The Impact of Sustainable Cultural Practices in Hotels on Guests' Pro-Environmental Behavior: the Mediating Role of Green Trust and Experience

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ARTICLE INFO	Abstract
	The hospitality industry is an essential component that can strengthen, sustain, and develop destination cultures in addition to monetary and economic advantages. The objective of the study is to examine the influence of sustainable cultural practices on guests' pro-environmental behaviour and explore the mediating role of green trust and experience. The preliminary results were collected from a questionnaire issued randomly among 420 guests at green five-star hotels in Hurghada, spanning from the beginning of 2025 until the final week of March. The study used SPSS version 29 for demographic analysis and Smart PLS 4.1.1.4 for structural equation models. This study is providing insight as it takes a new approach by exploring cultural sustainability practices and how they affect guests' environmentally friendly behaviour in the hospitality industry. The study's results show that sustainable cultural practices didn't directly predict pre-environmental behaviour, but they did have a major impact on green trust and experience. GT became a major force for transformation in conduct and a link between people. On the other hand, GE didn't have a large impact on PEB, either directly or indirectly. The research results add to the body of theoretical knowledge by showing that trust is a key cognitive process by which cultural traditions affect how people act. They do this by elaborating on the theories of reasoned action (TRA) and planned behaviour (TPB). The analysis demonstrates that hotels need to do more than just participate on the surface; they need to make actual, realistic, and trust-based plans for sustainability.

Introduction

The term "green" refers to environmentalism and social responsibility as a whole (Wu et al., 2016). The hotel industry is an important player in the tourism sector, consistently demonstrating their capacity to attract international tourists (Zografou et al., 2024). The lodging sector is costly

in terms of resources and significantly affects the health of the environment (Yu et al., 2017), accounting for approximately 20% of global tourism pollution (Merli et al., 2019).

The hospitality field is presently focusing its efforts on attaining sustainability globally (Khatter, 2023). To enhance the capabilities of this industry, the implementation of sustainable business strategies is essential for achieving a competitive advantage (Badwy et al., 2025). The hotel sector features numerous outsourced activities, including leisure and cultural services (Gebril Taha and Espino-Rodríguez, 2020), allowing it to concentrate on its key strengths and address the global economy along with environmental challenges (Awewomom et al., 2024). This strategy aims to mitigate risks and enhance customer satisfaction and acquisition (Santa et al., 2025). Consumers are increasingly open to integrating sustainability into their experiences as their awareness of concerns regarding the local environment has grown (Kim and Lee, 2023). Currently, around 68% worldwide travelers show a preference for eco-certified housing amenities (Elshaer et al., 2025). In developing nations, environmental degradation is projected to reduce the worth of tourism by 33.7% in the forthcoming years (Amir et al., 2022).

There has been a lot of research on what makes people act in a pro-environmental way (PEB) in the lodging business over the past few years, but there hasn't been much research on hotels and cultural sustainability that focusses on guests (Blose et al., 2015). The study by Lee et al. (2021) focusses on nature-based destinations and talks about how ecological concepts affect the experience of visiting. Cheng and Chen (2022) underline how important it is to understand how environmentally friendly behaviour works in tourism spots. While Hashish et al. (2022) and Adeel et al. (2024) look at how green technology factors affect what people want by using sustainable intelligence and guests' beliefs about green quality and satisfaction. However, these studies focus on technological factors instead of cultural sustainability factors and guest trust or experience as behavioural mediators. In tandem Sachdeva and Singh (2024) analyze things like green transformational management and employee green behaviour within a business. Vu et al. (2025) appears at environmentally friendly human resources management and hotel staff pro-environmental results in Vietnam. From another perspective, Sultana et al. (2022) and Liang et al. (2025) did find that digital marketing and environmental awareness can change people's preferences for hotels and make them more likely to act in an environmentally friendly way. However, these studies only look at knowledge and communication and not at culturally responsible practices at hotels that can lead to pro-environmental behaviour.

The present study employs the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB) to examine the impact of sustainable hotel policies on guest trust, and overall experience (Awewomom et al., 2024). The Theory of Reasoned Action posits that behaviour is influenced by intention, mind-set, and experience (Rahma et al., 2025). The Theory of Planned Behaviour (TPB) emphasizes perceived behavioural control, underscoring the intentionality of guests' pro-environmental actions (García-Salirrosas et al., 2024). This dual-theoretical approach offers an extensive comprehension of the mentally and social determinants influencing sustainable behaviour in hospitality environments (Mohd Zahari and Mohammed Zain, 2024).

Few studies have examined the manner in which cultural sustainability practices in hotels influence guests' pro-environmental behaviour (Marshall et al., 2015; Adeel et al., 2024). The study fills this gap by focusing on the guest experience, which is sometimes disregarded in favour of employee or destination-focused research. The study investigates how cultural sustainability strategies in hotels influence guests' pro-environmental behaviour, considering the guests' perspective. It presents a unified framework that brings together cultural sustainability, guest trust, experience, and behavioural goals. This study backs up SDG 11 "Sustainable Cities and Communities" (Leal Filho et al., 2024) and Sustainable Development Goal 12 "Responsible Consumption and Production" by encouraging environmentally and culturally responsible behaviour in the hospitality industry (Nangia et al., 2024). It also shows how important it is to understand how guests think and act to promote environmentally friendly travelling practices.

The goals of the study are to examine the influence of sustainable cultural practices in hotels on guests' environmentally friendly behaviours, investigate the impact of these practices on building trust and experiences for eco-conscious guests, determine the effects of this trust and experience on guests' pro-environmental actions, and understand the role of green guest trust and experience in the link between sustainable cultural practices and pro-environmental behaviour. The value of this study lies in its novel approach, which focuses on cultural sustainability practices in addition to their effects on environmentally friendly guest behaviour.

2. Literature review

2.1. Sustainable cultural practices (SCP)

Long-term sustainability ensures present-day requirements are met without risking the potential for subsequent generations to do the same (Lucchi et al., 2024). Green hotels and tourism originated in the beginning of the nineties by integrating ideas and values of sustainable development with the hospitality industry (Gaonkar and Sukthankar, 2025). In the past ten years, culture has been recognized as the fourth pillar of sustainability, complementing economic, social, and ecological dimensions (Swanson and DeVereaux, 2017).

Despite the concept of cultural sustainability is complex, with varying interpretations among different writers (Gaonkar and Sukthankar, 2025). According to Mowforth (2009) to be culturally sustainable, a people must be able to maintain or change those aspects of their culture that set them apart from others. Sustainable cultural practice means preserving, honoring, and genuinely sharing narratives; supporting regional customs; and participating in meaningful community education, appreciation, and enhancement (Enright et al., 2022). The umbrella term of cultural sustainability has broadened to encompass six pillars: material and non-material well-being, equity, diversity, the precautionary principle, and cultural systems (Soini and Birkeland, 2014). Although it is novel, it is a contemplative idea that evaluates various values and information, influencing sustainable living practices (Asare et al., 2025).

2.2. Pro-environmental behavior (PEB)

Pro-environmental behaviour denotes individuals' endeavours to mitigate detrimental activities that adversely affect the environment, and has attracted considerable scholarly attention (Onel and Mukherjee, 2016). This lifestyle represents a prospective domain of pro-environmental activity (Wut et al., 2021).

The business sector is emphasising its support of environmentally conscious environmentally friendly, and sustainable practices in response to rising public demand, hence altering ways of interacting to favour pro-environmental advocacy (Dekoninck and Schmuck, 2025).

Researchers are increasingly examining fundamental human behaviour to ascertain its motivations and environmental consequences (Zulkepeli et al., 2024). The Theory of Planned Behaviour (TPB) is an essential theory in social psychology that elucidates human behaviour by emphasising attitude, subjective norm, and perceived behavioural control. It is extensively utilised to comprehend individual behaviour, with its explanation grounded in behaviour and planned behaviour (Yuriev et al., 2020).

2.2.1 Sustainable cultural practices and pro-environmental behavior

According to research by Ahmad et al., (2023), a green organisational culture greatly influences employees' pro-environmental actions on the job. Guests' pro-environmental behaviour is strongly correlated with sustainable practices in China's tourism sector, according to a study (Davari et al., 2024). (Lee et al., 2013), Steg et al., (2014) and Li et al., (2021) found different results when looking at how pleasure-related and practical reasons affect people's views and eco-friendly behaviours. These findings stress the need for hotels to implement culturally sustainable practices that speak to guests' emotional and practical values to encourage them to take action that is good for the environment. Consequently, it can be inferred that integrating sustainability claims into operational processes will benefit guest pro-environmental behavior and organisations (Rashid and Lone, 2024). Based on this, it is anticipated that an enhancement in hotel culture sustainability practices will lead to an increase in guest pro-environmental behaviour. The researcher consequently formulates a hypothesis.

H1: Sustainable cultural practices significantly and positively influence on pro-environmental behavior.

2.3. Green trust (GT)

Trust plays a vital role in green business relationships (Wasaya et al., 2021). Chen (2010) defines "green trust" as "a willingness to depend on one object based on the belief or expectation resulting from its credibility, benevolence, and ability about environmental performance". Cogency, dependability, and selflessness are the components that make up this (Wasaya et al., 2021). Nguyen-Viet et al. (2024) declared that trust in a product's sustainable development arises from belief in its eco-friendliness, reliability, and efficacy, thereby augmenting optimism regarding the good or service.

2.3.1. Sustainable cultural practices and green trust

A notable correlation is observed between perceived sustainable cultural practices and guest trust, as actions by hotels that are both culturally grounded and environmentally responsible can improve guests' perception of value (Chen and Chang, 2012). In 2021, research conducted by Li et al. revealed that perceived sustainability positively influenced the client's green trust. Businesses that emphasize sustainable practices can foster increased trust and assurance within their clientele (Waris et al., 2024). This enhanced perception could subsequently elevate guests' confidence and trust in the hotel's dedication to long-term sustainability, especially following the duration of their stay. In light of this, the researcher will consequently develop a hypothesis.

H2: Sustainable cultural practices significantly and positively influence on green trust.

2.3.2. Green trust and pro-environmental behavior.

The fundamental component upon which a business's relationship with a consumer relies is "trust" (Chen and Chang, 2012). Rashid and Lone (2024) Previous studies show that consumers demonstrate a strong concern for the environment and maintain an optimistic perspective on its preservation. Added Such trust would consequently lead to the safeguarding of the environment against significant harms such as global warming, pollution, and threats to biodiversity, thus fulfilling the fundamental goal of sustainability. The results demonstrated that customers exhibit positive behavioural attitudes towards the company's environmentally sustainable attempts; the findings suggest that guests' trust in hotels' sustainability initiatives will promote environmentally conscious actions among patrons (Deng and Yang, 2022). Given this context, the researcher will formulate an assumption.

H3: Green trust significantly and positively influence on pro-environmental behavior.

2.4. Green experience (GE)

Green experience is a relatively new notion that is currently making its way into the realm of managing customer relationships and other fields that are very comparable to it (Ahli et al., 2024). Moreover, Zhao et al. (2025) asserted that the notion of a "sustainable hotel experience" has not gained widespread acceptance among all stakeholders; relying on the green servicescape paradigm that was presented in his study. Servicescape is a multidimensional construct encompassing physical and social components, including environmental atmosphere, spatial arrangement, and artifacts, encompassing human-made environments where services occur (Liang et al., 2024). Li and Wei (2021) discovered that servicescape could influence the satisfaction of both customers and their behaviours

According to the previous discussion, the concept of a "green experience" can be defined as the overall perceptions that guests have regarding a hotel's sustainable practices, which include 'environmental, economic, social, and cultural' design, services, and values during their stay in the accommodation unit.

2.4.1. Sustainable cultural practices and green experience

Merli et al. (2019) demonstrated in their study that guest perception of hotels' sustainable practices has increased nowadays. Hotels that promote local heritage, serve food from local sources, and work with indigenous populations are examples of cultural sustainability initiatives that are crucial to the green experience of guests (Wu et al., 2016). By incorporating cultural values into the design of services and physical spaces, hotels improve the quality of the green experience by making it easier to engage with others, get to places, and be in a clean environment (Yu et al., 2017). This type of multidimensional involvement increases guests' awareness of sustainability, allowing them to view their stay as not only comfortable but also beneficial for the environment and fulfilling (Wu et al., 2018). This study examines the influence of SCP in hotels on the GE of guests. The following hypothesis is examined.

H4: Sustainable cultural practices significantly and positively influence on green experience.

2.4.2. Green experience and pro-environmental behavior

The experience provided by eco-friendly hotels significantly impacts customers' environmentally conscious behaviours (Levstek et al., 2024). The Langenbach et al. (2020) study indicated that personal assessments of green experiences—especially those that include emotional engagement, environmental settings, and interactive sustainability features—can significantly influence behavioural intentions. High-quality green experiential elements such as sustainable services and amenities, immersive nature rooms and decoration-inspired settings, or culturally rooted eco-practices can enhance guests' connection to nature, boost environmental awareness, and foster a deeper emotional attachment to sustainability principles (Liu et al., 2024). This study investigates the impact of GE in hotels on the PEB of guests. The hypothesis under consideration is as follows.

H5: Green experience significantly and positively influence on pro-environmental behavior.

2.5. The mediation role of green trust and experience between sustainable culture practice and pro-environmental behavior

There has been an enormous increase in concerns regarding ecological issues (Rashid and Lone, 2024). "Green trust" is a way to gauge how environmentally conscious a customer is about a product, service, or brand (Canova et al., 2020). Green trust is essential for fostering sustainability and increasing public understanding of environmental effects, it represents the cornerstone of element in culturally eco-friendly practices and sustainable long-term behavior, especially for hotels subject to strict environmental regulations (Mawardi et al., 2024). When clients identify a sustainable cultural environment at stake in a business relationship, their trust encourages eco-friendly conduct when businesses use ecological management techniques (Wasaya et al., 2021). Numerous studies have established a connection between green trust and its intermediary effect on the relationship with green repurchase (Y. Chen and Chang, 2012; Guerreiro and Pacheco, 2021; Nisar et al., 2021; Li et al., 2021; Nguyen-Viet et al., 2024; Mawardi et al., 2024; Rashid and Lone, 2024). However, there is a lack of prior research that evaluates the

strength or weakness of this mediating role in the context of sustainable cultural practices and environmentally supportive behaviour.

Parallel to the situation, choosing to stay in an eco-friendly hotel encourages visitors to embrace environmentally conscious practices. The hotel's environmentally friendly ambiance, sustainable service design, and ingrained sustainability narratives influence behaviour (Raza et al., 2024). Individuals who are aware of environmental issues or embrace diverse perspectives perceive culturally sustainable scenarios as beneficial and pleasurable. The eco-friendly hotel experience embodies the establishment's cultural values, fostering meaningful and impactful interactions that shape behaviour (Ni et al., 2024). The relationship between brand trust and green experiences significantly impacts consumers' behaviour, especially regarding sustainability strategies and guest actions. This finding is consistent with the Theory of Planned Behaviour (TPB), indicating that consumers' intentions are influenced by their attitudes towards the green brand, subjective norms, and perceived behavioural control concerning sustainable practices (Mushi, 2025). The hypothesizes presented here is subject to examination:

H6: Green trust mediates the interaction between sustainable cultural practice and pro-environmental behavior.

H7: Green experience mediates the interaction between sustainable cultural practice and pro-environmental behavior.

3. Methodology

The study employed a quantitative approach to define demographic characteristics, investigate exposure-outcome links, and examine interactions between variables(Rodda et al., 2024). A quantitative study can improve and explain the results by using survey questions that ask respondents to imagine themselves in a certain situation (Kurtaliqi et al., 2024). Figure 1 presents the hypotheses of the study, facilitating a deeper understanding of the theoretical framework utilized.
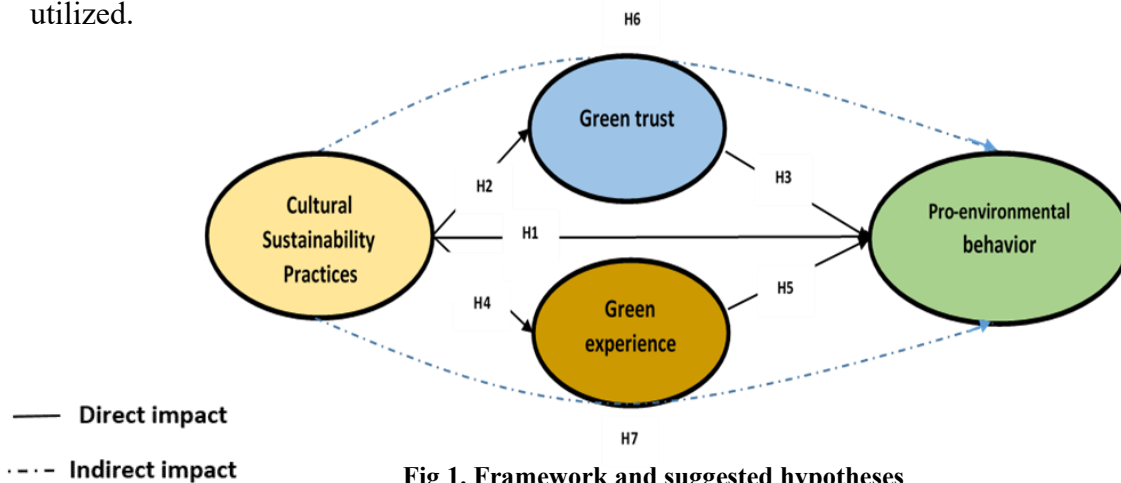

Fig 1. Framework and suggested hypotheses

Source(s): Produced by the author

3.1 Research design

The current study relies on a questionnaire to examine how SCP influences PEB by exploring the roles of GT and GE, which involves selecting the most helpful items and eliminating those that are confusing, misleading, or pose two questions at once from the list of considered items (García-García et al., 2024). The researcher developed a questionnaire using relevant literature(Wang et al., 2024). Research employs survey analysis for four primary reasons. First, it provides for a high sample size. Second, the survey questionnaire method is structured and standardized for data collection. Well-designed surveys ensure data consistency and comparability across respondents and circumstances. Third, questionnaire surveys are cost-effective and efficient. It saves time and resources by allowing researchers to obtain data from many responders quickly. Fourth and finally, questionnaire surveys allow respondents to express feedback at their convenience (Xuetong et al., 2023).

3.2 Data collection and sample size

Guests at five-star green lodging establishments in Hurghada were chosen to gain a comprehensive understanding of their perspectives on sustainability culture practices and pro-environmental behaviour. Unplanned customers were chosen from global hotel chains to ensure a representative audience base, as well as being more equipped to assess their sustainable experiences and as "basic" element for greater satisfaction (Yu et al., 2017)

The selection of five-star green hotels and resorts is based on their greater propensity to codify and promote cultural and environmental sustainability initiatives, attributed to their resources, company image, and consumer preferences (Barakagira and Paapa, 2023).

Hurghada emphasises sustainable tourism and environmental conservation, given its significant marine biodiversity and proximity to coral reefs. Numerous hotels are adopting green certifications and incorporating local cultural elements, thereby encouraging pro-environmental behaviour among guests (Khorshed et al., 2024). This survey has undergone evaluation by three academics to improve content reliability and serve as effective methods to confirm the reliability and accuracy of findings from research (William, 2024).

As per Qing and Valliant, (2025), the Cochran formula calculates the minimum sample size for a questionnaire, particularly when the whole population is entirely unknown or excessively large. $n_0 = (Z^2 * p * (1 - p)) / e^2$. Let n_0 represent the original sampling size, Z denote the Z-value, p signifies the predicted percentage of people in the sample, and e indicate the estimated range of error. Subsequently: $n_0 = (1.96)^2 * 0.5 * (1 - 0.5) / (0.05)^2 = 384.16$, rounded to around 385.

A pilot study with thirty consumers residing in green five-star hotels in Hurghada confirmed the scale's clarity and relevance, ensuring that the vocabulary did not impede comprehension. Participation was voluntary, enabling participants to withdraw at any time without repercussions. The data collection process began at the beginning of 2025 and concluded at the end of March, during which 500 surveys were evenly distributed among all customers. The researcher identified

80 incomplete responses. A final data set consisting of N = 420 opinions was acquired, accounting for 84% of the total. This sample is deemed highly appropriate based on the Cochran equation.

3.3. Measurement scale

This research employed a structured, closed-ended questionnaire divided into two sections, created following a comprehensive literature review. The initial section collected demographic and screening information from respondents regarding the participants. Additionally, section two is structured around 31 indicators to evaluate research constructs, which are adapted from different research studies. SCP comprises eight items adapted from Marshall et al. (2015) and Gaonkar and Sukthankar (2025); PEB includes nine items from Davari et al. (2024); GT consists of five variables based on Nguyen-Viet et al. (2024); and GE features nine items adapted from Zhao et al. (2025). The items were assessed using a five-point Likert scale, with 1 representing significant disagreement and 5 representing significant agreement.

3.4. Data analysis

This research employs SPSS (v. 29) and SmartPLS (v. 4.1.1.4) software to analyze the relationships among sustainability culture, green trust, green experience, and pro-environmental behaviour. The software is widely recognized in the field of social studies (Boldureanu et al., 2025). The nonparametric PLS-SEM approach demonstrates strong performance with limited sample sizes and intricate models, rendering it appropriate for various research scenarios, while estimation remains effectiveness with PLS-SEM (Hair et al., 2021).

4. Results

4.1   Demographic information.

The largest proportion of respondents is within the 32–42 age range (39.8%), compared to the 43–53 age group following at 32.4%. Middle-aged adults constitute the primary demographic of guests at the chosen five-star accommodations in Hurghada, with men who participated representing 62.4% of the sample. The demographic results contradict Nagaj and Žuromskaitė (2023) previous findings that indicated the majority of green hotel guests are women under 30 and over 50, potentially due to differing cultural contexts between Egypt and Polland. However, the data aligns with the observation that a significant portion of respondents (76.2%) possess at least a bachelor's degree, suggesting a highly taught sample. Individuals with higher education often prioritize environmental awareness, which influences their choice of green destinations. International tourists constitute the largest group of participants at 51.0%, then followed by Egyptians at 33.3% and Arab visitors at 15.7%. A notable percentage (68.1%) of participants have used hotel accommodations fewer than twice annually, indicating that many respondents are infrequent or leisure travelers rather than regular hotel patrons.

Table 1. Profile of respondents (N=420)

Variable	Category	Frequency	Percentage
Age	21-31	74	17.6
	32-42	167	39.8
	43-53	136	32.4
	More than 54	43	10.2
Gender	Male	262	62.4
	Female	158	37.6
Educational background	B.Sc.	320	76.2
	MSc/PhD	32	7.6
	Other	68	16.2
Nationality	Egyptian	140	33.3
	Arabian	66	15.7
	Foreign	214	51.0
Frequency of hotel stay	Below 2 times	286	68.1
	2-4 times	112	26.7
	5- 7 times	22	5.2
	Above 7 times	0	0

4. 2 Reliability and validity of scales

The questionnaire was validated, and the results showed a strong relationship between the components, as shown by the loadings of the factors. average variance extracted (AVE) amounts, Cronbach's alpha (α), and composite reliability (CR) scores. The factor loadings for SCP, PEB, GT, and GE exceed 0.7. Additionally, the Average Variance Extracted (AVE) for all constructs is greater than 0.73, and the Composite Reliability (CR) values are above 0.70. Which is matching with It is advisable to evaluate convergent validity and reliability when assessing the model for the purpose of demonstrating convergent validity; each and every AVE value is greater than 0.50, and each and every CR value is greater than 0.70 (Leeflang et al., 2017).

Cronbach's alpha was utilized to demonstrate the reliability of the data; a Cronbach alpha and rho_a value of 0.70 or higher is considered acceptable (Qureshi et al., 2023); the research analysis reveals the actual values of the (SCP) are 0.844, (PEB) equal 0.839, and (GT) meets 0.746; finally (GE) is 0.71 in order. Generally, the previously mentioned values indicate that they are sufficient for ensuring internal consistency (García-García et al., 2024). The following table shows all the reliability and validity of scales.

Table. 2 Factor loading of constructs, AVE, CR, and Cronbach's alpha

Constructs	Items	Factors loading	AVE	CR	Cronbach's alpha
Sustainable culture practice	SCP1	0.788	0.733	0.860	0.844
	SCP2	0.862			
	SCP3	0.952			
	SCP4	0.861			
	SCP5	0.717			
	SCP6	0.863			
	SCP7	0.893			
	SCP8	0.896			
Pro-environmental behavior	PEB1	0.929	0.811	0.852	0.839
	PEB2	0.832			
	PEB3	0.843			
	PEB4	0.985			
	PEB5	0.867			
	PEB6	0.993			
	PEB7	0.826			
	PEB8	0.848			
	PEB9	0.964			
Green trust	GT1	0.811	0.721	0.753	0.746
	GT2	0.819			
	GT3	0.857			
	GT4	0.864			
	GT5	0.893			
Green experience	GE1	0.892	0.760	0.707	0.71
	GE2	0.832			
	GE3	0.843			
	GE4	0.963			
	GE5	0.796			
	GE6	0.934			
	GE7	0.862			
	GE8	0.864			
	GE9	0.852			

Note (s): AVE: Average variance extracted, CR: Composite reliability

4.3 Discriminant validity

The heterotrait-monotrait (HTMT) percentage was employed to enhance the verification for the distinctiveness among the model's components, indicating that the HTMT ratio must be below 0.9 to confirm the distinctive nature of the constructs. Table 3 indicates each of the constructs in

this study exhibit HTMT values below 0.9, which confirms sufficient discriminant validity among the variables. The measurement results demonstrate that all relationships between constructs fall within the threshold of 1 for HTMT inference (Huong and Dinh, 2025). Variance inflation factors (VIF scores) serve as essential frequently utilized across the fields of social sciences (Kalnins and Praitis Hill, 2025). The assessment of multicollinearity was carried out using the variance inflation factor (VIF). All of the predictors had satisfactory VIF values (VIF < 2), which confirmed that there were no issues with multicollinearity (Bogaerts et al., 2025). Another evidence of discriminant validity is confirmed because the squared relationships between the structures are lower than the average variance estimation (AVE) of the related constructs (Leeflang et al., 2017).

Table 3. Discriminant validity- Heterotrait- monotrait ratio (HTMT) list

Construct	HTMT	VIF	Correlation
PEB <-> SCP	0.587	1.470	0.517
GT <-> SCP	0.665	1.000	0.549
GE <->SCP	0.373	1.000	0.316
PEB <-> GT	0.833	1.504	0.690
PEB <-> GE	0.395	1.504	0.318

Note (s): SCP: Sustainability culture practices, PEB: pro environmental behavior, GT: Green trust, GE: Green experience

4.4 Structural model (direct impact)

Table 4 and Figure 2 present the results of the direct impact analysis. Sustainable cultural practices (SCP) exhibit a positive correlation with pro-environmental behaviour (PEB); however, this relationship lacks statistical significance at the standard $p < 0.05$ threshold ($\beta = 0.186$, $p = 0.105$, t = 1.620). The findings indicate that the adoption of sustainable cultural practices is significantly associated with the development of green trust (GT) among consumers ($\beta = 0.540$, $p = 0.000$, t = 6.530). SCP significantly enhances green experience (GE), indicating that certain cultural sustainability measures foster greater involvement and emotional connection with environmental initiatives ($\beta = 0.316$, $p = 0.001$, t = 3.182). Green trust exhibits a significant direct effect on pro-environmental behaviour, with a coefficient of ($\beta = 0.566$, $p = 0.000$, and t = 5.765). The green experience does not exhibit a significant impact on pro-environmental behaviour in this structure ($\beta = 0.062$, $p = 0.499$, t = 0.676).
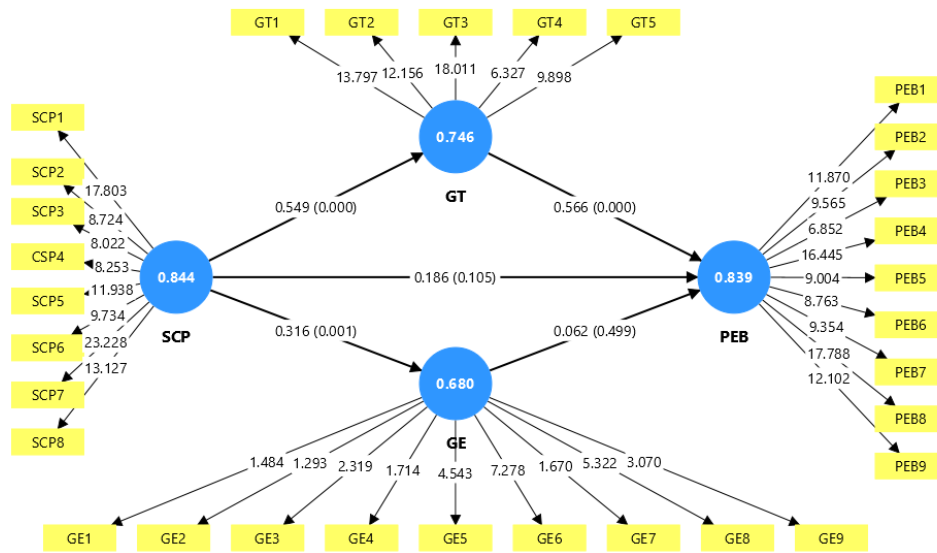
Figure 2. Structure equation modelling

Table 4. Hypothesized path coefficients

Hypotheses	Direct paths	B	P-values	T- values	Conclusion
H1	SCP -> PEB	0.186	0.105	1.620	Not supported
H2	SCP -> GT	0.540	0.000	6.530	Supported
H3	SCP -> GE	0.316	0.001	3.182	Supported
H4	GT -> PEB	0.566	0.000	5.765	Supported
H5	GE -> PEB	0.062	0.499	0.676	Not supported

Note (s): SCP: Sustainability culture practices, PEB: pro environmental behavior, GT: Green trust, GE: Green experience

4.5 Mediation hypothesis (indirect effect)

This result demonstrates a statistically significant finding, highlighting a robust and important indirect effect of sustainability culture practices on pro-environmental behaviour through green trust. ($\beta = 0.309$, $p < 0.001$, $t = 4.065$). While the indirect path of green experience is not significant, consistent with the previous findings for H5 ($\beta = 0.020$, $p = 0.563$, $t = 0.579$). The results are shown in Table 5.

Table 5. Results of specific indirect effects

Hypotheses	Indirect paths	B	P-values	T- values	Conclusion
H6	SCP -> GT -> PEB	0.309	0.000	.4.065	Supported
H7	SCP -> GE -> PEB	0.020	0.563	0.579	Not supported

Note (s): SCP: Sustainability culture practices, PEB: pro environmental behavior, GT: Green trust, GE: Green experience

4.6 Model Fit

The standardized root-mean-square residual (SRMR) is employed for estimating the model parameters; researchers use SRMR to evaluate the model's fit (Shi and Maydeu-Olivares, 2020). The model shows 0.477. According to Cho et al. (2020) when N is greater than 100, an SRMR value of less than or equal to 0.08 signifies an appropriate fit. Researchers in the field should apply these thresholds judiciously when comparing model setups. Consequently, the model exhibits a satisfactory fit. Values below 0.08 generally signify a satisfactory model fit.

5. Discussion

The goal of the current research was to examine at how sustainability culture practices (SCP) affect pro-environmental behaviour (PEB), via an eye on how green trust (GT) and green experience (GE) act as mediators. The results give us a more detailed picture of how sustainability culture practices and behaviour change in environmental settings interact with each other.

The immediate relationship among SCP and PEB (H1) was not statistically important, which means that just developing a culture of sustainability may not immediately lead to changes in behaviour. SCP, the findings corroborate previous research indicating that culture individually influences pro-environmental behaviour (Mi et al., 2020). Long-range planning as well as individual cultural beliefs significantly enhance pro-environmental behaviour (PEB), particularly when environmental initiatives are contextualised within enduring societal norms and objectives, as noted by Nguyen et al (2017). Cultural factors moderate the relationship between psychological variables such as attitude, intention, and behavior (Tam, 2024). Consequently, the lack of a direct statistical link between sustainable cultural practices (SCP) and pro-environmental behaviour (PEB) in this study does not reduce the relevance of cultural sustainability. It indicates that cultural principles need to be converted into personally significant and emotionally compelling green experiences to effect behavioural change. This indicates that green experience serves as an essential psychological connection between cultural influences and behavioural outcomes. Our findings indicate that experiential; context-sensitive interventions must incorporate cultural sustainability to promote enduring sustainable guest behaviour in hospitality settings.

 On the other hand, had a substantial positive impact on both GT (H2) and GE (H3). This shows that sustainable practices can help develop trust among stakeholders and create valuable green experiences. Although the intensive interest in pro-environmental behaviour (PEB) in the hospitality and tourism industry, according to (Lin et al., 2022). However, the current study did not find a strong, direct link between sustainability culture practices (SCP) and pro-environmental behaviour (PEB). The H2 result is in line with previous research of that shows that customers are more likely to choose green brands or services if they think they know a lot about the environment and trust the organization. (Sultana et al., 2022).

It is pertinent to note that GT had a big effect on PEB (H4), whilst GE had no impact (H5). These results show that trust is a key psychological factor that can turn cultural sustainability into real pro-environmental behaviour. The mediation analysis backs this up even more: the additional

impact of SCP on PEB through GT was significant (H6), which confirms that GT is a critical mediator. The strong effect of green trust on PEB underlines its position as a behavioural driver. Green trust mediates cultural practices and pro-environmental behaviour which it was matching with Cheng and Chen (2022) writing.

Conversely, the indirect influence of GE was not significant (H7), which supports the idea that experience factors alone may not be sufficient to change behaviour without trust or greater cognitive engagement; this finding is very different from the results reported by Hashish et al. (2022). Attitudinal trust strengthens behavioural intention, making it a more stable predictor than isolated events, according to TPB and TRA. This emphasizes cognitive evaluation and belief in sustainability-driven behaviour models (Liang et al., 2025).

6. Theoretical contribution

This study advances pro-environmental behaviour research by merging the results with the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB). Both theories emphasise how ideas, personal standards, and, in TPB, perceived behavioural control affect behaviour. This study adds to the discourse by applying these theories to sustainable culture practices (SCP) and examining their indirect effects on green trust (GT) and green experience.

First, the data confirms TRA's claim that attitudes and social norms influence behavioural intentions and behaviour. Sustainability culture and conduct are linked by trust, an attitudinal factor. The strong indirect influence of SCP on PEB through GT (H6) supports the notion that people are more likely to perform environmentally friendly things when they trust the organization's sustainability standards. This contributes to TRA by showing that cultural or institutional practices can affect beliefs that influence intents and actions.

Second, the findings help us understand how organisational practices indirectly affect TPB-perceived behavioural control and motivating factors. Despite not directly affecting PEB (H1), SCP strongly affected GT (H2), which subsequently affected PEB (H4). This shows how perceived reliability and credibility might make people feel more in control or confident about environmental actions. GT can be used as a proxy for perceived behavioural control in sustainability settings, expanding TPB.

GE's lack of direct or indirect effect on PEB helps create TRA and TPB theoretically. Experiential engagement can improve people's opinions, but it doesn't always lead to distrust or greater motivations. This contradicts the concept that emotional or experience variables alone may change conduct and indicates that cognitive processing like trust is more effective. These contributions demonstrate that conventional behavioural theories can be expanded to include institutions and psychological aspects in environmental protection and hospitality.

7. practical Implication

The results of this study have a number of real-world effects for businesses, notably those in the hospitality industry who want to encourage pro-environmental behaviour (PEB) through

cultural sustainability practices (SCP). First, the report stresses how important it is to create green trust (GT). Since trust is an important factor, hotels should focus on clear communication, believable sustainability claims, and ethical environmental practices to build relationships with stakeholders and urge them to change their behaviour.

Second, hotels should combine experience with education and trust-building activities like eco-certifications, training workers on sustainability values, and telling stories in the marketing campaign that show how the hotels care about the environment. The hotel should include 100% local goods in all menu items and explain how it is working to be more environmentally friendly.

Finally, hotels should actively integrate their cultural values and sustainability credentials into relevant visitor experiences. Hotels can deliver green stories on digital check-in displays about water-saving technologies or in-room notifications about linen recycling. Managers may create participatory sustainability experiences like guided eco-tours and hotel restaurant menus featuring local sustainable food sources, as long as they train personnel to explain the hotel's green efforts to boost sustainability's perceived authenticity.

8. Limitations and future directions

The study provides useful information but has disadvantages. First, the statistics were only collected in Hurghada's green hotels and resorts from January to March 2025, making it difficult to generalise. Future studies might test the approach in medical care, education, and manufacturing to see if the links hold.

Second, the study was cross-sectional, making causality difficult to determine. Future research could utilise longitudinal or experimental approaches to examine green trust and conduct over time.

Third, the model only considered green trust and experience mediators. It didn't consider environmental knowledge, motivation, or beliefs as mediators or modifiers. Adding these variables to the model in future studies may help us understand behaviour.

Finally, qualitative research could reveal how employees and managers feel about trust and experience, adding practical and theoretical understanding to this study.

9. Conclusion

The present study investigated the impact of sustainable cultural practices on pro-environmental behaviour from the customer's point of view. It focused on the roles of green trust (GT) and green experience (GE) at green hotels and resorts in Hurghada. SCP didn't directly predict PEB, but it had a big effect on GT and GE. GT became a strong driver and mediator of behavioural change. On the other hand, GE did not have a big effect on PEB, either directly or indirectly.

By building on the Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB), these results add to theoretical knowledge by showing that trust is a critical cognitive process via which cultural traditions affect how people act. In practice, the study shows that hotel

companies need to go beyond surface-level participation and work on creating real, credible, and trust-based sustainability plans.

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أثر الممارسات الثقافية المستدامة بالفنادق على سلوك العملاء الداعم للبيئة: الدور الوسيط للثقة والتجربة الخضراء

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قسم ادارة الفنادق– المعهد المصري العالي للسياحة والفنادق– جمهورية مصر العربية

الملخص العربى

يسعى قطاع الضيافة إلى المحافظة على المكونات الطبيعية والثقافية والبيئية بالواجهات السياحية باعتبارها أحد الخصائص الفريدة لضمان استدامة النشاط الفندقى. تهدف هذه الدراسة إلى دراسة أثر الممارسات الثقافية المستدامة بالفنادق على سلوك النزلاء الداعم للبيئة من خلال استكشاف الدور الوسيط للثقة والتجربة الخضراء. تم جمع النتائج الأولية من خلال استمارة استبيان وزعت بشكل عشوائى على 420 من العملاء بالفنادق والمنتجعات الخضراء ذات الخمس نجوم بمدينة الغردقة ،وذلك بالفترة من بداية شهر يناير حتى الأسبوع الأخير من شهر مارس ٢٠٢٥ . استخدمت الدراسة برنامج SPSS الإصدار 29 للتحليل الديموغرافي، وبرنامج SmartPLS 4.1.1.4 لنماذج المعادلات الهيكلية. تُعد هذه الدراسة نموذجاً فريداً وثرياً بالمعلومات لأنها تتبنى نهجًا جديدًا لدراسة الممارسات الثقافية المستدامة بقطاع الضيافة. تظهر النتائج أن الممارسات الثقافية المستدامة ليس لها أثر على تبنى العملاء السلوك البيئى، إلا أن لها أثر كبير على الثقة والتجربة البيئية الخضراء. أظهرت نتائج الدراسة أن الثقة الخضراء تتوسط العلاقة بين الممارسات الثقافية المستدامة وتبنى السلوك المحافظ والداعم للبيئة بينما لم تظهر التجربة البيئية أى نتائج ذات دلالة إحصائية تجاه ذلك. تضيف نتائج البحث إلى العلوم والمعارف المرتبطة بنظرية الفعل العقلانى والسلوك المخطط وتؤكد على أهمية الثقة كوسيلة فعالة ومؤثرة فى التأثير على السلوك الداعم للبيئة. أخيراً تدعو الدراسة مؤسسات الضيافة إلى التركيز على الشفافية والمصداقية فى تقارير الاستدامة المنشورة سنوياً دون الإقتصار على التجارب البيئة الظاهرية.

الكلمات المفتاحية: الممارسات الثقافية المستدامة؛ السلوك الداعم للبيئة؛ الثقة الخضراء؛ التجربة الخضراء؛ الفنادق الخضراء.

Appendix 1: Construct Scale

Construct

Culture sustainability practice (CSP)

CSP1. The hotel showcases local artists to exhibit and perform traditional art and culture.

CSP2. The hotel presents local food in its breakfast, lunch, and dinner menus.

CSP3. The hotel offers competitive prices for cultural and local items.

CSP4. The hotel features vibrant folk festivals and local cuisine, as well as traditional folklore practices.

CSP5. The hotel features artworks influenced by the local environment and traditions.

CSP6. The hotel consistently advocates for local culture and cultural heritage.

CSP7. The hotel has made cultural sustainability a high-priority practice.

CSP8. The hotel informs the guests about the good culture sustainability practices implemented

Pro-environmental behavior (PEB)

PEB1. I am prepared to assist in preserving local environmental quality.

PEB2. I am prepared to report any environmental degradation or pollution to the hotel manager and/or administration.

PEB3. I am prepared to segregate my waste during my stay.

PEB4. I am committed to minimizing disruptions to the flora throughout my visit.

PEB5. I am ready to collect litter discarded by other guests at the hotel.

PEB6. I am prepared to purchase a local product if it contributes to environmental conservation initiatives.

PEB7. I am ready to contribute to safeguarding a culture-based product.

PEB8. I am prepared to adhere to pertinent norms and regulations to preserve the hotel's cultural sustainability.

PEB9. If other guests partake in environmentally detrimental actions, I am prepared to admonish them to refrain from such conduct.

Green trust (GT)

GT1. You consider this hotel's environmental commitments to be largely credible.

GT2. The hotel's environmental performance typically influences your perception.

GT3. You consider the environmental assertions of this hotel to be mostly credible.

GT4. The hotel's environmental commitment exceeds expectations.

GT5. This hotel adheres to its environmental protection commitments and assurances.

Green experience (GE)

GE1. This hotel fosters an environment that demonstrates a profound dedication to cultural sustainability.

GE2. The hotel's commitment to cultural sustainability initiatives improved the overall quality of my stay.

GE3. The hotel's commitment to cultural sustainability was evident and effectively conveyed throughout the resort.

GE4. The hotel employs sustainable materials and designs derived from the surrounding environment, such as painted artwork, and decorative elements.

GE5. The hotel provides local culinary selections that uphold cultural sustainability principles.

GE6. My room exhibited discernible attributes that promote cultural sustainability.

GE7. As an environmentally conscious individual, I resonated with this hotel's sustainable policies.

GE8. I appreciated the hotel's commitment to educating the community and its workers about sustainability, which benefits guests.

GE9. The staff demonstrated true expertise and concern for environmental issues.