

Peer Review

Review of: "Sustainability in the Hotel Sector: A Research Study in Greece"

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- The abstract mentions the use of case studies, surveys, and policy analysis, but lacks specific details on the scope and depth of these methods. This makes the methodology appear unclear, leaving the reader unsure about the scale and rigor of the research.
- While the abstract highlights "barriers such as financial limitations and infrastructural gaps," it does not explain how these obstacles were identified or why they are so significant. The reader may wonder how these barriers specifically impact sustainability in the hotel sector.
- The recommendations—financial incentives, regional policy customization, and technology-driven solutions—are useful but remain somewhat vague. What types of financial incentives are being suggested? What specific technological solutions are meant? What does "regional policy customization" entail in practice? Without further detail or examples, these recommendations may feel too general to have a strong impact.
- Although the abstract mentions findings and recommendations, it doesn't clearly communicate the study's unique contribution to sustainability in the hotel sector. Is the research addressing an existing gap in the literature? Is it providing new insights into the Greek context? A statement emphasizing the research's original contribution would strengthen the abstract.
- The abstract should avoid citing references.
- The introduction could benefit from more brevity in certain areas. Some sentences are lengthy and complex, which could make it harder for readers to quickly grasp key points. A few phrases also seem redundant.
- The introduction shifts from global sustainability trends to specific issues within Greece's hotel sector without a smooth transition. Connecting these concepts more fluidly would improve the flow.

- The section on “the adoption of sustainable practices” highlights the importance of sustainability for competitiveness in a crowded market, but providing more context on how sustainability helps Greek hotels distinguish themselves would strengthen the argument.
- The mention of the Deloitte-INSETE Sustainability Report and the Sustainability-based Hotel Rating System in the introduction is good, but these sources are discussed briefly without sufficient detail on their significance or specific findings. Including more information about these reports and their implications would add depth to the argument.
- The “Post-COVID sustainability momentum” section would benefit from a deeper analysis of how the pandemic has specifically impacted sustainability practices in Greek hotels. The claim that the pandemic exposed vulnerabilities from overreliance on mass tourism is valid but would benefit from further exploration.
- In the Discussion section, the examples of Four Seasons Astir Palace Hotel Athens and Royalty Hotel Athens are useful for illustrating sustainability practices, but they seem somewhat isolated. More explanation of how these initiatives connect to broader trends in the hotel industry and sustainability research would provide additional context.
- The Guest Engagement section could be expanded to explain how guest involvement in sustainability initiatives benefits both the hotel and the local community. Is this engagement a major factor in attracting tourists, or is it more about educating them?
- The Circular Economy section is engaging but would benefit from more specific examples and stronger links to the broader sustainability context in Greek hotels. For instance, detailing how initiatives like food waste management and local sourcing are incorporated into hotel operations would enhance this section.
- The section on guest perception and behavioral insights provides a critical reflection on the gap between awareness and action. However, it would benefit from a more in-depth discussion of strategies to overcome this gap and how these insights affect hotel management and guest experience.
- While the recommendations for policymakers are thorough, they could be more concise to avoid redundancy and maintain focus. Presenting the points on financial support, infrastructure development, and training programs with bullet points or clearer subsections would improve readability.
- The section on hotel managers' attitudes offers valuable insights, but it would be stronger if it included specific examples from Greek hotels or regions where managers have demonstrated

strong leadership in sustainability.

- The conclusion is comprehensive but could be streamlined to highlight the most significant points. The "primary insights" could be listed more succinctly, and the "pathways forward" could be integrated into the conclusion to emphasize actionable next steps.
- The barriers section is vital for understanding the challenges that could either hinder or foster sustainability. However, reducing repetitive points about financial constraints, regulatory uncertainty, and competitive pressures, and focusing more on practical solutions, would improve the section.
- The role of hotel managers is discussed, but it could be linked more explicitly to tangible outcomes in the hotel sector. Since managers directly influence the integration of sustainability practices, emphasizing their impact could strengthen the argument.
- The future vision and pathways forward are well presented, but they could be more directly tied to actionable steps. The idea of a multifaceted strategy is compelling, but it needs to be linked to specific actions that can drive change in both the short and long term.
- The final remarks in the conclusion should leave a stronger impression about the urgency of sustainability for Greece's hotel sector. While the importance of sustainability for future competitiveness is noted, the conclusion could be more forward-thinking, stressing that sustainability is not just beneficial but essential for the survival and growth of the hotel industry.

Declarations

Potential competing interests: No potential competing interests to declare.