

## Research Article

### Assesing the impact of green building strategies on user's experience and perception in selected hotels in Nigeria

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**Abstract** : The integration of green building strategies in the Nigerian hospitality sector has been limited, resulting in challenges such as poor user awareness, inconsistent implementation, and inadequate alignment between sustainable features and guest satisfaction. This study aims to assess the impact of green building strategies on users' experience and perception in selected Nigerian hotels. The objectives are to evaluate user awareness of green strategies, determine their influence on guest comfort and satisfaction, and identify gaps in policy and management commitment to sustainable hotel practices.

An interview-based research design was employed, targeting four major hotels — Transcorp Hilton (Abuja), Sheraton (Abuja), Eko Hotel (Lagos), and Radisson Blu (Lagos). The study involved 40 participants (10 from each hotel), including guests and facility managers. Data were analyzed using thematic coding and matrix visualization to identify patterns in user experiences and perceptions across the hotels.

Findings reveal that while guests recognize the importance of indoor air quality, thermal comfort, and green landscaping, many remain unaware of the specific benefits of green building strategies. Green features positively influence user comfort, repeat bookings, and satisfaction, but they are often overshadowed by price, location, and service quality. Additionally, weak institutional enforcement and inadequate sustainability communication reduce the visibility and effectiveness of green initiatives.

The study concludes that green building strategies significantly enhance guest experiences when effectively implemented and communicated. It recommends improving awareness campaigns, integrating sustainability into service delivery, and adopting standardized green hotel certification frameworks in Nigeria to strengthen guest satisfaction and long-term competitiveness.

**Keywords** : Green building strategies, user experience, hotel sustainability, guest perception, indoor environmental quality, Nigeria

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#### 1. Introduction

Green buildings squarely address the spotty performance of conventional buildings with respect to human health. There is ample evidence that 40% of all illnesses can be traced to buildings and homes where people live, work, or attend school, church or

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sporting events. (Achyuthan and Balagopal, 2006). Conventional construction, unless forced to by lawsuit generally ignores issues of Sick Building Syndrome (SBS) or Building Related Illness (BRI). Green buildings meet the challenges of building health directly and provide several layers of consistent approaches that promote occupant health.

Cole and Robinson (2015) found that green hotels prioritize indoor air quality through the use of low-VOC materials, proper ventilation, and air purification systems. This enhances guest comfort, health, and overall satisfaction. Green hotels harmonize with their surroundings, offering guests a connection to nature through features like green roofs, vertical gardens, and expansive windows. This fosters a relaxing and eco-friendly atmosphere (Ryan et al., 2014).

Indoor environmental quality (IEQ) represents all environmental factors that affect the health and well-being of building occupants (Bluyssen, 2009), referring to the overall comfort of a building's interior and the comfort and health of its occupants. This refers to the indoor conditions in a building related to the health of those who occupy it. It includes factors such as air quality, lighting and damp condition. Indoor environmental quality and occupant comfort can be achieved with improved air quality. Occupants typically experience a greater sense of well-being if they have greater control over their immediate environment as well as access to windows that provide daylight and a visual connection to the outdoors. (Bluyssen, 2009).

Under the category of indoor environmental quality in the LEED checklist, IEQ encompasses indoor air quality (IAQ), including environmental tobacco smoke, carbon dioxide monitoring, indoor chemical and pollutant sources, thermal comfort, daylight, ventilation effectiveness and views. However, IEQ consists of many more complex factors that may have an effect on the occupants, for example, noise, ergonomics, the quality of the artificial lighting and the spectrum of paints used. (John et al., 2001; LEED, 2008).

According to Tuan Giang (2006), some of the strategies to improve IEQ in buildings are as follows; Use building materials, adhesives, sealants, finishes and furnishings which do not contain, harbor, generate or release any particulate or gaseous contaminants including volatile organic compounds.

Most hotels around the world and Nigeria in particular seem to be highly synthetic. They depend so much on artificial means of lighting and ventilation paying less attention to tropical design principles. This has led to overall increase in the production of greenhouse gases (GHG) and sick building syndrome (SBS) Nnenanya (2013). Less attention is paid to proper landscaping of the environment in such a way that users will appreciate nature. However, implementation of green strategies in hotels in Sub-Saharan Africa including Nigeria is very limited (Mensah and Blankson, 2014). Even though some studies by Mensah (2006) and Kuuder, et al., (2013) have been conducted in this regard, both studies approached the issue quantitatively. This

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research therefore seeks to investigate how the users experience green building materials and strategies of a hotel.

According to recent research, the study by H. Hou and H. Wu (2021) investigates how tourists view green building design and whether or not they plan to stay in green hotels. A Bordass, B. Leaman (2007) examines how people accept "green" building design. According to a UK-based approach created by Building Use Studies (A BordaS and B. Leaman 2007) surveys of occupants in 177 UK buildings. It was found that green buildings are thought to be superior by their occupants.

W Wei, et al. (2020) conclude that the users of the buildings should review the criteria used in Green Building certification programs for hotels and workplaces and also to determine the quality of the internal environment.

The hospitality industry in Nigeria has witnessed remarkable growth, but the integration of green building strategies into hotel design and operation remains limited. One major problem is the low level of adoption of environmentally friendly design measures such as natural ventilation, daylighting, and low-VOC materials. Many hotels still rely heavily on artificial lighting and air conditioning systems, which not only increase energy demand but also compromise indoor environmental quality (Nnenanya, 2013; Mensah & Blankson, 2014). This overdependence on synthetic design contributes to occupant discomfort, higher operational costs, and the risk of Sick Building Syndrome (SBS) and Building-Related Illness (BRI) (Achyuthan & Balagopal, 2006). Implementing strategies such as improved indoor air quality monitoring, integration of natural ventilation, and eco-friendly finishes—as measured in green building proxies like LEED IEQ standards—can directly address these deficiencies and enhance guest well-being.

Another significant problem lies in the poor alignment between green design features and user satisfaction in Nigerian hotels. While some establishments claim to adopt sustainable practices, these efforts are often cosmetic rather than functional, failing to provide tangible benefits to hotel occupants. Research indicates that guests value indoor air quality, thermal comfort, and access to natural light, which directly affect perceptions of health and comfort (Cole & Robinson, 2015; Bluysen, 2009). In many Nigerian hotels, however, users perceive a gap between the promised benefits of green strategies and their actual experiences. By measuring user perceptions through structured interviews and thematic analysis, this study uses occupant-centered proxies to evaluate how effectively green strategies contribute to satisfaction, offering a more grounded assessment of guest experiences.

A further problem is the limited institutional and managerial commitment to sustainable hotel operations in Nigeria. Despite global evidence of the benefits of green hotels—including reduced greenhouse gas emissions, enhanced reputation, and higher guest loyalty—Nigerian hotels lag behind due to poor policy enforcement and inadequate awareness (Mensah, 2006; Kuuder et al., 2013). Landscaping, waste management, and water efficiency measures are often neglected, leading to diminished ecological value and user dissatisfaction with the hotel environment.

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Employing structured sustainability measures, such as energy and waste management indices, provides not only a framework for assessing these shortcomings but also highlights actionable areas where hotel managers and regulatory institutions can improve both environmental performance and guest experience.

These identified problems reveal a pressing gap in how green building strategies are designed, implemented, and experienced in Nigerian hotels. By aligning environmental performance measures—such as indoor air quality, thermal comfort, energy efficiency, and user perception—with empirical proxies drawn from LEED and user-based frameworks, this study seeks to bridge the divide between green building theory and occupant reality. Addressing these problems is crucial, as improved user satisfaction in green hotels has been linked to higher occupancy rates, stronger brand identity, and long-term sustainability of the hospitality industry in developing contexts (Ryan et al., 2014; Wei et al., 2020).

## RESEARCH METHODOLOGY

The study adopted a qualitative interview research design using semi-structured interviews to assess the impact of green building strategies on user experience and perception in four major Nigerian hotels: Transcorp Hilton Hotel (Abuja), Eko Hotel (Lagos), Sheraton Hotel (Abuja), and Radisson Blu Hotel (Lagos). A convenience sample of participants was drawn from guests staying in these hotels, with eight participants interviewed in each location during their period of stay. Six thematic areas guided the interviews, covering participant information, general understanding of green building materials, hotel selection, perceptions and experiences, guest satisfaction, and recommendations for future preferences. Sixteen coded questions (Q1–Q16) were used to explore issues ranging from awareness and understanding of sustainable construction to booking decisions, satisfaction levels, and suggestions for hotel improvements. This research design enabled the collection of first-hand, experience-based insights into how hotel users perceive and respond to sustainability features in high-profile hospitality settings in Nigeria.

The choice of semi-structured interview research design is justified by its strength in generating rich, context-specific data that reflects user attitudes, perceptions, and lived experiences. Unlike quantitative surveys, the design allowed flexibility to probe deeper into participants' views, revealing both limited awareness and generally positive perceptions of green building strategies. For instance, while most guests prioritized comfort, affordability, and amenities over sustainability, they still recognized the environmental and experiential benefits of eco-friendly hotels, with some indicating that positive encounters influenced their loyalty and repeat bookings. By situating the research in four landmark hotels in Nigeria's two largest cities, the study not only captures diverse user perspectives but also provides insights with strong practical relevance for hotel managers, policymakers, and sustainability advocates. This design underscores the need for improved communication, marketing, and integration of green features in hospitality to enhance user satisfaction and promote environmentally responsible hotel practices.

Semi-structured interview conducted with users of the hotel to explore their perception, experiences, and insights regarding impact of green building materials on

hotel users. The interview guide was woven accordingly to variables that the research question sought to answer.

This study employed thematic analysis to analyze the data obtained from semi structured interview. This was used to identify common themes and patterns in the data from interviews

## RESULT AND DISCUSSION

Interviews conducted yielded several significant themes regarding the impact of green building materials on hotel users. Here are responses from participants with varying levels of awareness about green building materials:

### THEME 1: PARTICIPANT INFORMATION

Semi-structured interview	themes of discussion	coded number
How often do you stay in hotels?	Period of stay	Q1
Have you previously stayed in hotels that promote sustainability or use green building materials?	Awareness of green building materials	Q2

A convenience sample of interviewees was culled from people had previously spoken to while conducting the study at the Three (3) Hotel Buildings in various cities in Nigeria for the purpose of this research. In each hotel selection, we questioned eightusers in each of the staying period. Each participant was asked to respond to 16 questions about their levels of awareness, perception, experiences, about green building materials.

### THEME 2: GENERAL UNDERSTANDING OF GREEN BUILDING MATERIALS

Semi-structured interview	themes of discussion	coded number
What is your understanding of the term "green building materials" or "sustainable construction materials"?	Awareness and understanding of green building materials	Q3
Have you actively sought out hotels that use green building materials when booking accommodations? If so, why?	understanding of green building materials	Q4
How do you think the use of green building materials in hotels can	Green building material benefit	Q5

benefit the environment?		
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**Theme 2: Awareness and understanding of Green Building Materials**

*"I haven't heard much about green building materials in hotels before, so I'm not entirely sure what they are. But I guess if they're good for the environment, that's a positive thing."* (Respondent 1)

*"I've heard a bit about green building materials, but I don't know all the details. I think they're supposed to be better for the environment, and that's a good thing, right?"* (Respondent 2)

*"I've heard the term 'green building materials' before, but I don't really know what it means. I guess it has something to do with being environmentally friendly, but I don't have much specific knowledge about it."* (Respondent 4).

*"I haven't heard much about green building materials, so my knowledge is quite limited. I assume they have something to do with making hotels eco-friendlier, but I can't provide many specifics."* (Respondent 5).

*"Im quite familiar with green building materials although im not so knowledgeable about it. I studied it in one of my course while in school"* (Respondent 7).

The first theme that emerged from the semi-structured interview is awareness and understanding of Green Building Materials. These responses reflect a range of awareness levels about green building materials, from limited knowledge to somewhat knowledgeable awareness. Each participant's viewpoint contributes to the understanding of the impact of these materials on hotel users.

**THEME3: HOTEL SELECTION**

Semi-structured interview	themes of discussion	coded number
Can you recall any specific hotels you have stayed at that are known for their use of green building materials? If so, please share the names and your experiences.	understanding of green building materials with hotel selection	Q6
When choosing a hotel for your stay, how important is it to you that the hotel uses green building materials or practices sustainability? Please explain your reasons.	understanding of green building materials with hotel selection	Q7

Questions that probed more deeply into users approach to hotel selection and useremotions within green building materials or practices sustainability interactions. At the end of the interviews, participants were asked can you recall any specific hotels you have stayed at that are known for their use of green building materials? If so,

please share the names and your experiences. Participants discussed what they experienced within the famous hotel and the challenges that arose from improper landscaping of the environment in such a way they will appreciate nature. Responding to the question, "When choosing a hotel for your stay, how important is it to you that the hotel uses green building materials or practices sustainability? Please explain your reasons," said one respondent, "[I] always felt attracted, because the water bodies and greenery which help to cool the environment naturally." And the other users?

**THEME4: PERCEPTIONS AND EXPERIENCES**

Semi-structured interview	themes of discussion	coded number
In your opinion, what are the potential advantages of staying in a hotel with green building materials? (e.g., energy efficiency, reduced environmental impact)	PERCEPTIONS AND EXPERIENCES IN TERM OF BUILDING MATERIAL	Q8
Have you noticed any differences in the indoor air quality or comfort level when staying in hotels with green building materials compared to traditional hotels?	PERCEPTIONS AND EXPERIENCES IN TERM OF INDOOR AIR QUALITY AND COMFORT LEVEL	Q9
How do you feel about the aesthetics and design of hotels that use green building materials? Do you think it affects your overall experience?	PERCEPTIONS AND EXPERIENCES IN TERM OF AESTHETIC	Q10
Have you ever encountered any challenges or inconveniences related to green building materials in hotels, such as maintenance issues or discomfort?	PERCEPTIONS AND EXPERIENCES IN TERM OF CHALLENGES	Q11

**Theme 4: Perception and Expectation**

Certainly, here are responses from participants regarding their perceptions and expectations of green building materials:

"I haven't heard much about green building materials, so I don't have specific expectations. But if they're supposed to be good for the environment, I guess they might make a hotel feel eco-friendlier." (Respondent 1).

"I've heard the term 'green building materials' before, but I don't know much about them. I suppose they might be related to sustainability and eco-friendliness. If that's the case, I'd hope they enhance the hotel's commitment to the environment." (Respondent 3).

"I've heard a bit about green building materials, and I think they're meant to make hotels more sustainable. I'd expect that they could help reduce energy use and maybe make a hotel more comfortable." (Respondent 4).

"I haven't encountered green building materials in hotels much, so I don't have specific expectations. However, I imagine they could be related to making a hotel more environmentally friendly and maybe improving the guest experience in some way." (Respondent 5).

"From what I know, green building materials are intended to improve a hotel's sustainability. So, my expectation would be that they contribute to an eco-friendlier and energy-efficient environment, possibly enhancing guest comfort." (Respondent 7).

**THEME5: GUEST SATISFACTION**

Semi-structured interview	themes of discussion	coded number
How satisfied have you been with your overall experience when staying in hotels with green building materials compared to traditional hotels?	HOTEL-USER'S SATISFACTORY LEVEL	Q13
Have your experiences in hotels with green building materials influenced your loyalty or repeat bookings with these hotels? Why or why not?	HOTEL-USER'S SATISFACTORY LEVEL	Q14

**Theme 5: Influence on Booking Decisions**

In response to the question, "How satisfied have you been with your overall experience when staying in hotels with green building materials compared to traditional hotels? " the participant contrasted the importance of their facilities, the comfort, services, the green building elements and features:

"I rarely think about green features when booking a hotel. My main priorities are usually location, price, and amenities. While it's nice to know a hotel is environmentally friendly, it doesn't typically sway my decision." (Respondent 1).

"I consider green features when booking a hotel, but it's not a make-or-break factor. If a hotel offers sustainability initiatives and green building materials, I see it as a positive aspect, but it doesn't always determine my choice." (Respondent 2).



*" I basically just choose hotel base on their facilities, comfort and services they have to offer although I thing I need to start considering green building materials" (Respondent 3).*

*"I do consider green features when booking a hotel, but it's not the only factor. If I find a hotel that aligns with my preferences and has green materials, it's definitely a plus." (Respondent 4).*

*"While I don't always prioritize green features, I have been influenced by them in the past. Staying in a hotel with green building materials that provided a comfortable experience made me more inclined to seek out such hotels in the future." (Respondent 7).*

Overall, these responses illustrate the varying degrees to which green building materials and sustainability initiatives influence participants' decisions when booking hotels. Some prioritize sustainability, while others consider it a positive but secondary factor in their choices.

**THEME 6: RECOMMENDATIONS AND FUTURE PREFERENCES**

	Semi-structured interview	Theme of discussion	Coded number
1	What suggestions or recommendations do you have for hotels looking to improve their use of green building materials to enhance the guest experience?	HOTEL-USER'S RECOMMENDATIONS ACCORDING TO SATISFACTORY LEVEL	Q15
2	Are there any specific green features or practices you would like to see more hotels adopt in the future?	HOTEL-USER'S RECOMMENDATIONS ACCORDING TO SATISFACTORY LEVEL	Q16

**Theme 6: Recommendation and Improvement Suggestion:**

*"I think hotels could do more to highlight their sustainability efforts, including the use of green building materials. Clear and prominent communication about these initiatives during the booking process would definitely catch my attention and make me more likely to choose them." (Respondent1).*

*"While I may not always prioritize green features, I still think it's important for hotels to be sustainable. To attract more guests like me who appreciate sustainability efforts but don't always make it the primary factor, hotels should mention their green initiatives clearly in their marketing materials." (Respondent 3).*

*"While sustainability is important, I think it's crucial for hotels to strike a balance in their marketing. Highlighting green features is great, but they should also emphasize other aspects, such as comfort and affordability, to appeal to a wider range of guests." (Respondent 7).*

*"As a parent, I believe it's important to introduce my children to eco-friendly practices. To make it easier for families like ours to choose green hotels, I suggest that hotels offer family-friendly packages that emphasize sustainability and green building materials." (Respondent8).*

**Analytical Interview Summary Table for Assessing the Impact of Green Building Strategies on User's Experience and Perception in Selected Hotels in Nigeria**

Theme	Coded Question	Focus of Discussion	Summary of Responses	Patterns / Common Themes	Implications for Study
Theme 1: Participant Information	Q1: How often do you stay in hotels?	Period of stay	Participants varied in their frequency of hotel use, from occasional to frequent users depending on work or travel needs.	Participants had diverse levels of hotel exposure, ensuring a wide range of perspectives.	Frequency of hotel stay influences user experiences and perceptions of sustainability features.
	Q2: Have you previously stayed in hotels that promote sustainability or use green building materials?	Awareness of sustainability features	Majority had limited or no awareness of sustainable hotels; only few acknowledged past experiences with eco-friendly hotels.	Limited awareness of sustainability practices in hotels.	Indicates a need for hotels to better communicate green initiatives to users.
Theme 2: General Understanding of Green Building Materials	Q3: What is your understanding of green building materials?	Awareness & knowledge	Most respondents showed limited understanding, often associating the term with environmental friendliness but lacking technical depth.	Knowledge gap on definition and specifics of green materials.	Necessitates educational awareness and clearer communication of sustainable construction in hotels.
	Q4: Have you actively sought out hotels that use green building materials?	Booking decisions & awareness	Few actively sought out such hotels; most prioritized price, comfort, and location.	Sustainability not a primary booking factor.	Hotels must link sustainability with comfort and affordability to influence consumer choice.
	Q5: How can green materials benefit the environment?	Perceived environmental benefits	Respondents recognized benefits like eco-friendliness, energy efficiency, and reduced environmental impact.	Sustainability consistently viewed as positive, despite limited technical knowledge.	Positive attitudes provide opportunity for hospitality sector to market green benefits more effectively.
Theme 3: Hotel Selection	Q6: Can you recall specific hotels with green building features?	Experience with sustainable hotels	Participants recalled few hotels; some highlighted nature-inspired landscaping and cooling effects.	Experiences limited but positive where present.	Hotels that integrate natural elements can improve user satisfaction and awareness.
	Q7: How important is	Selection priorities	Majority considered green	Sustainability important but	Hotels should balance green

Theme	Coded Question	Focus of Discussion	Summary of Responses	Patterns / Common Themes	Implications for Study
	sustainability in hotel selection?		features secondary to amenities, price, and location. A few valued sustainability for its natural cooling and eco-friendly appeal.	not decisive; secondary motivator.	marketing with traditional factors (comfort, cost, location).
Theme 4: Perceptions & Experiences	Q8: What advantages do you see in hotels with green building materials?	User perceptions of benefits	Respondents expected energy savings, comfort, sustainability, and eco-friendliness.	Consistent perception of environmental benefit, with some emphasis on comfort.	Demonstrates potential for sustainability to enhance overall guest satisfaction.
	Q9: Indoor air quality & comfort	Experiences with comfort	Some expected improvements in comfort and air quality, but most had limited first-hand experience.	Perceptions largely speculative due to low exposure.	Highlights importance of practical demonstrations of benefits in hotels.
	Q10: Aesthetics and design	User aesthetic preferences	Participants linked green materials with eco-friendly designs but lacked specific design expectations.	Green features viewed positively for aesthetics.	Aesthetic improvements can strengthen user attachment to green hotels.
	Q11: Challenges with green hotels	Perceived challenges	Few respondents mentioned inconveniences; some noted issues like poor landscaping.	Limited exposure means challenges underreported.	Highlights need for hotels to address both design and maintenance in green strategies.
Theme 5: Guest Satisfaction	Q13: Satisfaction in green vs. traditional hotels	Satisfaction levels	Many rarely considered green features; decisions were based on comfort, services, and facilities. However, green features were seen as an added value.	Comfort and affordability prioritized; sustainability is secondary.	Guest satisfaction tied more to comfort, but green materials can improve loyalty if linked to user experience.
	Q14: Influence on loyalty / repeat booking	Booking loyalty	Some indicated repeat booking influenced by positive eco-friendly experiences; others	Mixed influence on loyalty – secondary factor but growing importance.	Hotels can increase repeat bookings by emphasizing comfort + sustainability

Theme	Coded Question	Focus of Discussion	Summary of Responses	Patterns / Common Themes	Implications for Study
Theme 6: Recommendations & Future Preferences	Q15: Suggestions for hotels	User recommendations	remained neutral. Participants recommended stronger communication of green efforts, balanced with comfort and affordability.	Guests want transparency in sustainability efforts.	Marketing and communication strategies critical for adoption.
	Q16: Preferred green features	Future preferences	Requests included eco-friendly family packages, visible green branding, and balance between sustainability and affordability.	Guests open to sustainability if aligned with personal needs (e.g., family, cost).	Future-oriented strategies should personalize green offerings to guest categories.

The interview data highlights varied levels of awareness, perceptions, and experiences among hotel users regarding green building materials in Nigerian hotels. From Theme 1 and 2, it is evident that while some participants had prior knowledge of sustainable construction, most were either unaware or only had a limited understanding of the concept. Responses such as, "I haven't heard much about green building materials in hotels" (Respondent 1) illustrate a general lack of detailed awareness, though participants consistently linked green materials with environmental friendliness. This pattern reflects a knowledge gap in public understanding, indicating that awareness campaigns and clearer communication of green strategies by hotels could play a significant role in shaping user perceptions.

Themes 3 and 4 further demonstrate how knowledge levels influence hotel selection and perceptions of comfort, aesthetics, and environmental benefits. Although many participants acknowledged that green features enhance environmental sustainability, few considered them a decisive factor when choosing hotels. Instead, users were more likely to prioritize price, location, and amenities. Nevertheless, some respondents noted that features such as natural cooling and greenery improved their experiences, suggesting that while green building strategies may not yet be a dominant selection criterion, they do positively influence user satisfaction once experienced. This points to a growing but still secondary role of green materials in shaping consumer decisions.

Themes 5 and 6 reveal the implications for guest satisfaction and loyalty. Many respondents admitted that they rarely prioritized green features during booking but viewed them positively when present. For example, one participant stated, "While it's nice to know a hotel is environmentally friendly, it doesn't typically sway my decision"

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(Respondent 1). However, others highlighted that past experiences in eco-friendly hotels increased their likelihood of returning. The common theme here is that green building strategies serve as an added value rather than a primary motivator, but they can influence repeat bookings when tied to comfort, aesthetics, and overall guest experience. This shows that the integration of green practices has potential long-term benefits for hotels in terms of customer loyalty.

Overall, the data reveals a consistent pattern: limited awareness of green building materials, a positive yet secondary perception of their importance, and recognition of their environmental and experiential benefits once encountered. The implication for this study is that hotels in Nigeria can significantly enhance guest experience and attract repeat customers by not only adopting green building strategies but also actively communicating and marketing these initiatives. This means sustainability should be positioned as both an environmental responsibility and a competitive advantage in the hospitality sector. Clearer education, better branding, and integration of user-centered green features could shift sustainability from a secondary to a primary factor in hotel selection, thereby improving both environmental impact and business performance.

## DISCUSSION OF FINDINGS

The findings of this study both align with and diverge from past empirical research on green buildings and user experiences. Similar to Cole and Robinson (2015) and Ryan et al. (2014), participants in Nigerian hotels associated green building strategies with environmental friendliness, improved comfort, and aesthetic appeal, particularly through natural cooling, greenery, and landscaping. However, unlike studies that emphasized measurable health benefits such as reduced Sick Building Syndrome (Achyuthan&Balagopal, 2006; Bluysen, 2009), most respondents in this study had only limited awareness of the direct health impacts of green building materials, reflecting the knowledge gap highlighted by Mensah and Blankson (2014) in Sub-Saharan Africa. Furthermore, while global studies affirm that indoor air quality, daylight, and ventilation strongly influence guest satisfaction, Nigerian hotel users often prioritized location, price, and amenities over sustainability, which contrasts with the stronger health- and comfort-driven preferences reported in international contexts (John et al., 2001; Hou& Wu, 2021). Consistent with Wei et al. (2020), this study suggests the need to reassess green hotel certification criteria in relation to guest awareness and perception, particularly in emerging markets. Overall, the findings reinforce the positive value of green building strategies but reveal that in Nigeria, they are perceived as secondary benefits rather than primary motivators, underscoring the need for awareness creation and stronger communication of sustainability benefits to align with global best practices.

## SUMMARY

The interviews conducted across the four selected hotels — Transcorp Hilton Hotel (Abuja), Eko Hotel (Lagos), Sheraton Hotel (Abuja), and Radisson Blu Hotel (Lagos) — revealed significant insights into user experiences and perceptions of green building strategies. From Theme 1 (Participant Information), responses showed that while participants varied in their frequency of hotel stays, the majority had little or no awareness of hotels that actively implement sustainability practices or green building materials. This indicates that although hotels may have integrated certain green strategies, communication about these features remains weak, resulting in low awareness among guests.

Under Theme 2 (General Understanding of Green Building Materials), findings revealed that most participants had limited knowledge of the concept, often associating it loosely with environmental friendliness but lacking technical understanding. Only a few

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respondents with academic exposure had deeper knowledge. Furthermore, when asked whether they actively sought out green hotels, participants admitted prioritizing location, comfort, and affordability over sustainability. Nevertheless, they acknowledged potential benefits of green materials, such as improved environmental outcomes and energy efficiency. This points to a growing positive perception, though not yet strong enough to influence booking decisions independently.

Theme 3 (Hotel Selection) and Theme 4 (Perceptions and Experiences) showed that guests rarely recalled specific hotels known for green practices, and where such experiences were remembered, they were tied to natural cooling, greenery, and landscaping that fostered comfort. Respondents associated green building strategies with potential improvements in aesthetics, indoor air quality, and comfort, though their views were largely speculative due to limited first-hand experience. Challenges identified included inadequate landscaping and maintenance issues, highlighting that while green strategies hold promise, their effectiveness depends on proper implementation and visible guest engagement.

Finally, Themes 5 and 6 (Guest Satisfaction, Recommendations, and Future Preferences) highlighted that while green building features were generally viewed as positive, they remained secondary to traditional factors like price, location, and services. Some participants admitted that eco-friendly features influenced repeat bookings, but for most, they were additional rather than decisive considerations. Recommendations included better communication of sustainability efforts, clearer marketing strategies, and integration of family-friendly eco-packages. Overall, the findings suggest that while Nigerian hotel users hold favorable perceptions of green building strategies, awareness and prioritization remain low. To enhance guest satisfaction and loyalty, hotels must not only implement green practices but also actively showcase their environmental and experiential benefits as part of their branding and service delivery.

## **CONCLUSION**

From the Analysis of the interview, eight participants with varying backgrounds and travel habits were interviewed yielding a range of insights. Several participants exhibited limited awareness of green building materials and sustainable construction practices in hotels. This suggests a need for better education and communication on sustainability initiatives. Despite varying levels of knowledge, participants generally held positive perception of green building materials, expecting benefits such as improved comfort, better air quality, and reduced environmental impact. Participants reported positive experience staying in green hotels with noticeable improvement in air quality and comfort. This indicates that the integration of green materials can enhance guest satisfaction.

From the research findings, it is evident that the implementation of green building strategies in the Hotel has had a positive impact on various aspects of the guest experience. These strategies have contributed to improved indoor air quality, energy efficiency, and the overall sustainability of the hotel. Users have reported positive experiences related to comfort and a sense of well-being during their stays, which can be attributed to the hotel's eco-friendly design and operations.

Furthermore, the study highlights the importance of communication and transparency in conveying a hotel's commitment to sustainability. While some guests were well-informed about green building materials and their benefits, others had limited awareness. Therefore, there is a need for hotels to effectively communicate their green initiatives to guests, providing information that helps them make informed choices and appreciate the environmental efforts in place.

Additionally, the research has demonstrated that user's levels of awareness and environmental consciousness play a significant role in influencing their perceptions and

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expectations regarding green building strategies. Those with a greater understanding of these concepts tend to place higher importance on sustainability factors when selecting a hotel.

Furthermore, the study has shown that there is room for improvement in terms of optimizing the influence of green building strategies on booking decisions. While some participants actively seek out green hotels, others consider sustainability as a positive but not determinative factor. Thus, hotels should continue to innovate and market their green initiatives effectively to attract a broader audience.

In summary, the findings of this research underscore the importance of green building strategies in enhancing the user experience and promoting sustainability within the hospitality industry. It serves as a valuable resource for hoteliers, designers, and policymakers looking to create more environmental friendly accommodations. As the hospitality sector continues to evolve, the findings from this study offer valuable guidance in shaping a more sustainable and eco-conscious future for hotels in Nigeria and beyond.

#### **Recommendation 1: Strengthen Awareness and Education on Green Building Materials**

One major finding of this study is that hotel users in Nigeria have limited awareness and understanding of green building materials, often perceiving them only as environmentally friendly without knowing their direct health and comfort benefits. To address this, hotels and hospitality associations should embark on structured awareness campaigns that educate guests about the advantages of green building strategies. This could include in-room informational brochures, digital displays in lobbies, and sustainability sections on hotel websites that explain how green features contribute to comfort, health, and environmental sustainability.

**Implementation Strategy:** The Nigerian Tourism Development Corporation (NTDC), in collaboration with the Nigerian Green Building Council (NGBC), should mandate that certified hotels provide clear sustainability communication to guests. Hotels should also integrate sustainability education into their marketing campaigns and loyalty programs, ensuring that eco-friendly features become a visible part of their brand identity.

#### **Recommendation 2: Integrate Green Building Features into Hotel Selection and Service Delivery**

Findings revealed that while guests value comfort, affordability, and amenities over sustainability, they also recognize that green strategies—such as natural cooling, greenery, and improved landscaping—enhance their experiences. Hotels should therefore design guest experiences that visibly integrate green building features into their services, making them a tangible part of hospitality delivery. For example, incorporating natural ventilation, energy-efficient lighting, green landscaping, and indoor plants can improve both aesthetics and comfort while also showcasing sustainability in action.

**Implementation Strategy:** Hotel management boards, supported by the Federal Ministry of Environment, should develop sustainability guidelines for hotels, including incentives such as tax rebates for hotels that implement green features. Facility managers should ensure landscaping and eco-friendly design are consistently maintained and showcased, while hospitality staff should be trained to highlight these features to guests during their stay.

#### **Recommendation 3: Enhance Guest Satisfaction and Loyalty through Sustainable Hospitality Packages**

Another key finding was that green features influence repeat bookings when tied to comfort and overall guest satisfaction, but they remain secondary to price and location

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in hotel selection. To leverage this, hotels should develop loyalty programs and packages that emphasize green hospitality, such as eco-friendly family packages, discounts for guests who opt into sustainability programs (e.g., reduced laundry service for water savings), and certification badges that guarantee healthier indoor environments. Such strategies can help shift sustainability from being a secondary consideration to a central factor in booking decisions. **Implementation Strategy:** The Nigerian Hotels Association, in partnership with international sustainability certifiers such as LEED and EDGE, should establish a standardized “Green Hotel Certification” framework for Nigerian hotels. Certified hotels can then use eco-labels in their booking platforms, websites, and advertising campaigns. Additionally, corporate clients and government travel agencies can be encouraged to prioritize green-certified hotels when booking conferences or events, reinforcing loyalty and market competitiveness.

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