RESEARCH ARTICLE

EXPLORING THE INFLUENCE OF ECO-FRIENDLY INITIATIVES ON ATTRACTING ENVIRONMENTALLY CONSCIOUS GUESTS TO HOTEL ESTABLISHMENTS IN RWANDA A CASE STUDY OFBISATE LODGE

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Manuscript Info	*Abstract*
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Background: This study delves into the influence of eco-friendly initiatives on the attraction of environmentally conscious guests to hotel establishments in Rwanda, with a specific focus on Bisate Lodge. The overarching objective is to understand how these initiatives contribute to guest preferences and decision-making processes regarding accommodation. This research investigates the correlation between eco-friendly initiatives and the attraction of environmentally conscious guests to hotel establishments in Rwanda. The specific objectives of the study are threefold. Firstly, it aims to analyze the eco-friendly initiatives implemented by Bisate Lodge, examining their scope, effectiveness, and implementation strategies. Secondly, it seeks to gauge the level of awareness and importance of environmental sustainability among guests staying at Bisate Lodge, through surveys or interviews. Lastly, the study aims to evaluate the impact of eco-friendly initiatives on the decision-making process of environmentally conscious guests when selecting accommodation in Rwanda.

Methods and Materials: The research employs a mixed-methods approach, combining qualitative and quantitative techniques to gather comprehensive insights. Data collection methods include surveys, interviews, and possibly observational studies to capture both guest perceptions and actual behaviors. Analysis involves statistical techniques for quantitative data and thematic analysis for qualitative data. The findings of the study are expected to provide valuable insights for hotel managers, policymakers, and stakeholders in the hospitality industry in Rwanda. Hotels can tailor their initiatives to attract and retain this market segment, contributing to both environmental sustainability and business success.

Results: The findings of the research showed an overview of the distribution and central tendency of the variable "Analyzing the Eco-friendly Initiatives Implemented by Bisate Lodge " within the dataset. Specifically, it shows that the variable ranges from 1.00 to 5.00, with an average value of approximately 3.94 and a standard deviation of about 1.14. This shows the values of " Analyzing the Eco-friendly Initiatives." are moderately spread out around the mean. On the Assessment of the Level of Awareness and Importance of

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Environmental Sustainability Among Guests Staying at Bisate Lodge Guests" within the dataset. Specifically, the findings show that the variable ranges from 1.00 to 5.00, with an average value of approximately 3.9260 and a standard deviation of about 1.133. This suggests that the values of Assessing the Level of Awareness and Importance of Environmental Sustainability Among Guests Staying at Bisate Lodge Guests, the findings also showed an overview of the distribution and central tendency of the variable " Evaluating the Influence of Eco-friendly Initiatives on the Decision-Making Process of Environmentally Conscious Guests When Choosing Accommodation in Rwanda " within the dataset. it shows that the variable ranges from 1.00 to 5.00, with an average value of approximately 3.934 and a standard deviation of about 1.136. This suggests that the values of " Evaluating the Influence of Eco-friendly Initiatives on the Decision-Making Process of Environmentally Conscious Guests When Choosing Accommodation in Rwanda " are moderately spread out around the mean.

Conclusion: In general, the results from the findings showed that the respondents indicate a strong positive perception of Bisate Lodge's environmental sustainability efforts and eco-friendly initiatives among respondents. They generally view these efforts favourably, with a strong likelihood of choosing the lodge, feeling satisfied and comfortable, considering environmental consciousness in loyalty decisions, and perceiving the brand positively due to its environmental initiatives. However, there is some variability in satisfaction levels, indicating that individual experiences and opinions may differ among guests. It is important for Bisate Lodge to continue its efforts and maintain consistency in eco-friendly practices to meet the expectations of environmentally conscious guests and further enhance their experience.

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Introduction:-

Over the past few years, there has been a notable transition within the global hospitality sector towards adopting sustainable and environmentally friendly practices (Sandoz 2020). As awareness of environmental issues and climate change continues to grow, travelers are increasingly seeking accommodation options that align with their environmentally conscious values(Joy and Getty 2019)." This research proposal aims to explore the influence of eco-friendly initiatives on attracting environmentally conscious guests to hotel establishments in Rwanda, using Bisate Lodge as a case study. Bisate Lodge, located in the heart of Rwanda, is known for its commitment to sustainability and conservation efforts(BisateLodge 2021)." This case study will shed light on the effectiveness of such initiatives in the context of Rwanda's emerging eco-tourism industry."

This fundamental shift has propelled hotel establishments worldwide to adopt eco-friendly practices as a means of attracting and retaining an ever-expanding segment of environmentally conscious guests(Seth and Woes 2020). In the heart of the African continent lies Rwanda, a nation renowned for its breathtaking landscapes, abundant biodiversity, and a fervent commitment to conservation and sustainability(RMT. 2021). Amidst this natural wonderland, Bisate Lodge emerges as a remarkable case study in the pursuit of sustainable hospitality(BisateLodge 2021). Nestled against the backdrop of the Volcanoes National Park, home to the endangered mountain gorillas, Bisate Lodge exemplifies a commitment to environmental preservation and sustainable tourism(Xi and Liam 2022).

Rwanda, located in East Africa, has become increasingly recognized for its unique biodiversity and stunning landscapes, making it a promising destination for eco-tourism. Known as the "Land of a Thousand Hills," Rwanda's rich flora and fauna, including the critically endangered mountain gorillas, attract travelers seeking unique and environmentally conscious experiences. Amidst this emerging eco-tourism industry, Bisate Lodge, a luxury

accommodation establishment nestled in the natural beauty of Volcanoes National Park, has garnered attention for its commitment to sustainability and eco-friendly initiatives(EcoTourism-Rwanda 2021).

Rwanda's eco-tourism sector has gained momentum in recent years due to the government's dedication to environmental preservation and conservation. The country is famous for its mountain gorilla trekking, and this flagship activity highlights the importance of preserving natural habitats. As eco-conscious travelers seek to minimize their environmental footprint, the demand for eco-friendly accommodations has surged, creating an ideal environment for hotels like Bisate Lodge.(Ecotourism-Rwanda 2021).The global shift towards environmental consciousness and sustainability has had a profound impact on the hospitality industry. Travelers, especially those seeking nature-based experiences like those offered in Rwanda, are increasingly considering the environmental practices of hotels when making booking decisions. Bisate Lodge's commitment to eco-friendly initiatives aligns with the values of such environmentally conscious travelers (Solomon 2023). Rwanda, a nation renowned for its lush landscapes and diverse wildlife, is rapidly emerging as an eco-tourism hotspot. The country's commitment to environmental conservation and sustainability aligns with the growing global awareness of ecological issues.

As a result, environmentally conscious travelers are increasingly seeking accommodations that reflect their values, making eco-friendly practices a key driver in the hospitality industry.

The global shift toward environmental consciousness has redefined the hospitality sector. Travelers, particularly those drawn to Rwanda's natural wonders, now factor in the eco-friendly practices of hotels when making their accommodation choices. As the eco-tourism sector in Rwanda continues to grow, understanding the appeal and effectiveness of eco-friendly initiatives is vital for both establishments like Bisate Lodge and the broader Rwandan hospitality industry.Despite the importance of these initiatives, there is a noticeable gap in research regarding their influence on guest preferences within the Rwandan context. This study aims to address this gap by conducting an in-depth case study of Bisate Lodge.

The findings are expected to provide valuable insights that can help hotels, not only in Rwanda but also in other eco-tourism destinations, adapt to changing consumer expectations. Moreover, this research may offer policy recommendations to further promote sustainable tourism and environmental conservation in Rwanda. The main objective of this study was to explore the Influence of Eco-Friendly Initiatives on Attracting Environmentally Conscious Guests to Hotel Establishments in Rwanda. A Case Study ofBisate Lodge.It was guided by the following specific objectives:
1. To analyze the eco-friendly initiatives implemented by Bisate Lodge
2. To assess the level of awareness and importance of environmental sustainability among guests staying at Bisate Lodge
3. iii. To evaluate the influence of eco-friendly initiatives on the decision-making process of environmentally conscious guests when choosing accommodation in Rwanda.

Theoretical Framework
Triple Bottom Line Theory
Eco-friendly Initiatives
Concept: Drawing on the Triple Bottom Line (TBL) theory, the eco-friendly initiatives in hotels represent the environmental dimension. These initiatives may include waste reduction, energy conservation, water management, and the use of renewable resources.

Social Responsibility
Concept: TBL incorporates social responsibility. In the context of hotels in Rwanda, this involves engaging with local communities, supporting cultural preservation, and contributing to social well-being through employment opportunities and community projects.

Economic Viability
Concept: The economic dimension of TBL emphasizes sustainability in financial terms. In this framework, economic viability relates to the cost-effectiveness of eco-friendly initiatives, potential revenue gains, and the overall economic impact on the hotel industry in Rwanda.

Theory of Planned Behavior (TPB)
Concept: Borrowing from the Theory of Planned Behavior, this element focuses on understanding the factors influencing guests' decisions to choose eco-friendly hotels. It considers attitudes, subjective norms, and perceived behavioral control in the context of environmentally conscious choices.

Perceived Value
Concept: Within the TPB framework, perceived value plays a crucial role. Guests' perceptions of the value derived from eco-friendly initiatives, such as enhanced well-being, positive environmental impact, and a sense of contributing to sustainable practices, influence their decision-making.

Consumer Behavior Theories
Concept: Green consumerism theories highlight the role of environmentally conscious consumer behavior. Guests who align with green consumerism values are more likely to be attracted to hotels with strong eco-friendly initiatives. This involves understanding the motivations and behaviors of environmentally conscious guests.

Cultural Values
Concept: Integrating insights from cultural theories, this element considers how cultural values in Rwanda may influence guest preferences for eco-friendly initiatives. Cultural values related to nature conservation and community harmony may shape guests' perceptions of sustainable hotels.

Destination Image Theory
Rwandan Eco-Tourism Image
Concept: Drawing on destination image theory, this element considers the overall image of Rwanda as an eco-tourism destination. The country's commitment to sustainability and the presence of eco-friendly hotels contribute to the perceived attractiveness of Rwanda for environmentally conscious guests.

By integrating the Triple Bottom Line theory, Theory of Planned Behavior, consumer behavior theories, and destination image theory, this theoretical framework provides a comprehensive lens through which to explore how eco-friendly initiatives in Rwandan hotels influence the attraction of environmentally conscious guests. It considers the interplay between environmental, social, and economic dimensions, individual decision-making factors, and the broader destination image.

Conceptual Framework
This conceptual framework serves as the foundation for understanding the interplay between the independent variable (Eco-Friendly Initiatives) and the dependent variable (Attraction of Environmentally Conscious Guests) within the context of this research.
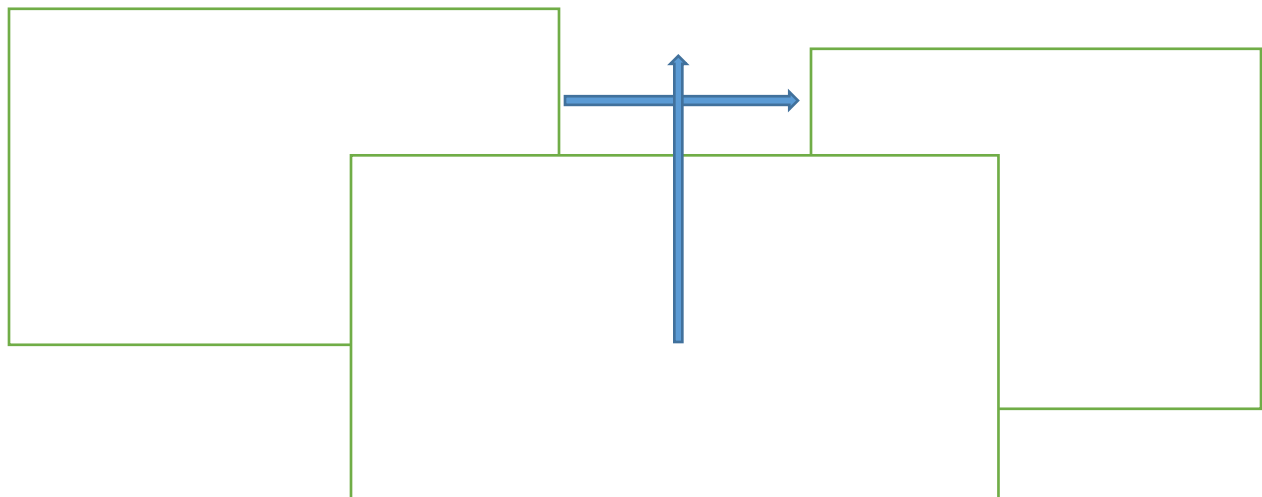
Research Methodology:-

Research Design

Research design helps ensure that the study is conducted in a logical and organized manner, allowing the researcher to draw meaningful and valid conclusions. The purpose of this design is to identify data collection and determine the methods and techniques for gathering relevant data, such as surveys, experiments, interviews, observations, or a combination of these. And then, sampling Strategy: Outlining the approach to selecting the participants or samples from the population under study, ensuring representativeness and generalizability of the findings. (Hughes and Hitchcock 2016).The study was designed as a mixed survey method. It will also take on a mixed co-relational design, focusing on the relationship between the independent variable and the dependent variable,

The researcher used stratified research design to present the project. The case study approach was implemented at BISATE Lodge due to its suitability for practical problems and the unique ability to apply diverse empirical evidence.Thus, mixed survey method is being considered most appropriate in this study because it affords the researcher the opportunity of having direct contact with the sample and it also tends to describe existing conditions or phenomenon the way they are, and conclusions can be drawn about the perception of the population.

Target Population

The target population for this study, entitled "Exploring the Influence of Eco-Friendly Initiatives on Attracting Environmentally Conscious Guests to Hotel Establishments in Rwanda: A Case Study of Bisate Lodge," includes a population of 105 people which are staff and customers who made a booking from 1 January 2024 to 31st, March 2024 and employees of BISATE Lodge as the total population. The population is 70 customers and 35 of staff of BISATE Lodge.

Sample Size

A sample size is a small group obtained from an assessable population. In this research it is not possible to use the whole population, it is necessary to select a small percentage of targeted population called sample for gathering information from 105 participants.(Muhammad 2016). The formula of Allain Bouchard is used to determine the number of respondents.

The formula of Alain BOUCHARD is applied as below (Claudien, N., Op.cit):

$$nc = \frac{N \times n}{N + n}$$

Where N= Population of study

nc = sample representation

Replacing N and n by their respective values, the sample size is obtained as follow:

nc: $nc = \frac{105 \times 96}{105 + 96} = 50.14$

By the application of the formula, the number of respondents taken in the sample from targeted population equals 50.

The sample size was 50 people selected from the population. The following table shows the sample size: The table below presents the sample size from 105 participants.

Table 1:- Population And Sample Size.

Category of Population	Number of Population	Sample Size
BISATE Lodge staff	35	20
Customers	70	30
Total	**100**	**50**

(Primary data, 2024)

Hence, the determined sample size is 50 individuals. Therefore, the sample for this research project will consist of 30 respondents, representing customers participating in the study, and 20 management staff from BISATE Lodge who will provide responses related to objectives questions.

Sampling Technique

The purposive (also known as judgmental or subjective) sampling technique was employed to select respondents among BISATE Lodge customers. Purposive sampling is a non-probability sampling method where the researcher

decides on individuals based on their potential to possess knowledge relevant to the research issue. This technique is chosen due to the relatively small sample size, and within this method, the researcher will utilize a simple random sampling technique to select BISATE Lodge customers. The decision to use this technique is rooted in its ability to allow the researcher to choose hotel customers based on their availability and willingness to participate in the study.As outlined by Charles and Fen (2007), a simple random sample ensures that each person in the accessible population has an equal chance of being included in the sample, and the selection of one unit does not affect the probability of selecting other units from the accessible population. This method was selected to enable the researcher to randomly select hotel customers, ensuring fairness in answering research questions and meeting the study's objectives.

Data Collection Methods:-
Data Collection Instruments
The chosen data collection instruments for this study are questionnaires and interviews.

Procedures of Data Collection
Questionnaire
A self-administered questionnaire was utilized for data collection from BISATE Lodge customers. This method ensures respondents can answer open-ended questions freely and express their opinions without coercion. The questionnaire, attached in the appendices, was distributed to 54 customers to assess their opinions on how eco-friendly initiatives influence the attraction of environmentally conscious guests at BISATE Lodge.

Interview
Semi-structured interviews, as described by Trochim (2001), were conducted with two key interviewees selected from top hotel management and department heads. This method allows for a set of prepared questions while exploring additional relevant issues raised by the interviewees. The flexible nature of semi-structured interviews enables respondents to bring up additional insights, fostering a friendly and open atmosphere. The interviews will contribute valuable data to the study, offering in-depth perspectives on the influence of eco-friendly initiatives in the hospitality industry, particularly at BISATE Lodge.

Results:-
Demographic Characteristics of Respondents
This section presents findings on the respondents' background information. It describes gender of respondents, age of respondents and education level of respondents.

Table 2:- Gender of Respondents.

	Frequency	Percent
Male	29	58
Female	21	42
Total	**50**	**100.0**

Source: Primary data

Table 2 illustrates the gender of respondents who participated in this study. As shown in table 4.1, a great number of respondents were male with 58% (29 respondents) whereas female respondents were 21 (42%). The findings in table 4.1 suggested that male gender was dominant in sampled population.

Presentation of Findings
The influence of eco-friendly initiatives on attracting environmentally conscious guests to hotel establishments is a topic of growing interest, particularly in regions like Rwanda, where sustainable tourism is gaining prominence. This research aims to explore the relationship between eco-friendly initiatives and guest preferences in the context of Bisate Lodge, a prominent hotel establishment in Rwanda known for its commitment to environmental sustainability according to specific objectives.Understanding the specific environmental initiatives undertaken by Bisate Lodge is crucial for assessing their impact on attracting environmentally conscious guests. This objective involves examining measures such as energy conservation, waste reduction, water conservation, recycling programs,

and the utilization of renewable energy sources within the lodge's operations.Guest awareness and perceptions regarding environmental sustainability play a pivotal role in determining the effectiveness of eco-friendly initiatives. This objective seeks to gauge guests' knowledge about Bisate Lodge's environmental practices, as well as their attitudes towards the importance of environmental sustainability in their accommodation choices.

Understanding how eco-friendly initiatives influence the decision-making process of environmentally conscious guests is essential for hotel establishments aiming to attract this demographic. This objective involves assessing the extent to which Bisate Lodge's eco-friendly initiatives impact the preferences and choices of environmentally conscious guests when selecting accommodation options in Rwanda.

By addressing these specific objectives, this section endeavors to provide valuable insights into the role of eco-friendly initiatives in attracting environmentally conscious guests to hotel establishments in Rwanda. These findings can inform hotel management strategies aimed at enhancing sustainability practices and meeting the evolving preferences of eco-conscious.

Descriptive Statistics on Analyzing the Eco-Friendly Initiatives Implemented byBisate Lodge
Table 4 gives information on issues related to analyzing the eco-friendly initiatives implemented by Bisate Lodge. The respondents were asked to show their views among different statements related on issues to eco-friendly initiatives implemented by Bisate Lodge using Likert scale. Mean and standard deviation parameters were used to rank the issue.

Table 3:- Descriptive Statistics on analyzing the eco-friendly initiatives implemented by Bisate Lodge.

	N	Min	Max	Mean	Std. Deviation
To what extent do you agree that Bisate Lodge effectively implements eco-friendly initiatives in term of Energy Conservation?	50	1	5	3.96	1.029
To what extent do you agree that Bisate Lodge effectively implements eco-friendly initiatives in term of Waste Reduction Measures	50	1	5	3.98	1.169
To what extent do you agree that Bisate Lodge effectively implements eco-friendly initiatives in term of Water conservation.	50	1	5	3.82	1.101
To what extent do you agree that Bisate Lodge effectively implements eco-friendly initiatives in term of recycling programs.	50	1	5	3.94	1.168
To what extent do you agree that Bisate Lodge effectively implements eco-friendly initiatives in term of Waste Reduction Measures	50	1	5	3.92	1.383
To what extent do you agree that Bisate Lodge effectively implements eco-friendly initiatives in term of Renewable energy Sources.	50	1	5	3.94	1.268
To what extent do you agree that Bisate Lodge put efforts in promoting environmental eco-friendly sustainability	50	1	5	3.90	1.216
The eco-friendly initiatives of Bisate lodge are environmentally friendly.	50	1	5	3.98	1.134
The eco-friendly initiatives of Bisate lodge are practically attractive.	50	1	5	4.04	1.049
Does Bisate Lodge prioritize eco-friendly initiatives?	50	1	5	3.92	1.192
Valid N (listwise)	50				

The Table 3 shows descriptive statistics on the findings for each item related to Bisate Lodge's implementation of eco-friendly initiatives; The respondents on average moderately (Mean: 3.96, Standard Deviation: 1.029) agree that Bisate Lodge effectively implements eco-friendly initiatives in terms of energy conservation. The respondents on average moderately (Mean: 3.98, Standard Deviation: 1.169) agree that Bisate Lodge effectively implements eco-friendly initiatives in terms of waste reduction measures.

The respondents on average moderately (Mean: 3.82, Standard Deviation: 1.101) agree that Bisate Lodge effectively implements eco-friendly initiatives in terms of water conservation. The respondents on average moderately (Mean: 3.94, Standard Deviation: 1.168) agree that Bisate Lodge effectively implements eco-friendly initiatives in terms of recycling programs. The respondents on average moderately (Mean: 3.94, Standard Deviation: 1.268) agree that Bisate Lodge effectively implements eco-friendly initiatives in terms of renewable energy sources. The respondents on average moderately (Mean: 3.90, Standard Deviation: 1.216) agree that Bisate Lodge puts efforts into promoting environmental eco-friendly sustainability.

The respondents on average moderately (Mean: 3.98, Standard Deviation: 1.134) agree that the eco-friendly initiatives of Bisate Lodge are environmentally friendly. The respondents on average moderately (Mean: 4.04, Standard Deviation: 1.049) agree that the eco-friendly initiatives of Bisate Lodge are practically attractive. The respondents on average moderately (Mean: 3.92, Standard Deviation: 1.192) agree that Bisate Lodge prioritizes eco-friendly initiatives. Overall, the respondents generally hold moderately positive views regarding Bisate Lodge's implementation of eco-friendly initiatives across various dimensions, with practical attractiveness scoring slightly higher compared to other aspects. However, there is some variability in responses as indicated by the standard deviations.

Descriptive Statistics Assessing the Level of Awareness and Importance of Environmental Sustainability among Guests Staying atBisate Lodge

Table 5 gives information on issues related to assessing the level of awareness and importance of environmental sustainability among guests staying at Bisate Lodge. The respondents were asked to show their views among different statements related to issues of assessing the level of awareness and importance of environmental sustainability among guests staying at Bisate Lodge using the Likert scale. Mean and standard deviation parameters were used to rank the issue.

Table 4:- DescriptiveStatistics Assessing the Level of Awareness and Importance Of Environmental Sustainability Among Guests Staying At Bisate Lodge.

Descriptive Statistics

	N	Min	Max	Mean	Std. Deviation
The eco-friendly initiatives at Bisate Lodge positively influence my choice of accommodation	50	1	5	3.94	1.202
I am satisfied with the eco-friendly practices observed at Bisate Lodge.	50	1	5	4.02	1.169
The eco-friendly initiatives contribute to guest loyalty at Bisate Lodge.	50	1	5	3.90	1.147
Do you believe that your choice to stay at eco-friendly accommodations positively contributes to environmental sustainability	50	1	5	4.04	1.068
To what extent do you agree that Bisate Lodge put efforts in promoting environmental sustainability.	50	1	5	3.96	1.124
The eco-friendly initiatives of Bisate Lodge improve hotel guest experiences.	50	1	5	3.84	1.113
To what extent do you agree that eco-friendly initiatives influence Guest Satisfaction in Bisate Lodge.	50	1	5	3.74	1.157
To what extent do you agree that eco-friendly initiatives influence Guest Perceptions in Rwanda	50	1	5	3.78	1.329
The eco-friendly initiatives of Bisate lodge encourage guests to be environmentally friendly.	50	1	5	3.96	1.177
Environmental awareness activities offered by Bisate Lodge enhance my understanding of sustainability issues.	50	1	5	3.92	1.243
Valid N (listwise)	50				

Table 4 presents descriptive statistics for various statements regarding eco-friendly initiatives at Bisate Lodge and their influence on guest behaviors and perceptions.

The eco-friendly initiatives at Bisate Lodge positively influence choice of accommodation: With a mean score of 3.94 and a standard deviation of 1.202, respondents generally agree that eco-friendly initiatives influence their choice of accommodation at BisateLodge. On the statements of "I am satisfied with the eco-friendly practices observed at Bisate Lodge": The mean score of 4.02 suggests a high level of satisfaction with eco-friendly practices at the lodge, with relatively low variability (standard deviation = 1.169). On the statement of "The eco-friendly initiatives contribute to guest loyalty at Bisate Lodge: Respondents, on average, agree that eco-friendly initiatives contribute to guest loyalty, with a mean score of 3.90 and a standard deviation of 1.147.

On the statement of "Do you believe that your choice to stay at eco-friendly accommodations positively contributes to environmental sustainability: With a mean score of 4.04 and a standard deviation of 1.068, respondents strongly believe that choosing eco-friendly accommodations contributes positively to environmental sustainability. On the statement of "To what extent do you agree that Bisate Lodge put efforts into promoting environmental sustainability: The mean score of 3.96 indicates general agreement with the efforts of Bisate Lodge in promoting environmental sustainability. On the statement of "The eco-friendly initiatives of Bisate Lodge improve hotel guest experiences: Respondents, on average, agree that eco-friendly initiatives improve their hotel guest experiences, with a mean score of 3.84 and a standard deviation of 1.113. On the statement of "To what extent do you agree that eco-friendly initiatives influence Guest Satisfaction in Bisate Lodge: With a mean score of 3.74 and a standard deviation of 1.157, respondents generally agree that eco-friendly initiatives influence guest satisfaction at Bisate Lodge.

On the statement of "To what extent do you agree that eco-friendly initiatives influence Guest Perceptions in Rwanda: Respondents, on average, agree that eco-friendly initiatives influence guest perceptions in Rwanda, with a mean score of 3.78 and a standard deviation of 1.329. On the statement of "The eco-friendly initiatives of Bisate lodge encourage guests to be environmentally friendly: With a mean score of 3.96 and a standard deviation of 1.177, respondents generally agree that eco-friendly initiatives at Bisate Lodge encourage guests to be environmentally friendly. On the statement of "Environmental awareness activities offered by Bisate Lodge enhance my understanding of sustainability issues: Respondents, on average, agree that environmental awareness activities offered by Bisate Lodge enhance their understanding of sustainability issues, with a mean score of 3.92 and a standard deviation of 1.243. Overall, the descriptive statistics suggest a generally positive perception of eco-friendly initiatives at Bisate Lodge, with guests expressing satisfaction, loyalty, and belief in the positive impact of these initiatives on environmental sustainability. However, there is some variability in responses, particularly in perceptions and agreement levels, as indicated by the standard deviations.

Descriptive statistics on evaluating the influence of eco-friendly initiatives on the decision-making process of environmentally conscious guests when choosing accommodation in Rwanda.

Table 6 gives information on issues related to evaluate the influence of eco-friendly initiatives on the decision-making process of environmentally conscious guests when choosing accommodation in Rwanda. The respondents were asked to show their views among different statements related on issues of evaluating the influence of eco-friendly initiatives on the decision-making process of environmentally conscious guests when choosing accommodation in Rwanda using Likert scale. Mean and standard deviation parameters were used to rank the issue.

Table 5:- Descriptive statistics on evaluating the influence of eco-friendly initiatives on the decision-making process of environmentally conscious guests when choosing accommodation in Rwanda.

Descriptive Statistics

	N	Min	Max	Mean	Std. Deviation
Bisate Lodge's eco-friendly initiatives influenced my decision to stay in the hotel.	50	1	5	3.92	.966
The eco-friendly initiatives applied in the hotels influence my decision-making process when choosing accommodation.	50	1	5	3.78	1.234

The eco-friendly initiatives at Bisate Lodge affect my overall satisfaction with staying at Bisate Lodge.	50	1	5	3.94	1.114
I am more likely to return to Bisate Lodge due to its eco-friendly initiatives.	50	1	5	3.96	.903
Do you agree that eco-friendly initiatives are a crucial factor for attracting environmentally conscious guests to hotels in Rwanda	50	1	5	3.88	1.223
To what extent do you agree that the eco-friendly initiatives impact Bisate lodge environment?	50	1	5	4.02	1.186
The availability of sustainable amenities (e.g., Energy Conservation, Waste reduction measures, Water conservation, Recycling Programs, Renewable energy Sources, and other green initiatives) affects my choice of accommodation.	50	1	5	3.86	1.195
I am willing to pay a premium for accommodation that implements eco-friendly practices.	50	1	5	4.04	1.177
I actively seek out information about the environmental policies and practices of accommodation providers before making a reservation.	50	1	5	3.88	1.365
The promotion of eco-friendly initiatives by accommodation providers positively influences my perception of their brand.	50	1	5	3.80	1.125
Valid N (listwise)	50				

Table 5 provides descriptive statistics for various statements regarding eco-friendly initiatives and their influence on guests' decisions and perceptions at Bisate Lodge and in the broader context of environmentally conscious accommodation in Rwanda. Let's break down and interpret the key findings: Influence on Decision to Stay:Participants, on average, rated the influence of Bisate Lodge's eco-friendly initiatives on their decision to stay at 3.92, with a standard deviation of 0.966.Impact on Decision-Making Process:The mean rating for the influence of eco-friendly initiatives on the decision-making process for choosing accommodation is 3.78, with a standard deviation of 1.234.Effect on Overall Satisfaction:On average, participants rated the effect of eco-friendly initiatives on their overall satisfaction with staying at Bisate Lodge at 3.94, with a standard deviation of 1.114.

Likelihood of Returning:Participants, on average, rated their likelihood of returning to Bisate Lodge due to its eco-friendly initiatives at 3.96, with a standard deviation of 0.903. Importance for Attracting Guests:The mean rating for the importance of eco-friendly initiatives in attracting environmentally conscious guests to hotels in Rwanda is 3.88, with a standard deviation of 1.223.

Impact on Lodge Environment:Participants, on average, rated the extent to which eco-friendly initiatives affectBisate Lodge's environment at 4.02, with a standard deviation of 1.186. Effect on Choice of Accommodation:The availability of sustainable amenities affects participants' choice of accommodation, with a mean rating of 3.86 and a standard deviation of 1.195. Willingness to Pay Premium:Participants, on average, expressed a willingness to pay a premium for accommodation with eco-friendly practices, rating it at 4.04, with a standard deviation of 1.177. Seeking Information about Environmental Policies:The mean rating for actively seeking information about environmental policies and practices before making a reservation is 3.88, with a standard deviation of 1.365.

Effect on Perception influence the promotion of eco-friendly initiatives by accommodation providers positively influences participants' perception of their brand, with a mean rating of 3.80 and a standard deviation of 1.125. Overall, the descriptive statistics suggest that participants generally perceive Bisate Lodge's eco-friendly initiatives positively and consider them important factors in their decision-making processes and satisfaction levels. There is variability in responses, as indicated by the standard deviations, reflecting differing opinions among participants. However, most guests seem to value and appreciate such initiatives, which can have a positive impact on their satisfaction, loyalty, and perceptions of the brand.

Descriptive statistics on Attraction of Environmentally Conscious Guests
Table 6 gives information on issues related tothe Attraction of Environmentally Conscious Guests. The respondents were asked to show their views among different statements related on issues of Attraction of Environmentally Conscious Guests using Likert scale. Mean and standard deviation parameters were used to rank the issue.
Table 6:- Descriptive statistics on Attraction of Environmentally Conscious Guests.
Descriptive Statistics

	N	Min	Max	Mean	Std. Deviation
I am more likely to choose Bisate Lodge because of its commitment to environmental sustainability.	50	1	5	4.00	.881
I feel more satisfy and comfortable at ease knowing that Bisate Lodge is environmentally conscious.	50	1	5	3.94	1.252
Environmental consciousness is a significant factor in my decision to remain loyal to Bisate Lodge.	50	1	5	4.06	1.096
The efforts of Bisate Lodge to be environmentally friendly positively influence my perception of its brand.	50	1	5	4.08	.900
I am satisfied with the level of environmental consciousness demonstrated by Bisate Lodge.	50	1	5	4.08	1.158
Valid N (listwise)	50				

Table 7:- Provides Descriptive Statistics for a Survey Conducted on Various Aspects of Environmental Sustainability and Its Influence on Guests' Perceptions and BehavioursatBisate Lodge.

On average, respondents strongly agree that Bisate Lodge's commitment to environmental sustainability makes them more likely to choose the lodge as indicated by Mean of 4.00 and SD of 0.881. The relatively low standard deviation suggests that responses were consistent around this mean score.Respondents, on average, agree that they feel more satisfied and comfortable knowing that Bisate Lodge is environmentally conscious as indicated by Mean of 3.94 and SD of 1.252. However, the higher standard deviation indicates some variability in responses, suggesting that opinions on this statement varied among respondents. On average, respondents strongly agree that environmental consciousness is a significant factor in their decision to remain loyal to Bisate Lodge as indicated by Mean of 4.06 and SD of 1.096.

The standard deviation suggests relatively consistent responses among participants. Respondents, on average, strongly agree that Bisate Lodge's efforts to be environmentally friendly positively influence their perception of its brand as indicated by Mean of 4.08 and SD of 0.900. The low standard deviation indicates consistent agreement among participants. On average, respondents are satisfied with the level of environmental consciousness demonstrated by Bisate Lodge as indicated by Mean of 4.08 and SD of 0.158. However, the relatively higher standard deviation suggests some variability in responses, indicating that satisfaction levels varied among participants. Overall, the descriptive statistics indicate a strong positive perception of Bisate Lodge's environmental sustainability efforts among respondents. They generally view these efforts favourably, with a strong likelihood of choosing the lodge, feeling satisfied and comfortable, considering environmental consciousness in loyalty decisions, and perceiving the brand positively due to its environmental initiatives. However, there is some variability in satisfaction levels, indicating that individual experiences and opinions may differ among guests.

Regression Analysis on Relationship Between Eco-Friendly Initiatives on Attracting Environmentally Conscious Guests to Hotel Establishments inRwanda

The analysis was conducted to examine the regression coefficient mediation and influence on the relationship between eco-friendly initiatives on attracting environmentally conscious guests to hotel. The following section presents the results of this analysis.

Table 8:- Model Summary on eco-friendly initiatives on attracting environmentally conscious guests to hotel establishments in Rwanda.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.991[a]	.981	.980	.14511

a. **Predictors:** (Constant), analyze the eco-friendly initiatives, level of awareness and importance of environmental sustainability, influence of eco-friendly initiatives on the decision-making process of environmentally conscious guests.

Table 9 Shows the Correlation Coefficient (Also Known as The Pearson Correlation Coefficient) Representing The Strength And Direction Of The Linear Relationship Between The Independent Variables (Predictors) And The Dependent Variable (Outcome)

The model has a very high correlation (R = .991) between the predictors (analyze the eco-friendly initiatives, level of awareness and importance of environmental sustainability, influence of eco-friendly initiatives on the decision-making process of environmentally conscious guests) and the dependent variable (Attraction of Environmentally Conscious Guests).

The relatively low standard error of the estimate (.14511) suggests that the model has a good fit to the data, with predictions closely aligned to the actual values. In general, the regression model appears to be highly effective in predicting the dependent variable based on the specified predictors.

Table 9:- AnalysisOf Variance (ANOVA) On Eco-Friendly Initiatives on Attracting Environmentally Conscious Guests to Hotel Establishments inRwanda.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.900	3	16.967	805.786	.000[b]
	Residual	.969	46	.021		
	Total	51.869	49			

a. **Dependent Variable:** Attraction of Environmentally Conscious Guests.
b. **Predictors: (Constant),** analyze the eco-friendly initiatives, level of awareness and importance of environmental sustainability, influence of eco-friendly initiatives on the decision-making process of environmentally conscious guests.

Table 9 represents the results of an Analysis of Variance (ANOVA) for a regression model. In my research, the p-value is .000, which is less than the conventional threshold of .05. Thus, the regression model is statistically significant, suggesting that at least the predictors significantly predict the dependent variable.

The ANOVA results indicate that the regression model is highly significant in explaining the variability in the dependent variable (Attraction of Environmentally Conscious Guests). The predictors (analyze the eco-friendly initiatives, level of awareness and importance of environmental sustainability, influence of eco-friendly initiatives on the decision-making process of environmentally conscious guests) collectively contribute significantly to the model's ability to predict the Dependent Variable.

Table 10:- Regression Coefficient on eco-friendly initiatives on attracting environmentally conscious guests to hotel establishments in Rwanda.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.512	.076		6.763	.000
	Obj1	.634	.065	.704	5.389	.001
	Obj2	.474	.064	.601	6.035	.000
	Obj3	.513	.021	.614	5.108	.000

a. Dependent Variable: DV (Attraction of Environmentally Conscious Guests)

Table 10 presents the coefficients from a regression analysis with a dependent variable (Attraction of Environmentally Conscious Guests)) and three independent variables (analyze the eco-friendly initiatives, level of awareness and importance of environmental sustainability, influence of eco-friendly initiatives on the decision-making process of environmentally conscious guests). The coefficient for the independent variable Obj1 shows that the t-value is 5.389, and the associated p-value is 0.001, suggesting that Objective one has a significant impact on the dependent variable. The coefficient for the independent variable Obj2 shows that the t-value is 6.035, and the associated p-value is 0.000, indicating that Objective two has a significant impact on the dependent variable.

The coefficient for the independent variable Obj3 shows that the t-value is 5.108, and the associated p-value is 0.000, suggesting that Obj3 does not have a significant impact on the dependent variable.Overall, the regression analysis suggests that Obj1, Obj2 and Obj3 have a significant effect on the dependent variable as indicated by its statistically significant coefficient ($p < 0.05$). Further analysis may be needed to understand the implications of these results and the relationships between the variables.

Conclusion:-

The findings suggest that eco-friendly initiatives are essential for attracting environmentally conscious guests to hotels like Bisate Lodge in Rwanda. Guests value and appreciate these initiatives, which positively influence their decision-making processes, satisfaction levels, and perceptions of the brand. Bisate Lodge and similar establishments can benefit from further enhancing and promoting their eco-friendly initiatives to cater to the preferences of environmentally conscious guests and contribute to environmental sustainability efforts and the findings suggest that Bisate Lodge's eco-friendly initiatives positively influence guests' perceptions, behaviors, and decision-making processes. Guests are generally satisfied with the lodge's environmental sustainability efforts and believe that choosing eco-friendly accommodations contributes to environmental sustainability. These initiatives not only contribute to guest satisfaction and loyalty but also play a significant role in attracting environmentally conscious guests to the lodge and Rwanda's hotel establishments in general. However, it's important for Bisate Lodge to continue its efforts and maintain consistency in eco-friendly practices to meet the expectations of environmentally conscious guests and further enhance their experience.

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