

Sustainable Innovation in the Marketing of Eco-Friendly Hotels (Case Study: Hotels in Rasht)

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Hotels around the world operate in different sizes and sectors in an environment that is added every day to their dynamism, complexity and unpredictability. This increase in hotels shows that they have to look for new ways to do their business through innovation that improves the environment and staying at the top of the competition. In addition, increasing competition, shortening the life cycle of products, the need for the success of new environmentally friendly products, has put sustainability in the hotel innovation agenda; therefore, the research has examined the sustainability of innovation in adapting to the environment. . This research is an applied and descriptive-correlation method. The statistical population is the company's customer base for hotels in Rasht. The sample size is 420 people. A standard questionnaire and library and field methods were used to collect information. Structural equation modeling and Smart PLS software were used to analyze the data. The results indicate that the diffusion of innovation on environmental compatibility and sustainable innovation has a significant effect on moderation and without environmental moderation, but environmental compatibility has a significant impact on sustainable innovation with moderation and without environmental moderation.

Keywords : Promoting Innovation, Sustainable Innovation, Product Innovation, Environmental Sustainability

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