

PREFERENCES AND PRACTICES OF ECO-FRIENDLY LEISURE TRAVELERS

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ABSTRACT

Currently, tourism is a hub for people of all ages, with a special focus on accommodation choices. People spend their leisure time as tourists based on their thoughts and needs. Accordingly, the research problem here is “what is the potential of an eco-friendly tourist in choosing his tourist preferences and practices?” The purpose of this study is to explore the preferences, behaviors, and attitudes of leisure tourists, with a focus on eco-friendly hotel choices. This study aims to explore the preferences, behaviors, and attitudes of leisure travelers, emphasizing eco-friendly hotel selection. The primary data obtained from a survey of 50 students aged 18-35, used thematic data analysis in this qualitative analysis methodology. Accordingly, the analysis was based on several themes. Themes such as "eco-consciousness," "sustainable practices," and "nature-oriented leisure" were identified from survey responses. Findings revealed that 74% of respondents were between the ages of 18-24, with 42% traveling frequently and 34% occasionally. Preferred accommodations include eco-friendly hotels, resorts, and budget hotels, where location, sustainable practices, and prices are critical decision factors. Notably, 56% of participants considered eco-friendliness to be very important when choosing a hotel, favoring practices such as the use of sustainable materials and energy-efficient appliances. Furthermore, 80% of the respondents strongly preferred to spend their free time in nature. This study underscores a significant trend toward sustainable tourism among young travelers, suggesting that hotels prioritizing environmentally friendly practices can attract this demographic. The findings highlight the importance of sustainable tourism in young leisure travelers' accommodation choices. At present, it is clear from this study that tourists who are more inclined towards environmental conservation and environmental management methods have developed. These findings suggest that hotels and tourism destinations that prioritize sustainability and environmental responsibility are likely to attract a greater proportion of eco-conscious tourists.

Keywords: Accommodation preferences, eco-friendly travel, environmental management, leisure travel, sustainable tourism