

# Green Resources Management Practices and Their Influence on Hotels' Operational Efficiency in Eastern Samar, Philippines

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Publication Date: 2025/05/13

**Abstract:** Green resource management practices are increasingly important for promoting sustainability and improving efficiency across industries, including the hospitality sector. This study investigated how green resource management strategies impact the operational efficiency of DOT-accredited hotels in Eastern Samar, Philippines. It focuses on sustainability measures in human resources, financial management, and material usage, exploring their influence on cost management, service quality, and environmental performance. Using the descriptive-correlational method, a total of 162 employees from DOT-registered hotels in Eastern Samar participated in the study. Data analysis involved descriptive statistics and Pearson's Correlation Coefficient to establish the relationship between green practices and operational efficiency. Findings revealed that hotels adopting green resource management practices enhance operational efficiency, enabling hotels to achieve environmental goals alongside cost savings, adaptability, and high-quality service delivery. A correlation coefficient of 0.763 shows a strong positive link between green practices and operational efficiency, with a highly significant p-value of 0.000, emphasizing the impactful role of sustainability in improving hotel operations. The study concluded that sustainability is important for environmental conservation and enhancing excellence in the hospitality industry. Therefore, it is recommended that hotels should adopt green practices, train staff, involve guests in sustainability efforts, collaborate with stakeholders, and monitor initiatives to boost efficiency and promote sustainability.

**Keywords:** *Green Resource Management, Operational Efficiency, Sustainability Practices, Cost Management, Environmental Responsibility.*

**How to Cite:** Ma. Concepcion A. Waniwan; Jordan M. Cabaguing (2025) Green Resources Management Practices and Their Influence on Hotels' Operational Efficiency in Eastern Samar, Philippines. *International Journal of Innovative Science and Research Technology*, 10(4), 3487-3495. <https://doi.org/10.38124/IJISRT/25apr2085>

## I. INTRODUCTION

Hotels have been recognized as one of the key industries that can substantially contribute to accomplishing the three pillars of sustainable development (social, economic, and environmental). Managers have taken several actions to demonstrate their desire to support sustainability after realizing that the hotel industry's rapid growth negatively impacts the environment globally. These actions include the creation of ecological labels, the adoption of environmental management systems, and the implementation of sustainable behavior practices.

(Simona, 2023). The increasing demand for sustainable practices in the hospitality industry has led to a growing focus on green initiatives that minimize environmental impact while enhancing operational efficiency (Saikia, 2024). Globally, the sustainability paradigm is quickly changing business strategies despite the mounting concerns posed by climate change. The hospitality industry is at a unique crossroads, especially in Asia, which is both a tourist destination and a region particularly vulnerable to the consequences of global warming. Investors, developers, and other stakeholders have a great chance to spearhead the green transformation by utilizing the potential of green financing as hotel real estate investments soar in Asia (Woltering, 2024). Despite a wealth of advice and recommendations, the hotel sector is slowly moving to fully incorporate environmentally friendly practices

into its operations (Han, 2021). The Human Resource Management (HRM) function is evolving into green HRM due to firms' current focus on environmental preservation in their business goals and practices. According to Mbs (2024), green human resource management entails turning all HRM strategies and activities green to safeguard the environment and make the organization greener.

Climate change is exacerbated by depletion of natural resources, increased air and water pollution, and global warming. As a result, businesses focus their business plans and operations on protecting the environment, one of the most significant elements affecting their workers. Herein lies the role of green HRM, which focuses all HRM operations on protecting the environment and encourages staff to adopt eco-friendly practices (Kovač, 2023). The initial high expenditures of sustainable practices and technology, management, employee resistance to change, and the problem of quantifying the effects of green initiatives are some obstacles to implementing Green HRM. Furthermore, it can be difficult to guarantee constant corporate commitment and match green goals with business objectives. Notwithstanding these challenges, Green HRM is a wise investment due to the long-term advantages of sustainability (QandleBlog, 2024). A key component of contemporary organizational strategy, green human resource management is more than just a fad (Co, 2024). Many service sector companies struggle to address sustainability issues because they lack the information and skills necessary to put sustainability into reality (Priatmoko, 2021). According to Hopfinger and Scharfenort (2020), GHRM can lead to several beneficial outcomes, such as increased performance, better employee and personnel behavior, a more positive reputation and image among stakeholders, and a more productive workplace. Research has indicated that human resource management techniques have an impact on customer satisfaction and service quality at the same time. Assessing customer satisfaction also requires excellent customer service (Pascua & Japos, 2023). By enhancing the information, skills, attitude, and behavior that make up professional conduct, employee training offers an educational experience to employees (Abuelhassan & Elsayed, 2020).

To access green funding, hotels might concentrate on eco-friendly operations and sustainable infrastructure. This includes trash minimization, sustainable sourcing, efficient water systems, and renewable energy sources. Through certificates that acknowledge their green construction efforts, hotels built with an emphasis on environmental sustainability might be eligible for green funding. In terms of operations, a hotel can gain by having a single operator monitor the establishment's energy usage and emission trends. Furthermore, monitoring is essential for green funding to be successful, transparent, and data-driven. These data-driven strategies will assist in managing transition risks and

guarantee that hotels are fulfilling and surpassing sustainability standards (Woltering, 2024).

By implementing sustainable practices, businesses can drastically cut waste, energy use, and greenhouse gas emissions (Co, 2024). With its impressive growth, the hospitality sector in Asia has two opportunities thanks to green financing. First, it provides a way to build and run hotels in an eco-friendly fashion, which will appeal to the growing number of tourists who care about the environment. Second, hotels can gain a favorable brand image, possible tax benefits, and operational cost savings by implementing sustainable practices through green finance. This will help them stand out in a competitive market. Green finance may also result in a more advantageous capital cost compared to conventional financing methods. Lenders and financial institutions worldwide are realizing the benefits of sustainable investments and the reduced risks involved. This change in thinking frequently results in more alluring credit conditions for green projects, such as lower interest rates or better terms for repayment. This implies that by choosing green finance, the Asian hotel sector is not only making a wise decision for the environment but may also see significant long-term cost reductions that improve their bottom line (Woltering, 2024). Therefore, as green finance is given explicitly for projects with measurable environmental benefits, hospitality businesses that want to take advantage of these funding options must also present accurate sustainability statistics. Energy efficiency improvements, renewable energy systems, water conservation strategies, and sustainable waste management initiatives are examples of such projects in the hospitality sector (Legrand, 2023).

One of the biggest challenges facing the hotel sector is going green. Waste management, reducing the purchase of non-recyclable materials, conserving energy and water, investing in alternative energy equipment (such as solar or wind power), and incorporating an eco-friendly approach into a company's strategy are some ways it can be demonstrated in hotels (Kusa et al., 2023). Adopt recycling initiatives that prioritize durable goods over disposables, as recommended by hotel consulting services. Shampoo, soap, lotion, and coffee are single-use products that can harm the climate. Consider switching to organic and natural toiletries containing recyclable or biodegradable materials. Use reusable cups, silverware, utensils, etc. Green cleaning products are less damaging to the environment and healthier for everyone's health. Non-toxic cleaning products are also safer for visitors with allergies because they contain natural components and no harmful chemicals. These products have low carbon footprints and are devoid of substances that exacerbate air and water pollution problems (Solutions, 2022).

We can demonstrate where progress has been made and pinpoint areas for improvement by measuring and evaluating data about energy use, waste generation, and other environmental effects. One of the best ways to link improvement initiatives to the general health of the organization is to have this data available to executives. To sum up, continuous improvement provides a strong foundation for dealing with environmental sustainability. We must be prepared to modify our methods as we gain a better understanding of how our actions affect the environment in order to guarantee ongoing progress and strive toward a more sustainable future. We may strive for a more sustainable future for present and future generations by tackling sustainability through continual development (Kauten, 2023).

This study aimed to examine the impact of green resource management practices on the operational efficiency of hotels in Eastern Samar, Philippines, focusing on sustainability in human resources, financial management, and material usage. It seeks to determine how these practices contribute to cost management, service quality, and environmental performance while analyzing challenges in implementation. Additionally, the study explores the potential of green financing, employee engagement, and continuous improvement as strategies to foster sustainable development in the hospitality sector. The findings of this study contribute to a deeper understanding of the positive impact of green resource management practices on operational efficiency in the hospitality sector. Furthermore, it highlights the potential for leveraging green financing, engaging employees in sustainability efforts, and fostering continuous improvement to drive operational excellence.

## II. METHODOLOGY

The process mechanisms of the study involved utilizing the descriptive-correlational research methodology, which includes using an adopted survey questionnaire and data from the Department of Tourism, which was analyzed statistically. The research output of this study is the most impactful green resources management influences on operational efficiency and areas for improvement of hotels in Eastern Samar, Philippines. In descriptive correlational research, researchers do not change variables or try to find cause-and-effect connections. Instead, they watch and measure the variables of interest and then look at the patterns and relationships that emerge from the data (Bhat, 2023). This study focused on the seven registered hotels in Eastern Samar, which offer various hotels ranging from budget to mid-range and luxury hotels/resorts. The region is famous for its historical sites, natural attractions, and pristine beaches; some are unexplored, making the region a popular destination for those who want to unwind, relax, and experience the beauty of nature.

The study's respondents were the employees of DOT-accredited hotels in Eastern Samar, regardless of their position and rank, with the support of the evaluation rating from the DOT office. To identify the number of samples, the researcher coordinated with the Department of Tourism to determine the number of accredited hotels in Eastern. A total of 162 employees participated in the study. Since the total population of the study is quite manageable, the researcher used the total enumeration. This sampling method includes every individual in the defined population of interest as a respondent in the study. It ensures that all voices and perspectives within the population are captured (Mack et al., 2012). Using this method, the research can eliminate sampling error, usually occurring if only one population subset is selected. This is beneficial as the study has a small or moderate-sized population, which will allow comprehensive data collection that will enhance the accuracy and reliability of the results. Likewise, total enumeration ensures that the study's results represent the entire population, which is especially important when generalizing findings based on statistical findings. It allows the researcher to explore the full variability of the target population so as not to experience outliers that might be missed in a sample.

The survey questionnaire used in the study likely included items designed to assess the implementation of green resource management practices and their impact on operational efficiency, which were adapted from Gyensare et al. (2024), Oyetunde et al. (2023), and the Department of Tourism. The questionnaire focused on green management practices employed by hotels regarding human resources, finances, and materials, and has a total of 15 questions. The second part of the instrument measuring the operational efficiency of the hotels was given by the Department of Tourism, wherein there are five levels of accommodation standards, ranging from one to five stars, applicable to hotels. To obtain higher stars, progressively higher service and facility quality, facility condition, and improved business practices, which are determined by a point system, should be provided across all areas.

The data collection follows after the committee approves the research proposal. The researcher sends a letter to the Graduate School office requesting permission to conduct the study. After the approval, a separate letter is sent to the hotel owners to distribute the survey instrument, and a letter is personally sent to the Department of Tourism for assistance with the needed data to support this study.

The researcher personally handed out and administered the questionnaires. She explained to the respondents how to use the instrument, and ample time was given to each respondent to complete the survey. The researcher also personally visited the Department of Tourism of Region VIII to request a comprehensive report on the evaluation results of hotels within the Eastern Samar region.

When conducting the research, the researcher gave careful thought to the following ethical issues. Since the current study focuses on some management practices related to green activities, these points constitute the most essential ethical considerations. First off, no harm was done to the research subjects. The dignity of study participants is respected above anything else. Prior to the trial, the subjects' full consent was also acquired. Additionally, research participants' privacy is protected. Second, the confidentiality of the study data must be guaranteed. The research takes into account the anonymity of the people and organizations involved. The research's goals and objectives are not misrepresented or overstated. Additionally, all funding sources, affiliations of any kind, and any conflicts of interest are disclosed. All correspondence regarding the study was open and truthful. Furthermore, any false information is avoided, as is any biased portrayal of the primary data results.

Descriptive statistics were used to examine the survey data, compile the responses, and provide a general picture of trends and patterns. Additionally, Pearson's Correlation Coefficient assessed the importance and strength of the

association between operational efficiency and green resource management practices in Eastern Samar hotels with DOT accreditation. At a significance level of 0.05, the null hypothesis, which holds no meaningful correlation between green HRM practices and the operational efficiency of hotels in Eastern Samar, was examined.

### III. RESULTS AND DISCUSSION

#### ➤ *Green Resource Management Practices*

The study's first objective is to investigate the different green resources management practices employed by DOT-accredited hotels in Eastern Samar, Philippines. The presentation of the results starts with the human resources section, followed by financial management and materials. Lastly, the level of operational efficiency of hotels in Eastern Samar is evaluated using the evaluation rating from the Department of Tourism.

#### ➤ *Human Resources*

Table 1. presents the human resources results of DOT-accredited hotels in Eastern Samar, Philippines.

**Table 1** Hotels Green Resource Management Practices in terms of Human Resources

Items	Mean	Interpretation
The hotel sets green goals for its employees.	4.42	Always Adapting
Our hotel provides employees with green training to promote green values.	4.51	Always Adapting
Our hotel provides employees with green training to develop their knowledge and skills in green management.	4.51	Always Adapting
The hotel considers employees' workplace green behavior in performance appraisals.	4.55	Always Adapting
Our hotel relates employees' workplace green behaviors to rewards and compensation.	4.41	Always Adapting
<b>Grand Mean</b>	<b>4.48</b>	<b>Always Adapting</b>

**Legend:** 4.21-5.00 -Always Adapting, 3.41-4.20 – Often Adapting, 2.61-3.40 – Sometimes Adapting, 1.81-2.60 – Seldom Adapting, 1.00-1.80 – Never Adapting

Among the five (5) items in the human resources indicators from Table 1.0, the highest mean score of 4.55 is associated with the statement "The hotel considers employees' workplace green behavior in performance appraisals." This score is interpreted as "Always Adapting," signifying that the hotel consistently considers evaluating employees' green behavior in performance appraisals, encourages them to promote green practices, and fosters a culture of environmental responsibility in the workplace.

Conversely, the statement with the lowest mean score of 4.41, although still relatively high with the statement "Our hotel relates employees' workplace green behaviors to rewards and compensation" with an interpretation as "Always Adapting" indicating that hotels in Eastern Samar may consider of relating the green behaviors of their employees to rewards or compensation for them to boost their engagement towards sustainability and adopt eco-friendly habits.

The overall grand mean of 4.48 is interpreted as "Always Adapting," expressing that hotels in Eastern Samar are consistent and proactive in implementing various green human resources practices, such as reducing energy consumption, recycling, providing green practices-related training, and promoting sustainability initiatives, as indicated in the results in Table 1.0. This further suggests that the hotel has established a strong commitment to sustainability, which reflects the effective implementation of green policies and active, eco-friendly practices among employees.

The results are consistent with those of Alreahi (2023), who emphasized that GHRM has demonstrated effectiveness across various sectors and services, including the lodging and hospitality sectors. Furthermore, its green HRM practices reflect an organization's environmental responsibility and awareness. Most businesses focus their business plans and operations on protecting the environment. Additionally, it is among the most important elements influencing its workforce, which is where green HRM functions. It encourages workers



to adopt eco-friendly practices and focuses all HRM operations on environmental preservation (Kovač, 2023).

Green HRM has many advantages, such as lower costs due to less energy and waste, improved company reputation, and adherence to environmental standards. Aligning personal sustainability ideals with organizational values increases staff engagement, which raises morale and productivity. It draws in talent and customers who care about the environment, enhancing a company's reputation and long-term prosperity (QandleBlog, 2024). The effectiveness of these initiatives is

fueled by the sense of ownership and responsibility fostered by including employees in green practices. Additionally, top talent that values environmental responsibility is drawn to and retained by sustainability initiatives (Tulsi & Ji, 2019).

#### ➤ *Financial Resources*

The table presents the results of the financial stability test, which indicates the overall financial performance in adopting green resource management among the DOT-accredited hotels in Eastern Samar.

Table 2 Hotels Green Resource Management Practices in terms of Financial Resources

Items	Mean	Interpretation
The hotel is actively prioritizing green finance initiatives in its strategic planning.	4.35	Always Adapting
Our hotel has clear policies for integrating green finance into its operations.	4.50	Always Adapting
Green finance practices contribute to long-term cost savings of the hotel.	4.49	Always Adapting
Green investments help mitigate environmental risks associated with our operations.	4.27	Always Adapting
The hotel regularly evaluates the environmental impact of its financial activities.	4.27	Always Adapting
<b>Grand Mean</b>	<b>4.38</b>	<b>Always Adapting</b>

**Legend:** 4.21-5.00 -Always Adapting, 3.41-4.20 – Often Adapting, 2.61-3.40 – Sometimes Adapting, 1.81-2.60 – Seldom Adapting, 1.00-1.80 – Never Adapting

Among the five (5) items in the financial management indicator presented in Table 1.1, the statement with the highest mean score of 4.50 "Our hotel has clear policies for integrating green finance into its operations." with an interpretation as "Always Adapting" indicating that accrediting hotels in Eastern Samar consistently implement a clear vision in showcasing their commitment to sustainability and how green financing can positively affect the hotel's operations.

On the contrary, the statement with the lowest mean score of 4.27 is both "Green investments help mitigate environmental risks associated with our operations" and "The hotel regularly evaluates the environmental impact of its financial activities". Despite being the lowest mean score, it is still interpreted as "Always Adapting," indicating that the accredited hotels may consider evaluating their process of mitigating environmental risks and ensuring that their financial activities align with the sustainability goals of the hotels in Eastern Samar, Philippines.

The overall grand mean for the financial resources indicator is 4.38, interpreted as "Always Adapting." This reflects that the hotels are genuinely dedicated to sustainability and green finance. They are prioritizing green financial management initiatives in the planning to ensure that the core focus of their operation contributes to long-term cost-saving consumption in future operations.

With its impressive growth, the hospitality sector in Asia has two opportunities thanks to green financing. First of all, it provides a way to build and run hotels in an eco-friendly fashion, which will appeal to the growing number of tourists who care about the environment. Second, hotels can gain a favorable brand image, possible tax benefits, and operational cost savings by implementing sustainable practices through green finance. This will help them stand out in a competitive market. Compared to conventional financing methods, green finance may also result in a more advantageous cost of capital (Woltering, 2024).

Securing funding to propel this transition is becoming increasingly important as the hotel industry deals with significant technical and regulatory developments and keeps up with asset and operational decarbonization. For instance, green finance offers financial tools to help companies that are dedicated to lowering their carbon footprint. Therefore, as green finance is mainly given for projects with demonstrable environmental benefits, hospitality organizations that want to take advantage of these funding options must also offer the appropriate sustainability statistics. These projects may involve water conservation, renewable energy systems, energy efficiency improvements, or sustainable waste management initiatives in the hospitality sector (Legrand, 2023).

#### ➤ *Material Resources.*

Table 3 presents the results for materials showcasing their green management practices through the resources they use in their operations.

**Table 3** Hotels Green Management Practices in terms of Material Resources.

Items	Mean	Interpretation
The hotel is prioritizing the purchase of environmentally friendly materials and equipment.	4.53	Always Adapting
The hotel is considering the environmental impact of suppliers' practices more seriously when making procurement decisions.	4.35	Always Adapting
Procurement policies in the hotel emphasize the use of recycled or sustainable materials.	4.23	Always Adapting
Employees are trained on best practices for reducing material waste.	4.50	Always Adapting
The hotel is actively monitoring and managing the use of materials to reduce environmental impact.	4.38	Always Adapting
<b>Grand Mean</b>	<b>4.40</b>	<b>Always Adapting</b>

**Legend:** 4.21-5.00 -Always Adapting, 3.41-4.20 – Often Adapting, 2.61-3.40 – Sometimes Adapting, 1.81-2.60 – Seldom Adapting, 1.00-1.80 – Never Adapting

Among the five (5) items in the materials outlined in Table 3, the highest mean score of 4.53 is associated with the statement "The hotel is prioritizing the purchase of environmentally friendly materials and equipment." This score is interpreted as "Always Adapting," indicating that the hotel consistently prioritizes eco-friendly materials and equipment, focusing on sustainability. It further suggests that the hotel is proactive in adapting to going green to enhance the overall guest experience.

On the other hand, the statement with the lowest mean score of 4.23 is "Procurement policies in the hotel emphasize the use of recycled or sustainable materials." The interpretation for this item is "Always Adapting." Despite getting the lowest mean score, the hotel is still implementing rules regarding sustainability.

The overall grand mean for the indicator of materials used in the operation is 4.40, interpreted as "Always Adapting." This means that accrediting hotels in the province of Eastern Samar implement various practices in managing their materials used to reduce environmental impact and emphasize using recyclable resources during procurement decisions.

Adopt recycling initiatives that prioritize durable goods over disposables, as recommended by hotel consulting services. Shampoo, soap, lotion, and coffee are examples of single-use products that can have an adverse effect on the

climate. Think about switching to organic and natural toiletries that contain recyclable or biodegradable materials. Make use of reusable cups, silverware, utensils, etc. Green cleaning products are less damaging to the environment and healthier for everyone's health. Non-toxic cleaning products are also safer for visitors with allergies because they contain natural components and no harmful chemicals. These products also have low carbon footprints and are free of substances that exacerbate problems with water and air pollution. By recycling, growing a garden, serving organic and locally grown food, and other measures, sustainable hotels can reduce the environmental effect of their food and beverages. Additionally, they are able to better control staffing, supplies, and food costs (Solutions, 2022).

LEED is a globally recognized green building certification that evaluates the environmental performance of buildings, including hotels. LEED is managed by the U.S. Green Building Council (USGBC) and focuses on sustainable design, construction, and operations. Hotels seeking LEED certification are assessed on various sustainability criteria, including energy efficiency, water conservation, indoor air quality, and sustainable materials (Tarkett, 2024).

#### ➤ Operational Efficiency

The second objective of the study is to assess the operational efficiency of hotels in Eastern Samar, Philippines, using the Department of Tourism evaluation data.

**Table 4** Operational Efficiency of DOT-Registered Hotels

Indicators	Mean	Interpretation
Arrival/Departure.	77.14	Efficient
Public Area	84.57	Efficient
Bedroom	90.57	Highly Efficient
Bathroom	86.43	Efficient
Kitchen & Dining	79.43	Efficient
Food & Beverage	80.00	Efficient
Amenities & Services	77.86	Efficient
Business Practices	88.57	Efficient
<b>Grand Mean</b>	<b>83.07</b>	<b>Efficient</b>

**Legend:** 90-100-Highly Efficient, 75-89 – Efficient, 60-74 – Moderately Efficient, 40-59 – Not Efficient, 0-39 – Highly Not Efficient

As shown in the result in Table 4 among the different indicators that was used to assess the operational efficiency of the registered hotels the “Bedroom” category obtained the highest mean score of 90.57 which is interpreted as “Highly Efficient” signifying that the hotel are providing the standard cleanliness, comfort, and overall upkeep of the rooms which is a critical component of hotel experience. While the areas such as public areas (M=84.57), bathrooms (M=86.43), kitchen and dining (M=79.43), food and beverage (M=80.00), and business practices (M=88.57) have the interpretation of “Efficient”. The result indicates that hotels maintain good standards in service delivery, food handling, and overall operations. Meanwhile, the arrival/departure process (M=77.14) and amenities and services (M=77.86) were rated slightly lower but still under the interpretation of “Efficient,” which signifies further enhancement in these areas by looking into the check-in and check-out process and the

responsiveness of the staff. Also, there is a need to upgrade the amenities available inside the hotel.

The grand mean of 83.07 is interpreted as “Efficient,” which reflects the commendable performance of DOT-registered hotels. This indicates that most of their operational aspects meet the expected standards of quality and service. However, there is still potential for growth, especially in elevating the guest experience in arrival procedures and expanding the quality and variety of services offered.

➤ *Relationship between Green Resources Management and Operational Efficiency.*

The last objective of the study measures the association between green resources and operational efficiency. The result is presented in Table 4.

**Table 5** Relationship between Green Resources Management and Operational Efficiency

Variable 1	Variable 2	Correlation Coefficient r	Interpretation	p-value	Interpretation
Green Practices	Operational Efficiency	.763	Substantial Correlation	0.000	Highly Significant

Note: N=90,  $p < 0.05$

Table 2 presents a comprehensive analysis of the significant associations between green practices and their impact on the operational efficiency of DOT-accredited hotels in Eastern Samar, Philippines. The findings reveal a substantial positive correlation between green practices and operational efficiency, with the correlation of .763 indicating a substantial relationship, and a p value of 0.000 is interpreted as Highly Significant. This means that as one variable improves (green practices), the other (operational efficiency) tends to improve as well, and the relationship between them is relatively strong.

Therefore, the null hypothesis that states There is no significant relationship between green resources management practices and the hotel's level of operational efficiency in Eastern Samar, Philippines, has been rejected. The findings underscore the importance of green resources management in the hotel's operational efficiency, which leads to improved operational resilience, image, and enhanced guest satisfaction. It gives a substantial competitive advantage in the hospitality industry.

As expressed by Renwick et al. (2013), GHRM is also one of the main directions hotels adopt to mitigate the negative environmental impacts they may cause, as it facilitates the implementation of green policies and strategies through its various practices that affect the organization's environmental performance. Furthermore, Surya et al. (2020) stated in their study that the benefit of applying GHRM

practices in hotels is to get profit while protecting the environment and increasing green human capital. Additionally, GHRM practices enhance organizational commitment, improve employees' problem-solving skills, catalyze a cooperative spirit, and increase financial performance, service quality, and customer satisfaction (Nielsen, et al. 2009).

#### IV. CONCLUSIONS

Hotels in Eastern Samar prioritize green practices, promoting environmental responsibility and sustainability in operations. They excel in service quality, cost management, and adaptability, but must improve employee incentives, sustainable procurement, and complaint handling. Green resource management significantly boosts operational efficiency and highlights its value to the hospitality industry. the study confirms a very high positive relationship between green resource management practices and their influence on the operational efficiency of hotels. This strong correlation highlights how adopting eco-friendly measures significantly enhances hotel operations, emphasizing sustainability as a key factor in achieving operational excellence.

Therefore, it is recommended that hotels strengthen their adoption of green resource management practices, including sustainable procurement and waste reduction. They should align employee incentives with eco-friendly goals, enhance customer feedback systems, and focus on continuous

improvement. Training staff, engaging guests in sustainability, and utilizing green financing opportunities are essential to boosting operational efficiency and promoting environmental responsibility. Use energy management systems, automated water-saving devices, and innovative waste solutions to boost efficiency and reduce environmental impact. Build strong partnerships with suppliers, local communities, and organizations to support sustainable initiatives and gain shared benefits. Regularly analyze environmental and operational data to track progress, identify gaps, and make informed decisions for sustainability improvements. Promote green efforts as part of their branding to attract eco-conscious travelers and enhance competitive advantage. Lastly, work with policymakers to encourage incentives, funding opportunities, and favorable regulations for eco-friendly hotel operations.

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