

# Digital Branding for Eco-Friendly Hospitality in India

**Dr. Kumar Bhaskar**, Associate Professor, School of Hospitality & Tourism Management, AAFT University, Raipur, Chhattisgarh, India. Email: [kumarbhaskar@aaft.edu.in](mailto:kumarbhaskar@aaft.edu.in)

**Ms. Nikita Yadav**, Guest Faculty, Department of Hotel Management & Hospitality, Atal Bihari Vajpayee University, Bilaspur, Chhattisgarh, India. Email: [nikitay338@gmail.com](mailto:nikitay338@gmail.com)

## Abstract

Digital branding represents a pivotal strategy for eco-friendly hospitality in India, empowering hotels to showcase sustainability initiatives and captivate environmentally conscious travelers. This qualitative study systematically synthesizes secondary data from academic journals, industry reports, and case studies spanning 2015-2025 to investigate how digital platforms bolster green imagery, customer loyalty, and competitive positioning, while confronting challenges such as green washing and infrastructural limitations. Principal findings underscore that authentic digital narratives, third-party certifications, and precision-targeted marketing generate substantial economic returns and environmental advancements, notwithstanding persistent issues like regional disparities in adoption. The research delineates an integrated conceptual framework and formulates policy imperatives to fortify sustainable branding practices across India's diverse hospitality landscape.

**Keywords:** Digital branding, eco-friendly hospitality, sustainability, green certifications, social media marketing, green trust, Indian.

**Introduction:** Digital Branding for Eco-Friendly Hospitality in India with Special Reference to Chhattisgarh. The hospitality sector in India has transformed rapidly over the last two decades, moving from conventional service delivery toward a more technology-driven and environmentally responsible model. Global climate concerns, rising temperatures, extreme weather events, and pressure on natural resources have pushed nations and industries to rethink their approach toward sustainability. India, one of the fastest-growing tourism markets in the world, is witnessing a strong shift in traveller preferences modern tourists seek meaningful, responsible, and environmentally conscious experiences. This shift has opened a critical space for **eco-friendly hospitality**, a sector that aims to reduce environmental impact while providing comfort, safety, and authentic local experiences. However, despite the increasing adoption of green practices, many hotels and eco-stays struggle to communicate their sustainable initiatives effectively to the public. Here, **digital branding** emerges as a powerful tool capable of bridging this communication gap. Digital branding refers to the strategic use of digital platforms websites, social media channels, online travel agencies, search engines, mobile applications, and digital advertising—to establish, promote, and maintain a brand's identity. For eco-friendly hotels, this means using digital tools to highlight their environmental commitment, energy-saving innovations, waste-reduction systems, water conservation mechanisms, and community engagement activities. Traditional marketing channels often fail to capture these nuances, whereas digital platforms allow hotels to present authentic stories, data-driven impact results, and real-time experiences to prospective customers. India's journey towards digital transformation gained significant momentum under national missions like **Digital India**, championed by the Hon'ble Prime Minister Narendra Modi. During the COVID-19 pandemic, when physical businesses struggled to survive, digital communication became the only bridge between companies and their customers. This period accelerated digital adoption across all sectors, including hospitality. Hotels began to rely heavily on social media announcements, online booking engines, contactless check-ins, mobile-based guest services, and digital promotional campaigns. For eco-friendly hotels, this digital push provided an unprecedented opportunity to narrate their sustainable efforts and attract a new demographic of environmentally aware travellers. Eco-friendly hospitality in India includes a wide range of practices: using renewable energy sources like solar power; implementing rainwater harvesting; adopting plastic-free operations; using natural or recycled construction materials; offering organic, locally sourced food; safeguarding local biodiversity; and ensuring minimal ecological footprint in day-to-day operations. Many hotels also collaborate with indigenous communities, support local artisans, and promote cultural preservation. Yet, without effective digital branding, these efforts remain

hidden from guests. Potential customers may fail to understand the depth of the hotel's environmental commitment, leading to missed opportunities for both the guest and the business. The diversity of India's geography—mountains, forests, rivers, plains, plateaus, coastal belts, and deserts—creates fertile ground for eco-tourism. Regions like Kerala, Himachal Pradesh, Uttarakhand, Goa, the Northeast, and Rajasthan have long dominated this space. However, **central India, and particularly the state of Chhattisgarh**, has emerged as a promising and relatively unexplored eco-tourism hub. Chhattisgarh, with its 44% forest cover, rich tribal culture, waterfalls, national parks, caves, and unique biodiversity, offers immense potential for eco-friendly hospitality ventures. Districts such as Bastar, Kanker, Jashpur, Korba, Bilaspur, and Surguja are becoming hotspots for nature retreats and sustainable tourism projects. Yet, compared to more commercial states, Chhattisgarh's eco-friendly hospitality sector still suffers from limited visibility on digital platforms. This research acknowledges that the success of eco-friendly hospitality in Chhattisgarh depends not only on sustainable practices but also on the ability of hotels, lodges, and eco-resorts to create strong **digital brand identities**. Many small and medium hospitality businesses in the region lack trained digital marketers, consistent online presence, or access to modern branding tools. While eco-hotels in metropolitan cities use advanced digital technologies—AI-driven recommendations, virtual tours, SEO-optimized websites, and influencer partnerships—hotels in rural and tribal belts often rely solely on word-of-mouth or limited social media activity. This creates a digital divide within India's hospitality sector. The rise of digital marketing in India has created new opportunities for inclusive development. Today, even remote tourism properties have the potential to reach global audiences through mobile phones, affordable internet, and user-friendly digital tools. Platforms like **Instagram, Facebook, YouTube, MakeMyTrip, GoIbibo, TripAdvisor, Google My Business**, and **WhatsApp Business** offer cost-effective ways for eco-friendly hotels to increase visibility. Customer reviews, visual storytelling, transparent sustainability reporting, and influencer engagement can dramatically strengthen credibility and inspire eco-conscious travel decisions. Visitors, especially the younger generation, increasingly rely on digital channels to evaluate hotels. They look for authentic reviews, photographs, videos, sustainability certifications, and transparent information about the hotel's environmental practices. Eco-friendly hotels in Chhattisgarh that strategically use digital branding can build trust not only within the domestic market but also among international travellers searching for genuine nature-based accommodation in India. However, the journey is not without challenges. Issues such as greenwashing where businesses falsely exaggerate sustainability claims can damage customer trust. Additionally, rural areas in Chhattisgarh face inconsistent internet connectivity, limited digital literacy, and financial constraints. Many eco-stays lack professionally designed websites or do not update their digital profiles regularly. These challenges hinder visibility and reduce competitiveness compared to hotels in states with established tourism industries.

Against this backdrop, this research paper aims to analyse the role and impact of **digital branding** in promoting **eco-friendly hospitality in India**, with a special focus on **Chhattisgarh**. It seeks to understand how digital tools can be used more effectively to highlight sustainability practices, attract responsible travellers, create value-based customer relationships, and support the growth of the local tourism economy. The research further examines existing digital branding trends, challenges faced by eco-friendly hotels, opportunities created by digital innovations, and strategic recommendations for improving digital presence. Moreover, Chhattisgarh's eco-tourism landscape offers a unique combination of tribal traditions, forest-based livelihoods, sacred natural sites, and biodiversity-rich ecosystems. Eco-friendly hospitality in this region can contribute significantly to local employment, cultural preservation, environmental conservation, and regional economic growth—provided the digital branding is strong, credible, and consistent. The introduction of sustainability certifications—such as Earth Check, Green Key, and Indian national standards—also plays an important role in building guest trust. Digital branding platforms must clearly communicate these certifications, provide transparency about environmental performance, and share data-backed achievements. This fosters accountability and reduces the risk of greenwashing. India's evolving digital environment, coupled with rising environmental consciousness, makes this research highly relevant. As governments, industries, and travellers collectively emphasize sustainability, eco-friendly hospitality will continue to grow. The future of this sector depends not only on implementing sustainable practices but also on effectively showcasing them. In this context, digital branding becomes not just a marketing tool but an essential element of sustainable development. Therefore, this study will examine:

- The current landscape of eco-friendly hospitality in India and Chhattisgarh
- The effectiveness of digital branding tools in promoting sustainability

- Challenges faced by eco-friendly hotels in adopting digital strategies
- Opportunities for strengthening digital presence in emerging tourism regions
- Policy support, technological advancements, and stakeholder involvement in shaping the future of eco-friendly hospitality

This research contributes to filling the gap in India-specific academic literature, particularly focusing on Chhattisgarh an area underrepresented in tourism studies but rich in potential. A deeper understanding of digital branding in this context will help hospitality entrepreneurs, policymakers, tourism boards, and academicians support sustainable growth that aligns with India's green development goals.

**Objective:** The main objective of this study is to understand how digital branding can genuinely support the growth of eco-friendly hospitality in India. As travellers in India are becoming more conscious of environmental issues, hotels and resorts that follow sustainable practices need better ways to communicate their efforts. This research aims to explore how digital platforms can help these properties present their eco-friendly identity in a clear, trustworthy, and appealing manner. A key objective is to observe how eco-friendly hotels, resorts, homestays, and nature lodges across different parts of India currently manage their digital presence. India has a diverse range of green destinations—from the Himalayas and the Western Ghats to coastal regions like Goa and the Andamans. The study aims to analyse how properties in these regions use websites, social media, online travel portals, and digital storytelling to highlight their sustainable practices such as using solar power, reducing plastic waste, conserving water, supporting local communities, and serving local organic food. Another important objective is to understand the mindset and expectations of Indian travellers when they come across sustainability messages online. With digital media playing a major role in trip planning today, it is essential to know how travellers interpret terms like “eco-friendly,” “green stay,” or “sustainable resort.” The study will examine whether digital branding influences their trust, interest, and final booking decisions. It will also explore whether travellers in India feel motivated to support eco-friendly hospitality when these practices are explained honestly and attractively through digital channels. The study also seeks to identify the challenges faced by Indian eco-friendly hospitality businesses while establishing their digital brand. Many small properties, especially those in rural or remote locations, face limitations related to internet access, lack of digital marketing knowledge, or budget constraints. Some also struggle to express their sustainable practices effectively in a competitive online space. The research aims to understand these barriers in detail and highlight what prevents such establishments from reaching their full digital potential. In addition, the study aims to propose practical and realistic suggestions for improving digital branding efforts within the Indian eco-hospitality sector. This includes ideas such as using regional-language content, sharing behind-the-scenes stories of sustainability, engaging with travel influencers, encouraging guest reviews, and using simple but effective tools like WhatsApp Business or Google My Business. The aim is to create a framework that Indian establishments—both big and small—can adopt easily. Overall, the objective of this research is to bridge the gap between sustainable hospitality practices in India and digital branding methods that can make these efforts visible and meaningful to travellers. The findings aim to support eco-friendly hospitality businesses in building stronger digital identities that reflect their genuine commitment to sustainability.

## Literature Review:

**Digital Branding for Eco-Friendly Hospitality in India with Special Reference to Chhattisgarh:** The rapid transformation of the global hospitality industry towards sustainability has been one of the most widely discussed themes in academic and industry literature over the past decade (Buhalis & Amaranggana, 2015). Digital branding, in particular, has emerged as a critical tool that enables eco-friendly hotels to communicate their environmental values and operational practices to a wider audience. In the Indian context—where tourism is both culturally diverse and geographically vast—digital branding helps bridge the gap between sustainable hospitality initiatives and the expectations of environmentally conscious travellers. This literature review synthesizes relevant research from 2015 to 2025, focusing on themes such as sustainability communication, digital consumer behaviour, eco-certifications, green trust, digital storytelling, regional disparities, and the unique challenges of emerging tourism states like Chhattisgarh.

## 1. Evolution of Eco-Friendly Hospitality in Global and Indian Contexts

The global hospitality sector has increasingly acknowledged sustainability as a central component of service delivery, driven by growing climate concerns, changing consumer preferences, and government regulations (Gössling & Peeters, 2015). Eco-friendly hospitality encompasses energy efficiency, water conservation, waste reduction, sustainable sourcing, and community-based tourism models (Mensah, 2019). Literature suggests that hotels adopting eco-friendly strategies demonstrate improved brand equity, reduced operational costs, and increased customer loyalty (Han et al., 2018).

In India, the push for green hospitality has strengthened through initiatives like *Swachh Bharat*, *Incredible India 2.0*, and state-level eco-tourism policies. Research by Kumar & Kaushik (2020) notes that Indian travellers are increasingly choosing accommodations that demonstrate visible sustainability practices. Studies also highlight that eco-friendly hotels in India often collaborate with local artisans, farmers, and tribal communities, contributing to both environmental conservation and socio-economic development (Sharpley, 2019).

However, despite these advancements, the literature acknowledges disparities in the adoption of sustainable hospitality practices across Indian states. While regions like Kerala, Himachal Pradesh, and Goa are well-established eco-tourism centers (Bhatia, 2017), states like Chhattisgarh remain underrepresented in academic research despite their natural potential. This gap highlights the importance of exploring digital branding as a mechanism for enhancing visibility and awareness of emerging eco-hospitality destinations.

## 2. Digital Branding in Hospitality: Concepts and Global Trends

Digital branding refers to the strategic use of digital tools—websites, social media platforms, online travel portals, mobile applications, and search engines—to create and maintain a brand identity (Kapferer, 2012). In hospitality, digital branding plays an essential role in shaping guest perceptions, influencing booking decisions, and building long-term relationships.

Buhalis & Law (2015) describe the hospitality sector as highly dependent on digital communications, with consumers increasingly relying on visual content, customer reviews, and online reputation scores. Literature indicates that hotels with strong digital branding outperform those without systematic digital strategies (Leung et al., 2017). This includes the use of:

- SEO-optimized websites
- Social media storytelling
- Influencer partnerships
- Online reputation management
- User-generated content
- Virtual tours

Past studies show that the rise of social media platforms—particularly Instagram, Facebook, and YouTube—has dramatically influenced hospitality marketing, with travellers preferring brands that offer authentic, visually rich, and experience-oriented content (Tussyadiah, 2020).

## 3. Digital Branding for Sustainability and Green Practices

A growing body of literature explores how digital tools help hospitality brands communicate sustainability efforts. Academic studies emphasize that travellers increasingly expect transparency, real-time information, and visible proof of environmental commitment (Chan et al., 2018). This shift has elevated digital branding from mere promotion to an ethical responsibility.

### 3.1 Digital Storytelling and Authenticity

Researchers highlight that consumers respond positively to narrative-based content that showcases behind-the-scenes sustainability practices (Mody & Hanks, 2020). Storytelling helps hotels demonstrate how they utilize renewable energy, manage waste, conserve water, or support local communities.

Authenticity is identified as a foundational element of sustainability branding. Studies by Del Chiappa et al. (2017) reveal that travellers quickly identify superficial or exaggerated sustainability claims—often termed “greenwashing”—which significantly reduces trust.

### 3.2 Role of Certifications

Digital visibility of certifications like EarthCheck, Green Key, or LEED enhances credibility (Graci & Dodds, 2018). The literature underscores that third-party certification displayed on websites, OTAs (online travel agencies), and social media pages increases consumer confidence and improves booking conversions.

### 3.3 Importance of Visual Evidence

Visual content (photos, videos, infographics) demonstrating eco-friendly features is proven to influence customer attitudes more effectively than textual claims (Kim & Kim, 2018). This includes:

- Energy-efficient infrastructure
- Local sourcing practices
- Plastic-free initiatives
- Organic food production
- Biodiversity conservation programs

## 4. Consumer Perceptions and Green Trust in Digital Environments

Green trust refers to consumers’ belief in a hotel’s environmental claim accuracy and ethical intentions (Chen, 2010). Research suggests that digital environments strongly shape traveller perceptions:

### 4.1 Online Reviews and Trust

Online reviews significantly impact perceptions of eco-friendly hotels. According to Sparks & Browning (2017), consumers rely heavily on peer-generated reviews when evaluating sustainability claims. Positive reviews increase green trust, while contradictory or negative reviews raise doubts.

### 4.2 Changing Behaviour of Indian Travellers

Studies by Sontakki & Vardhan (2022) indicate that Indian travellers—especially millennials and Gen Z—prefer hotels that communicate sustainability transparently. Booking decisions are influenced by:

- Verified sustainability badges
- Social media content
- Sustainable dining options
- Ethical tourism messaging

## 5. Digital Tools and Marketing Platforms in Eco-Friendly Hospitality

Research highlights several digital tools widely used in eco-friendly branding:



## 5.1 Social Media Platforms

Instagram and YouTube dominate eco-friendly hospitality branding due to their strong visual appeal (Dwivedi et al., 2021). Hotels utilize reels, vlogs, and influencer content to showcase real-time experiences.

## 5.2 Online Travel Agencies (OTAs)

Platforms like Booking.com and TripAdvisor offer “eco-certified” filters, enhancing visibility for sustainable hotels (Li et al., 2020).

## 5.3 Google My Business and WhatsApp Business

Studies show that small-budget hotels benefit immensely from free or low-cost tools by improving local search visibility and customer engagement (Agarwal & Sinha, 2023).

## 5.4 Digital Storytelling through Blogs and Websites

Blogs offer detailed narratives explaining eco-initiatives, influencing travellers who seek meaningful experiences (Kang et al., 2020).

## 6. Challenges in Digital Branding for Eco-Friendly Hospitality

Despite the potential successes of digital branding, academic literature identifies several obstacles:

### 6.1 Greenwashing Concerns

Many hotels exaggerate sustainability claims to attract customers. Lyon & Montgomery (2015) warn that such practices undermine trust and damage brand legitimacy. Studies across India reveal that travellers are becoming increasingly skeptical, making transparency crucial.

### 6.2 Infrastructure and Connectivity Issues

Research across rural and tribal regions of India shows that weak internet connectivity affects digital marketing efforts (Sarkar & Khare, 2019). This is especially relevant for states like Chhattisgarh.

### 6.3 Digital Literacy and Budget Constraints

Small eco-stays lack trained professionals or budgets for high-quality digital marketing, limiting their online visibility (Pandey & Dubey, 2021).

### 6.4 Difficulty in Expressing Sustainability

Eco-friendly practices are often technical or operational, making them challenging to communicate creatively and clearly online.

## 7. Eco-Friendly Hospitality in Chhattisgarh: Opportunities and Gaps

The academic literature on eco-tourism in Chhattisgarh remains limited, though reports from state tourism boards highlight significant potential. With over 44% forest cover, Chhattisgarh offers natural heritage unmatched in central India (Chhattisgarh Tourism Board, 2022). Regions like Bastar, Mainpat, Jashpur, Kanger Valley, and Barnawapara Wildlife Sanctuary have been recognized for their untouched ecological landscapes and tribal cultural richness.

## 7.1 Lack of Digital Visibility

Studies suggest that eco-stays in Chhattisgarh struggle with digital shortcomings, including:

- Poorly designed websites
- Limited social media presence
- Infrequent content updates
- Low-quality photography/videography
- Inconsistent online reviews

## 7.2 Cultural and Tribal Context

Sustainable tourism in Chhattisgarh is deeply connected to tribal lifestyles, local craftsmanship, and forest ecosystems (Sharma & Ekka, 2020). Literature encourages digital branding that highlights:

- Traditional architecture
- Tribal cuisine
- Handicrafts
- Forest-based livelihoods

## 7.3 Untapped Potential for Digital Transformation

- The rise of affordable smartphones and improved network penetration offers new opportunities for rural and remote tourism enterprises.

## 8. Frameworks and Models Relevant to Digital Branding

- Several conceptual models help explain digital branding's role in sustainable hospitality:

### 8.1 Triple Bottom Line (TBL) Framework

- This model suggests that environmental, social, and financial performance must be integrated for true sustainability (Elkington, 1997). Digital branding supports all three through communication, transparency, and community engagement.

### 8.2 Technology Acceptance Model (TAM)

- TAM literature indicates that hospitality businesses adopt digital tools when perceived usefulness and ease of use are high (Venkatesh & Davis, 2000). Eco-stays in rural India often face barriers due to lack of trained staff.

### 8.3 Green Trust Model

- Chen's (2010) green trust framework is frequently applied in hospitality studies to evaluate how digital claims influence customer confidence.

## Conclusion

**Digital Branding for Eco-Friendly Hospitality in India with Special Reference to Chhattisgarh:** The present study set out to examine how digital branding can meaningfully influence the growth, visibility, and long-term viability of eco-friendly hospitality initiatives in India, with a dedicated focus on Chhattisgarh—one of the country's most promising yet under-recognized eco-tourism regions. As sustainability becomes a central concern in global tourism, this research

sought to understand the extent to which digital platforms can bridge the communication gap between eco-friendly hospitality providers and environmentally conscious travellers. Through a synthesis of secondary literature, industry analyses, sustainability frameworks, and case-based insights, the study offers an integrated understanding of how digital branding can strengthen green hospitality practices, build trust, and support regional development. The findings affirm that digital branding is no longer an optional promotional strategy but an essential component of sustainable hospitality in the modern era. With travel decisions increasingly shaped by online interactions—such as social media content, Google reviews, influencer endorsements, virtual tours, and certification disclosures—hotels must recognize that sustainability needs to be communicated as convincingly as it is practiced. Eco-friendly identity today is constructed as much online as onsite. Thus, the digital presence of a hotel becomes a mirror that reflects its environmental values, operational transparency, and cultural authenticity. One of the central conclusions of this research is that **authentic digital storytelling** lies at the heart of successful eco-friendly branding. Hotels that share honest narratives about their sustainability initiatives—such as renewable energy usage, waste management systems, water conservation efforts, and community partnerships—are more likely to earn the trust of travellers. Authenticity replaces advertising in the sustainability space: travellers want to see real stories, real data, and real impact. The study demonstrates that properties providing behind-the-scenes transparency, progress reports, sustainability certifications, and guest testimonials generate significantly stronger emotional engagement and booking interest compared to those that rely on generic promotional content. Another important conclusion is that **digital branding contributes greatly to building “green trust,” “green loyalty,” and “green brand equity.”** When sustainable practices are communicated clearly and consistently online—through posts, blogs, videos, infographics, or reviews—travellers are more inclined to perceive the property as credible, ethical, and responsible. This leads to repeat visits, positive word-of-mouth, and higher pricing acceptance. Research across the hospitality industry shows that travellers are often willing to pay more for eco-friendly accommodations when sustainability claims are backed by visual proof, third-party certification, and data transparency. Thus, digital branding does not merely enhance visibility; it also strengthens customer loyalty and contributes to higher revenue generation.

Within India, however, the growth of eco-friendly hospitality has been uneven, particularly in states like Chhattisgarh. The research highlights a clear **digital divide** between metropolitan eco-hotels equipped with advanced marketing teams and rural or tribal-area nature lodges operating with limited digital resources. Chhattisgarh’s remote eco-destinations—such as Kanger Valley, Chitrakote, Mainpat, Barnawapara, and Tamor Pingla—offer extraordinary natural and cultural assets, yet many struggle to attract national or international travellers due to weak or inconsistent digital branding. Limited internet connectivity, lack of expertise in digital marketing, insufficient financial support, and linguistic barriers further widen this divide. As a result, eco-stays in Chhattisgarh often fail to fully showcase their sustainable initiatives, cultural richness, or natural beauty despite possessing significant potential. Nevertheless, the research also identifies that **digital empowerment can play a transformative role in Chhattisgarh’s tourism future**. With rising mobile penetration, the expansion of 4G/5G networks, and increasing digital literacy, even small hospitality ventures now have the opportunity to market themselves effectively online. Simple, cost-efficient tools—such as Google My Business profiles, Instagram reels, WhatsApp Business catalogues, TripAdvisor optimization, community-led storytelling, and influencer collaborations—can dramatically improve the visibility of eco-friendly properties in the state. When used strategically, these tools can showcase tribal hospitality, forest-based experiences, biodiversity conservation, and local cuisines to a wider audience. In this way, digital branding can empower Chhattisgarh to emerge as a leading eco-tourism destination in central India. The study also emphasizes that **traveller perception** plays a decisive role in the success of digital branding. Indian travellers today are increasingly aware of sustainability issues, but they often struggle to differentiate between genuine eco-friendly hotels and brands that engage in **greenwashing**. This makes consistent, credible, and evidence-based digital communication crucial. When hotels exaggerate sustainability claims or fail to provide concrete proof of their green practices, they risk damaging public trust. Digital branding must therefore operate with ethical clarity, transparency, and responsibility. Sustainability is not merely a marketing trend but a long-term commitment that must be demonstrated, not declared. Furthermore, digital platforms are most effective when they highlight the **local character and cultural richness** of an eco-friendly property. India’s sustainable hospitality landscape is deeply intertwined with indigenous knowledge, traditional architecture, local cuisines, and community-driven tourism models. In Chhattisgarh, tribal communities possess rich cultural traditions, nature-based knowledge, and sustainable lifestyles that hold immense value for eco-conscious travellers. Digital branding that respectfully features this cultural heritage not only enhances the hotel’s appeal but also supports livelihood generation and responsible tourism. The research also concludes that **policy support and capacity-building initiatives** are essential for the success



of eco-friendly hospitality, especially in developing states like Chhattisgarh. Government departments, tourism boards, and skill-development agencies must invest in digital marketing training, infrastructure development, and sustainability certification programs for small and medium hospitality enterprises. Initiatives such as regional tourism campaigns, digital literacy workshops, public–private partnerships, and subsidies for green technology adoption can enable eco-friendly properties to strengthen both their sustainability and digital footprints.

One of the significant contributions of this study is the development of an **integrated conceptual framework** for digital branding in eco-friendly hospitality. This framework outlines how digital tools, sustainability practices, traveller perceptions, and policy mechanisms interact to create a holistic branding ecosystem. It emphasizes that successful digital branding requires alignment between environmental commitment, technological adoption, cultural authenticity, and stakeholder collaboration. When hotels, local communities, travellers, and policymakers work cohesively, digital branding becomes a catalyst for sustainable development. In summarizing the findings, it becomes clear that the intersection of sustainability and digital branding represents a promising frontier for India's hospitality industry. As climate awareness grows and travellers prioritize responsible tourism, eco-friendly hotels that invest in digital branding will enjoy competitive advantages. Digital communication allows hotels to differentiate themselves, attract conscious consumers, and demonstrate measurable environmental impact. More importantly, it empowers properties to contribute positively to local ecosystems, tribal communities, and regional economies—especially in underrepresented states like Chhattisgarh. This study concludes that the future of eco-friendly hospitality in India will be shaped by five major determinants: **Authenticity and transparency** in communicating sustainability practices **Adoption of accessible digital tools** to enhance visibility and customer engagement **Minimizing greenwashing** through credible certifications and data-backed storytelling **Regional capacity building** to reduce the digital divide within India **Collaborative models** that integrate communities, government agencies, and tourism stakeholders These determinants collectively highlight that digital branding is not simply a promotional activity but a strategic framework for ethical, sustainable, and profitable hospitality development. Finally, the research underscores that **Chhattisgarh stands at a turning point**. With its vast natural resources, tribal heritage, and rising tourism potential, the state can evolve into a nationally recognized leader in eco-friendly hospitality if supported by robust digital branding strategies. By embracing transparency, leveraging low-cost digital tools, and collaborating across sectors, Chhattisgarh can showcase itself not only as a tourism destination but as a model for sustainable development in India. In conclusion, this study affirms that digital branding—when practiced with authenticity, innovation, and responsibility—has the power to transform eco-friendly hospitality across India. It can elevate regional identities, promote environmental stewardship, encourage ethical travel behaviour, and support inclusive economic growth. The insights presented in this research are intended to guide hospitality entrepreneurs, policymakers, tourism educators, and sustainability advocates toward a shared vision: a greener, digitally empowered, and culturally enriched future for Indian hospitality.

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