

ABSTRACT

The study was conducted at selected hotels in Roxas City during the Academic Year 2017-2018 to find answers to the following questions: 1. What is the personal profile of the respondents in terms of age, sex and employment status?; 2. What is the level of green marketing awareness among hotels in Roxas City in terms of facilities, products and services?; 3. What is the level of green marketing practices among hotels in Roxas City in terms of facilities, products and services?; and 4. Are there significant relationship among green marketing awareness and practices among hotels in Roxas City? The researchers gathered the data from 70 randomly assigned hotels personnel from 10 hotels in Roxas City. Data were analyzed using both descriptive statistics and inferential statistics. Results were interpreted at 5 and 1 percent alpha level of significance. Results of the study showed that the personal profile of the respondents, the greater part of the respondents' ages 21-30 years old, male and not permanent. The level of awareness on the green marketing of hotels in Roxas City in terms of facilities, products and services were found to be "aware". The level of practices on the green marketing of hotels in Roxas City in terms of facilities and products were found to be "often" while on the services were found to be "always". Finally, there is no significant relationship between the level of awareness and practices on the green marketing of hotels in Roxas City.