

DO THE TOURISTS PREFER TO STAY IN HOTELS WITH RESTAURANT THAT ADOPTS SUSTAINABLE PRACTICES?

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In recent years concerns about the environment and sustainability of tourist destinations has become a topic widely discussed in the hospitality industry. In this sense, an establishment that provides food service in hotels, whether small, medium or large, should be concerned to adopt a sustainable, thinking beyond the promotion of your image. This study aims to determine if the consumers of tourism services that travel for pleasure prefer to stay in hotels where it's restaurant adopts sustainable practices. The research is quantitative and is characterized as descriptive. The results indicate that 46% of respondents tend to agree that sustainability initiatives are important in choosing a hotel restaurant, while 30.1% tend to disagree. These potential tourists have little propensity to prefer hotel restaurants that adopt sustainable practices. Moreover, it was found that participants of both genders are not willing to pay more for facilities that perform these actions. Based on the results, we conclude that these issues has little to interfere with consumer preferences.

KEY WORDS: *sustainability, hotel restaurant, tourist preferences.*