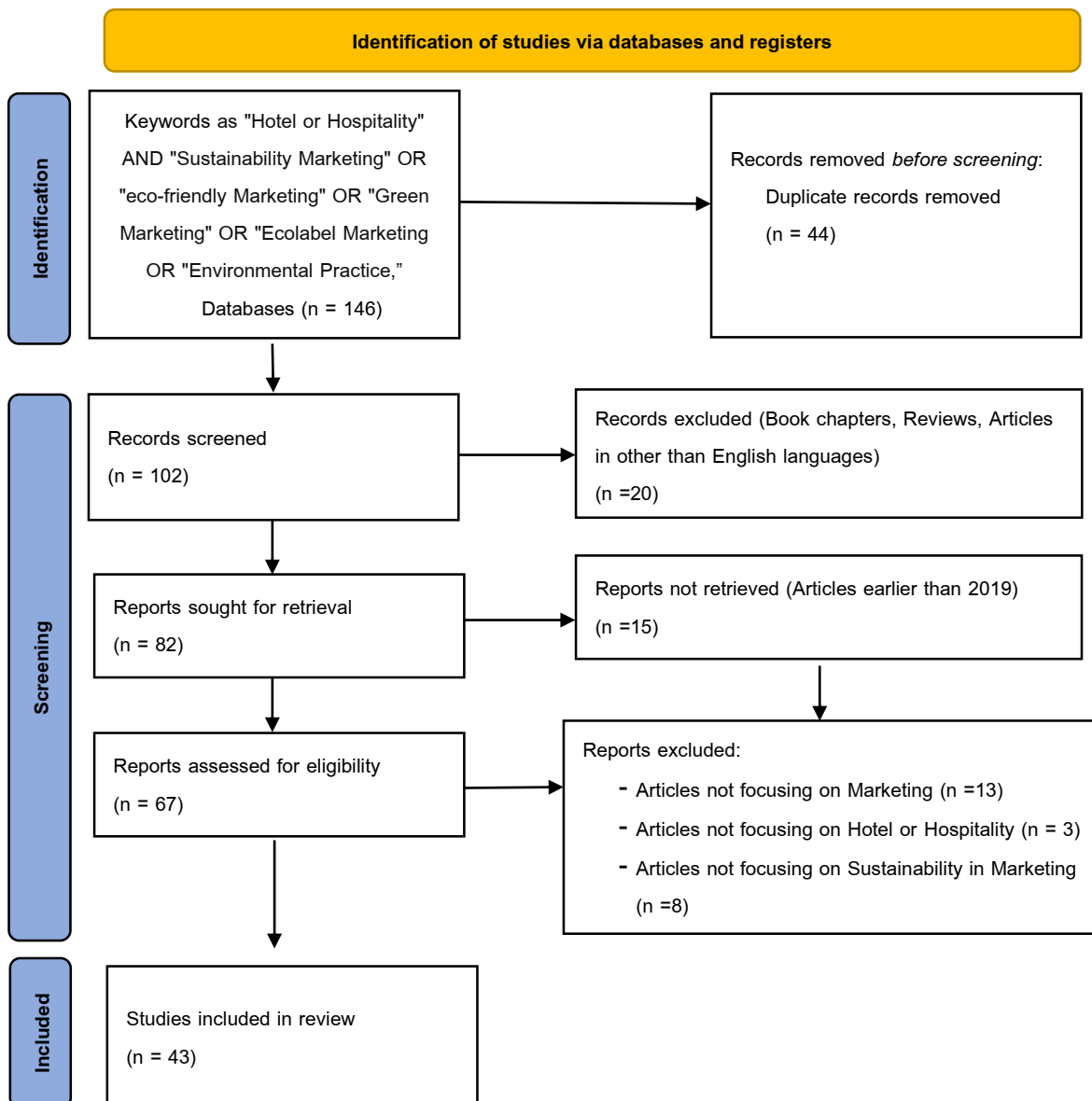
3.1 Data Collection

To enhance the efficiency of data collection, a set of meticulously chosen and targeted keywords, such as "Hotel or Hospitality" AND "Sustainability Marketing" OR "eco-friendly Marketing" OR "Green Marketing" OR "Ecolabel Marketing OR "Environmental Practice," were utilized. Employing these keywords, a systematic exploration was conducted using Publish or Perish version 8, resulting in the initial identification of 146 data sources.

This study rigorously established explicit and effective criteria for including and excluding prior research. While conventional practice typically emphasizes studies conducted within the last five years (Handayani et al., 2020), our investigation extends this timeframe to cover the most recent five years (2019-2023). This decision is driven by the need to capture the most updated data and observe trends, especially considering the widespread adoption of technology and the transformative impact of the COVID-19 pandemic on the hospitality industry. The technological evolution and changing

dynamics during the COVID-19 pandemic have led to a substantial transformation in the destination image evaluation process in tourism and hospitality operations, which presents both opportunities and challenges. Consistent with the recommendations of Behl et al. (2022), our selection process prioritized articles from reputable journals and conference papers. Both qualitative and quantitative research methodologies were considered. To ensure that the study's focus and methodological rigour were maintained, papers before 2019, book chapters, systematic reviews, content from other online databases, and non-English articles were intentionally excluded. Afterwards, a strict application of inclusion and exclusion criteria narrowed the selection to 46 articles subjected to further analysis to ensure contemporaneity and relevance.

3.2 Data Analysis

Figure 1: *The PRISMA flow diagram*

This study employs a bibliometric analysis based on the SCOPUS database. Following a systematic refinement process, 145 articles were initially retrieved. The stepwise approach to refining the search is as follows:

- Step 1: Utilizing keywords such as "Hotel" or "Hospitality" and "Sustainability Marketing," "Eco-friendly Marketing," "Green Marketing," "Ecolabel Marketing," or "Environmental Practice" in the SCOPUS database resulted in 146 articles.

- Step 2: Removal of duplicate records reduced the articles to 102.

- Step 3: Exclusion criteria, including book chapters, reviews, and articles in languages other than English from 2019 to 2023, further refined the selection to 67 articles.

- Step 4: Filtering out research not directly related to "Marketing," "Hotel" or "Hospitality," and "Sustainability in Marketing" resulted in N=43 articles.

- Step 5: Manual verification of the articles was conducted, resulting in N=43 articles for the final analysis.

Figure 1 illustrates the stepwise process of selecting papers for the final revision. The processing commenced with the initial article search and concluded on December 4, 2023.

3.3 Result and Discussions

The 146 earliest articles about the preliminary investigation within the sustainability domain in hotel marketing was published in 2007. The graph in Figure 2 depicts a noticeable increase in research papers since 2020, attributed to the COVID-19 pandemic and the shift towards sustainability (Arisandi et al., 2023).

Figure 2: *Number of Articles Published on Sustainability Marketing in Hospitality*
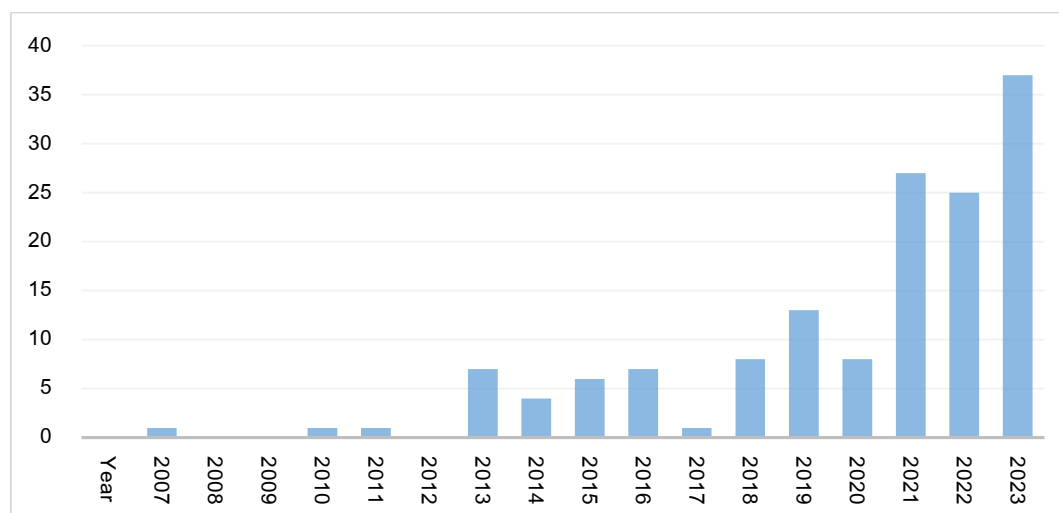

Table 1 illustrates a pronounced concentration of studies on sustainable marketing in the hotel and hospitality sector between 2019-2023, with India emerging as the preeminent contributor, constituting 13% of the reviewed literature. The United States closely trails, showing the second position with an equivalent share of 10%. Ukraine, Malaysia and Taiwan share the third position with an equivalent share of 8%. Additionally, Figure 3 delineates the geographic distribution of these studies, distinctly revealing that most of the research has been conducted in the Asian region. This regional focus indicates a discernible scholarly emphasis on sustainable marketing within the hotel and hospitality context in the

Asian domain. As per the methodology employed in this study, no studies in Thailand were identified during the investigation.

Table 1:

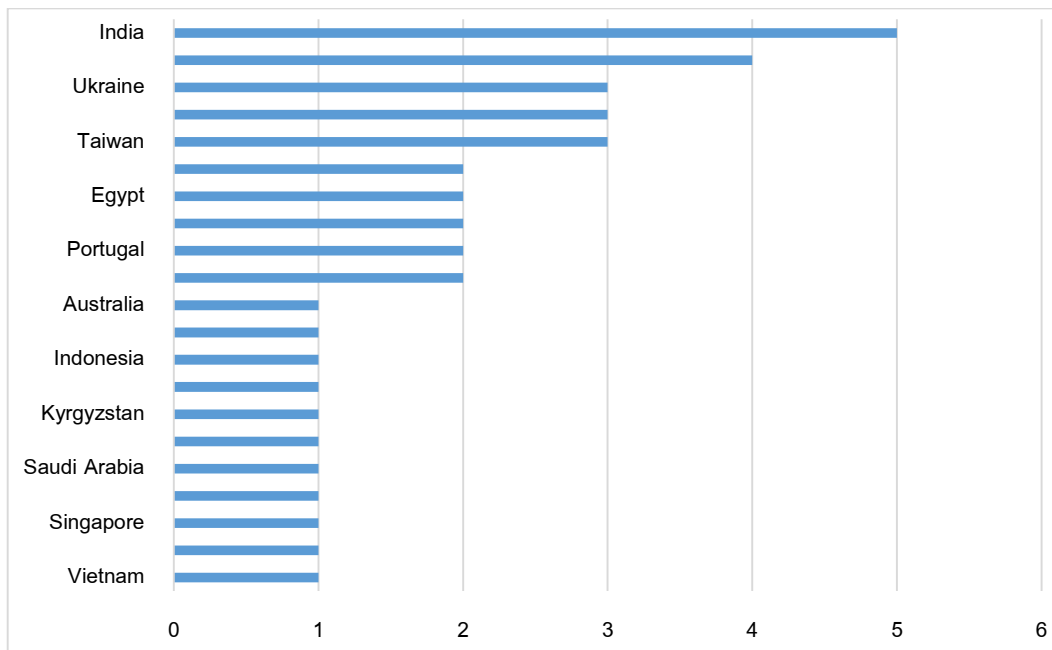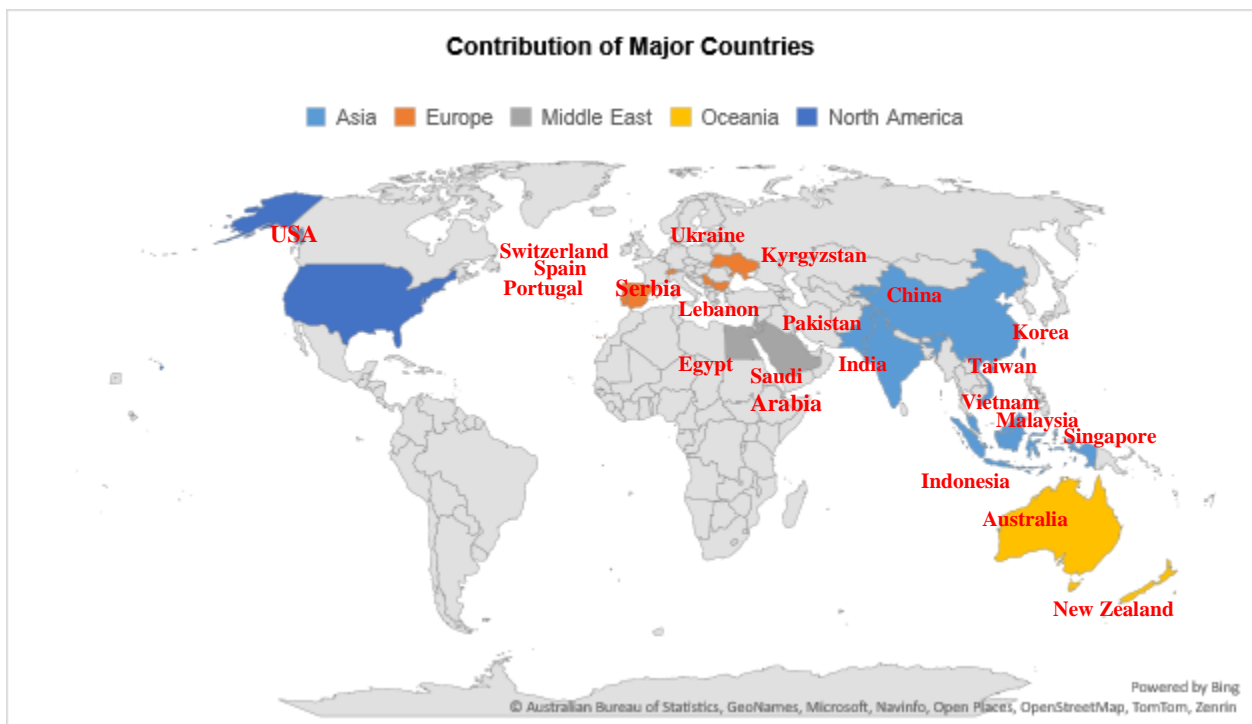*Contribution of Major Countries*

Figure 3: The Division of Articles according to Countries and Continent

In the study conducted by Tian and Kamran in 2022, the authors proposed a framework consisting of six clusters that highlight the crucial role of marketing in linking sustainability, society, environment, consumers, and corporate

sustainable development. This research applies the classification established by Tian and Kamran to categorize studies in sustainable marketing within the hospitality sector. The framework defines six clusters in Table 2, which encompass various areas that explain the influence of social and cultural beliefs on consumer-oriented sustainable marketing. These clusters are identified as sustainability and sustainable marketing (Cluster 1), entrepreneurial marketing (Cluster 2), social and cultural beliefs and green consumers (Cluster 3), green marketing and corporate social responsibility (Cluster 4), customer-oriented sustainability (Cluster 5), and sustainable consumption and public policy (Cluster 6).

Table 2:

Clusters Group of Sustainable Marketing

Clusters	Definition	Studies in Hospitality Industry
Cluster1—Sustainability and sustainable marketing	The studies in this cluster primarily focus on the theoretical foundations and practical implications of sustainability and sustainable marketing. "**Sustainable marketing**", as defined by Peattie (2001), goes beyond traditional environmental, ecological, and green marketing. It seeks to meet the complete environmental costs of production and consumption, contributing to creating a sustainable economy. Van Dam and Apeldoorn (1996) and Lunde (2018) emphasize feasible trade-offs between business and environmental concerns to enhance **consumers' quality of life** and **well-being**. Peattie and Belz (2010) expanded sustainable development by implementing **eco-centric corporate transformational marketing strategies**. Ozanne et al. (2016) highlighted managerial challenges, while the macro-marketing approach addresses them. Meng (2015) introduced two dimensions of sustainability and presented a typology of macro efficiency, effectiveness, and sustainability. Sustainability marketing focuses on transaction capacity building (TCB) to empower marginalized individuals and alleviate poverty. Overall, the dominant philosophy in this cluster is the Triple Bottom Line (TBL), with sustainable marketing emerging as the influential concept. This concept emphasizes the integration of ecological, social, and economic considerations in marketing practices.	Bharwani & Mathews (2023(; Jia, Iqbal, Ayub, Fatima, & Rasool (2023(; Horng, Liu, Chou, Yu, & Ng (2023(; Liu, et al. (2023(; Kizanlikli, Margazieva, Asanova, & Gundogdu (2023(; Abdou, Shehata, Mahmoud, Albakhit, & Almakhayitah (2022(; Khawand, Ghasemi, & Sahranavard (2022(; Duric & Topler (2021(; Fronda, Cassioli, Sebastiani, Galeone, & Balconi (2021(; Kumar & Sheoran (2021(; Hussain, Mu, Mohiuddin, Danish, & Sair (2020); Vinzenz, Priskin, & Wirth (2019(; Wang, et al. (2019(
Cluster2— Environpreneurial marketing	Cluster 2 focuses on the concept **of environpreneurial marketing (EM)**. Menon and Menon (1997) introduced the **EM** concept based on corporate environmentalism. To develop this approach, they integrated discussions on the natural environment, managerial decision-making, and the resource-based view (Hart, 1995). EM consists of three dimensions - strategic, quasi-strategic, and tactical - encompassing strategy decisions, core values, and organizational infrastructure. EM combines **social performance goals**, **corporate entrepreneurship**, and **marketing strategy, leading to environmental-oriented** corporate strategic sustainability. EM	Bernard, Rahman, & Douglas (2023(; Clark, Kang, & Calhoun (2023(; Bordian, Gil-Saura,, Šeric, & Berenguer-Contri (2023(; Horng, Liu, Chou, Yu, & Hu (2022(; Kapoor, Balaji, Jiang, & Jebarajakirthy, (2021(; Amatulli, Angelis, & Stoppani (2021(; Han, Lho, Jung, Ariza-Montes, & Araya-Castillo (2021(; Sun, Liu, Chan, Zhang, & Chen (2021(; Bordian, Gil-Saura,, Šeric, & Berenguer-Contri (2023(; Khatter, White, Pyke, &

Clusters	Definition	Studies in Hospitality Industry
	is a set of practices that aim to develop and implement marketing strategies that are profitable for businesses and environmentally sustainable. This approach is characterized by a focus on innovation and the use of technology to achieve economic and social objectives (Chan et al., 2012). The resource-based view of sustainability emphasizes the importance of CSR in promoting sustainable practices that are good and lead to better outcomes for both businesses and society (Lindgreen & Swaen, 2010). Methodologically, studies in this cluster employ a mix of conceptual development, construct validation, and empirical testing, drawing from theories like corporate environmentalism, the resource-based view, and market-oriented sustainability. They utilize quantitative approaches to examine relationships between EM, firm performance, and internal/external factors, contributing to a nuanced understanding of the role of environmental concerns in marketing strategy and organizational performance.	McGrath (2021(; Tanford, Kim, & Kim (2020(; Santos, Veiga, Águas, & Santos (2019(
Cluster3—Social and cultural notions and green consumers	Cluster 3 delves into the social and cultural aspects influencing consumer behaviour, particularly in the context of green consumption and sustainability efforts. Diamantopoulos et al. (2003) integrated social perspectives into consumer behaviour research, showing how socio-demographics influence green consumer behaviour and sustainability efforts in marketing. Consumer decisions are influenced by social class, family cycle, education, and gender, affecting environmental consciousness. Educating consumers on sustainability can improve behaviour and contribute to a sustainable future (Press, 2021). "Green" perceptions vary based on environmental involvement and perceived benefits. Factors like cost, convenience, and sustainability impact decision-making. Balderjahn et al. (2018) developed a consumer consciousness typology that goes beyond sustainability concerns to reveal the impact of social factors on purchasing behaviour. Social and cultural notions embedded in consumption practices affect green consumer behaviour. The social view highlights the positive impact of material consumption on stakeholders' well-being, aligning with marketing goals (Lee & Sirgy, 2004). Press (2021) calls for research on sustainability that integrates social and cultural perceptions into consumer behaviour analysis. The studies employ various methodologies, including empirical analysis, panel data analysis, and theoretical development. Balderjahn et al. (2018) use panel data analysis to create a typology of consumer consciousness, demonstrating the independent roles of social factors in purchasing decisions. Other studies investigate the influence of social and cultural notions on	Arisandi, Gao, & Loh (2023); Bordian, Gil-Saura, & Seric (2023(; Sinnappan, Salim, Maideen, & Kunjiapu (2023(; Patwary, Aziz, & Hashim (2023); Sadiq, Adil, & Paul (2022(; Eid, Agag , & Shehawy (2020(; Nelson, Partelow, Stäbler, Graci, & Fujitani (2021(; Wang, et al. (2021(; D'Souza, Apaolaza, Hartmann, & Brouwer (2021(; Serrano, Ariza-Montes, Nader, Sianes, & Law (2021(; Kang & Nicholls (2021(; Roseta, Sousa, & Roseta (2020(; Mele, Gomez, & Garay (2019(;

Clusters	Definition	Studies in Hospitality Industry
	consumption practices and societal stakeholders' quality of life and well-being.	
Cluster4—Green Marketing and CSR	In Cluster 4, sustainability liability, rooted in product ethics and corporate social responsibility (CSR), is the primary theoretical foundation. Based on product ethics and CSR, sustainability liability suggests that consumers prioritising strength-related attributes may not prefer ethical products. Green marketing and CSR are strongly linked to a company's performance (Cronin et al., 2011; Peattie, 1999). Sustainability may not always benefit manufacturers, as consumers categorise ethical products based on criteria that may not align with their utility-oriented preferences. However, marketing can contribute to societal well-being and economic efficiency (Sirgy et al., 2012). Recent research by Dyck and Manchanda (2021) introduces Social and Ecological Thought (SET) marketing based on virtue ethics. SET marketing prioritises social and ecological well-being while creating economic value. SET marketing encourages ethical purchasing decisions and demarketing practices and validates CSR to achieve sustainability. Polonsky and Rosenberger (2001) introduced the six Rs for reverse logistics, aligning with CSR in aftermarket logistics (Lee & Lam, 2012). These theories emphasise the link between green marketing, CSR, and sustainability. Methodologically, studies employ a mix of theoretical development, empirical analysis, and conceptual frameworks to explore the relationship between sustainability, consumer behaviour, and corporate performance. They validate concepts like CSR and demarketing practices, emphasising the interrelatedness of green marketing and CSR in achieving sustainability goals.	Sadom, Quoquab, Mohammad, & Hussin (2022(; Shanti & Joshi, (2022); Hassan, Shehata, El Dief, & Salem (2020(; Yusof & Soelar (2021(; Chandran & Bhattacharya (2019(
Cluster5—Customer-centric sustainability (CCS)	Studies in this cluster delve into consumers' cognitive processes, motivations, bodily sensations, thoughts, and emotions, emphasizing acceptance as a key attitude in fostering mindful practices. Customer-centric sustainability (CCS), introduced by Sheth et al. (2011) through mindful consumption (MC), emphasizes a shift from a mindful mindset to mindful behaviour, focusing on temperance for optimal consumption aligned with individual values. Temperance centred on nature, self, and community involves repetitive, acquisitive, and aspirational behaviours. While Bahl et al. (2016) highlight cognitive processes and motivations in MC, CCS underscores individual differences in mindfulness and tactical application. Despite being cited frequently, CCS's theoretical contributions have not been extensively translated into research and business practices. Originating from ecological and sustainable marketing efforts, the motivation is to cultivate better consumption styles,	-

Clusters	Definition	Studies in Hospitality Industry
	improve personal economic situations and well-being, and consider stakeholders' welfare and quality of life (Seegebarth et al., 2016; Seshadri, 2013). Methodologically, studies in this cluster utilize a mix of theoretical development, conceptual analysis, and empirical investigation. They explore consumers' mindfulness levels, consumption behaviours, and their impact on personal economic situations and well-being.	
Custer6—Sustainable Consumption and Public Policy	This aligns with Prothero et al.'s (2011) interdisciplinary research framework, which addresses inconsistencies in consumer attitudes, behaviours, and macro-institutional approaches in sustainability literature. This integration emphasizes the role of marketing, consumers, and policymakers, challenging the dominant social paradigm. To address sustainability and consumption, the cluster advocates considering the entire product consumption cycle, including pre- and post-use stages, public policy support, and consumer rights and responsibilities. Proposed initiatives include sustainability labelling, eco-tax, ecological footprint reduction, decreased material consumption, and promotion of consumer well-being and social welfare. Geiger et al. (2018) identified barriers to interdisciplinary research, such as differences in evaluating sustainability. To address this, they proposed a model that integrates sustainability dimensions, consumption phases, and areas. Consumers' environmental responsibility may require public policy implementation, such as economic incentives and recycling infrastructure. Local sustainability initiatives collaborating with organizations also play a vital role (Liyanaarachchi et al., 2021; Zhu & Mazaheri, 2021). Methodologically, these studies employ a mix of conceptual analysis, empirical investigation, and policy analysis to explore the complexities of sustainable consumption and inform policymaking and organizational practices.	-

The examination of sustainable marketing in the hospitality industry can be structured into six distinct clusters, which provide valuable insights into sustainable marketing practices. Cluster 1 is focused on Sustainability and Sustainable Marketing. It consists of 13 studies highlighting the importance of meeting environmental costs while improving consumers' quality of life. Cluster 2, Environpreneurial Marketing, comprises 12 studies that emphasize the significance of innovation and technology in achieving economic and social objectives. Cluster 3, Social and Cultural Notions and Green Consumers includes 13 studies that explore how socio-demographics and cultural beliefs influence green consumer behaviour. Cluster 4, Green Marketing and CSR, is represented by five studies that show the strong link between green marketing, corporate social responsibility, and company performance. However, Clusters 5 and 6 are not represented in the hospitality scope of the study. Despite the lack of papers in these clusters, their conceptual frameworks are essential to understanding how sustainability and sustainable consumption intersect with public policy and customer-centric sustainability.

4. Conclusion

This study systematically reviews 43 articles on sustainable marketing within the hospitality industry. The articles were published in SCOPUS database from 2019 to 2023. Using an integrative review approach, the study aimed to shed light on the fragmented trajectory of marketing research concerning sustainability in the hospitality sector. It also aimed to elucidate the evolution of the marketing discipline within this industry.

Three primary findings were identified in the investigation of sustainable marketing in the hospitality industry. Firstly, key insights are derived from the reviewed studies through an inductive organizing framework. This framework highlights that the focus on sustainability within the marketing discipline has predominantly been on specific dimensions, such as Sustainable Marketing, which emphasizes the need to address environmental costs while improving consumers' quality of life. Additionally, Social and Cultural Notions and Green Consumers emphasize the impact of socio-demographics and cultural beliefs on green consumer behaviour. Furthermore, environpreneurial marketing emphasizes the significance of development, innovation, and technology in achieving both economic and social goals. At the same time, Green Marketing and CSR receive comparatively less attention despite showcasing the strong link between green marketing, corporate social responsibility, and overall company performance.

Secondly, the present review has identified a significant trend in the researched literature, where a considerable amount of work focuses on sustainability in marketing and consumer behaviour without clear and agreed-upon definitions. The marketing literature generally lacks a universally recognized definition of sustainability. To address this gap, we have contributed to the academic discourse by introducing a novel definition of "sustainability-motivated marketing." Sustainability-motivated marketing integrates environmental, social, and economic sustainability, connecting green marketing with corporate social responsibility, promoting mindful consumption, and considering the influence of socio-demographics and cultural beliefs on consumer behaviour, all while advocating an interdisciplinary approach throughout the product consumption cycle with support from public policy initiatives (Sheth & Parvatiyar, 1995; Van Dam & Apeldoorn, 1996; Charter et al., 2002; Kirchgeorg & Winn, 2006; Schrader et al., 2010; Belz & Peattie, 2012; Kenning, 2014 & Lunde, 2018). This proposed definition incorporates essential marketing elements and considers key business stakeholders, providing academics with a marketing-centric foundation to further explore sustainability. On the other hand, with the proposed definition of "sustainability-motivated marketing," the hospitality industry can integrate environmental, social, and economic sustainability into its marketing strategies, promoting eco-friendly practices, demonstrating corporate social responsibility, and encouraging mindful consumption among customers. By considering socio-demographic factors and cultural beliefs, hospitality marketers can tailor their messaging to resonate with diverse audiences. Adopting an interdisciplinary approach and advocating for supportive public policies can further enhance sustainability efforts throughout the product consumption cycle. This comprehensive framework not only attracts environmentally and socially conscious consumers but also positions hospitality businesses as responsible stewards of the environment and society, contributing to the broader goal of sustainable development.

Lastly, this analysis not only organizes existing research but also illuminates potential avenues for future studies and practical implementations in sustainable marketing within the dynamic context of the hospitality industry. The identified clusters underscore the interdependence of sustainable marketing with entrepreneurship, customer-centric sustainability, and the imperative role of public policy. However, in the absence of a unifying framework, it has progressed in an unstructured manner. This structured framework not only aids in synthesizing current knowledge but also serves as a guide for navigating the complexities and opportunities inherent in the pursuit of sustainable marketing goals. Furthermore,

the significant focus on research in Asia is especially noteworthy when considering the continent's unparalleled diversity. It encompasses some of the world's most vibrant cities, rich cultures, and awe-inspiring natural wonders. This regional emphasis aligns with Asia's status as one of the world's premier tourist destinations, reinforcing the scholarly attention directed towards sustainability within the hotel and hospitality industry in this dynamic and diverse continent. Additionally, this offers valuable insights for future research in Thailand.

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