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**Balancing Luxury and Sustainability:
A Case Study of Selected Island Resort in Cambodia**

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Abstract

This study adopts a qualitative approach to explore the experiences and perspectives of guests, staff, and other stakeholders at island resort hotels in Cambodia. It focuses on the coordination between luxury hospitality and sustainability, uncovering diverse insights and real-life experiences. Among 9 interviewees, four were guests traveling as groups, two were stakeholders (the General Manager and owner representative), one is a local community member involved in resort activities, and two were sustainability experts (a former Minister of Tourism and a former Committee Member of the Cambodia Community-Based Ecotourism Network). Participants were selected through purposive and snowball sampling techniques. Data collection involved, an interview with multiple interviewees from local to the expert to provide an in-depth understanding of how luxury and sustainability coexist in Cambodian island resorts. Moreover, the analysis involves identifying and reporting patterns within the data to understand the interplay between luxury hospitality and sustainability practices. The findings reveal that guests value a blend of luxury, eco-friendly practices, and natural surroundings, with sustainability playing a key role in their satisfaction and decision-making. Resort managers and experts highlight innovative strategies, community engagement, and environmental stewardship as vital to enhancing guest experiences. The study highlights practices like renewable energy, eco-friendly materials, locally sourced food, coral reef restoration, and cultural projects to strengthen community ties. To achieve a balance between sustainability and luxury, island resorts integrate some practical measures such as optimizing energy and water use with personalized elements, including enhancing guest experiences and ensuring well-trained staff by innovating some approaches in technology and effective waste management further supporting their commitment to sustainable luxury. This study concludes that Cambodian island resorts can balance luxury and sustainability, offering a model for top-

notch guest experiences.

Keywords: Luxury, Sustainability, Guest Experience, Cambodia, Resort

Introduction

The hospitality and tourism industry plays a vital role in Cambodia's economic development, with luxury resorts significantly contributing to this sector. This research aims to examine the key aspects leading tourists to visit, stay and indulge in sustainability practices initiated by the luxury island resorts in Cambodia, specifically focusing on service quality, sustainability practices, and emotional experiences. A thorough understanding of these factors is essential for resort operators to enhance customer loyalty and improve business strategies in an increasingly competitive and post-pandemic tourism environment.

Despite an extensive body of literature exploring tourist behavior, a notable gap exists regarding how sustainability practices along with luxury branding work together and some practices among the resort and the local community to help enhance the guest experiences. The studies have primarily focused on both sustainability practices and offering luxury accommodation combined effects with guest experiences, especially in the context challenge of observing the island resort. This study seeks to contribute to the current domain of knowledge by investigating how these aspects collectively influence guests' decision to involve themselves in sustainable practices in luxury resorts.

Statement of the Problem

While island resort hotels in Cambodia have garnered acclaim for their sustainable practices and luxurious offerings, several challenges and opportunities warrant closer examination. This study seeks to address the following key questions:

1. How does the resort management engage and enrich the Guest's experience with the environment?
2. What does the guest feel about engaging in a sustainable stay at Island Resort?
3. What are the environmental experts'/consults' guidelines for maintaining the ecology of the resort?

Research Objectives

The study investigates the following objectives:

RO1: To analyze the strategies employed by island resort management in Cambodia to integrate sustainability with luxury.

RO2: To identify the sustainable practices employed by the Island Resort that enrich the environment.

RO3: To explore the operational challenges and day-to-day practices in maintaining a sustainable environment at the island resort.

Significance of the study

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This study seeks to understand by exploring how services offered and sustainability influence the guest experience and the likelihood of revisiting luxury resorts in Cambodia. This study explores how island resorts in Cambodia balance sustainability and luxury, examining how their eco-friendly practices and upscale offerings influence guest perceptions and encourage return visits. This involves a closer look at the interplay between their sustainability initiatives and the luxurious experiences they provide.

The study also benefits policymakers, environmental experts, and stakeholders by presenting guidelines that balance ecological preservation with resort tourism development. Ultimately, this research contributes to the broader discourse on sustainable luxury tourism, serving as a model for resorts worldwide aiming to meet evolving consumer demands while protecting natural resources.

Literature Review

Overview of Previous Research

Tourism revisits intentions have long been a key focus in hospitality research, particularly concerning service quality, customer satisfaction, and emotional engagement. A variety of theories have been employed to explore the *aspects* that influence guests' decisions to return to a destination. Two prominent theories in this area are the Expectancy-Disconfirmation Theory (EDT) and the Theory of Planned Behavior (TPB). EDT suggests that satisfaction occurs when the service performance exceeds a guest's expectations, while TPB highlights the role of attitudes, subjective norms, and perceived behavioral control in shaping individuals' intentions to engage in behaviors, such as revisiting a resort.

Recent studies, such as those by Cioccarelli (2023) suggest that while luxury guests expect high-quality service, they also increasingly value resorts that align with their values, particularly regarding sustainability. This is particularly relevant in Cambodia, where tourism plays a crucial role in the economy. Luxury resorts must find a balance between offering world-class service and implementing sustainable practices that appeal to today's eco-conscious travelers.

Emotional Engagement: Emotional engagement is central to luxury tourism. Gilmore and Pine (2002) argued that emotional connections, forged through personalized services and unique offerings, drive guest loyalty. In the context of luxury resorts, guests seek not only high-quality amenities but also meaningful connections with the resort's natural environment and cultural heritage. Research by Morrison and Buhalis (2024) extends this, noting that sustainability practices now contribute to emotional engagement, with guests increasingly expecting authentic and impactful environmental stewardship.

Sustainability Practices: The integration of sustainability into luxury tourism is essential. Research highlights that personalized services and exceptional service quality are pivotal in crafting memorable guest experiences (Gilmore & Pine, 2002; Parasuraman et al., 1988).

However, Cioccarelli (2023) argues that sustainability must encompass more than environmental efforts; it must also include social responsibility, such as supporting local communities and preserving cultural heritage. In Cambodia, where tourism plays a significant role in the economy, integrating sustainability into the guest experience is crucial for luxury resorts. Failure to do so may undermine the authenticity of the luxury experience, affecting guest satisfaction and loyalty.

Critical Analysis

Despite the valuable contributions of existing research, several significant gaps remain in the literature. There is a lack of comprehensive studies examining the cumulative effects of service quality, emotional engagement, and sustainability on guest behavior. Specifically, it remains unclear whether an emphasis on sustainability enhances or detracts from the luxury experience, particularly as consumer preferences continue to evolve in the post-pandemic era. This uncertainty necessitates more nuanced research to better understand how sustainability can coexist with luxury in contemporary tourism settings.

Furthermore, while demographic factors such as age, income, and cultural background are frequently cited as influencing guest behavior, recent studies (Cioccarelli, 2023) suggest that emotional experiences and service quality play a more substantial role in shaping revisit intentions. This contradiction offers an opportunity for further exploration, particularly in the context of the Cambodian luxury resort sector. In Cambodia, the interplay between guest demographics, emotional engagement, and sustainability practices may differ due to the unique cultural and environmental contexts of the region. This study contributed to the understanding by examining how these factors influence guest behavior in this particular setting.

A case study of Cambodian-based Island Luxury Resort

The Cambodian tourism sector faces distinct challenges and opportunities when it comes to luxury resorts. As the industry continues to grow, resorts must balance the increasing demand for exclusive, high-quality services with the growing emphasis on sustainability. However, the current literature lacks a comprehensive exploration of how luxury resorts in ecologically sensitive areas, such as private island resorts, manage this delicate balance. This study seeks to address this gap by investigating the role of sustainability in shaping both guest satisfaction and revisit intentions. In doing so, it aims to provide valuable insights into how Cambodian luxury resorts can effectively meet both environmental and customer satisfaction goals.

Recent studies (Morrison & Buhalis, 2024) suggest that sustainable luxury tourism has the potential to enhance guest loyalty, provided that the luxury experience is preserved without compromise. For Cambodian resorts, particularly those located in private islands or environmentally sensitive settings, understanding how to integrate sustainability into the guest experience is crucial. This research aims to offer practical strategies for balancing sustainability with the luxury experience, ensuring that both environmental goals and guest satisfaction are achieved.

Conceptual model

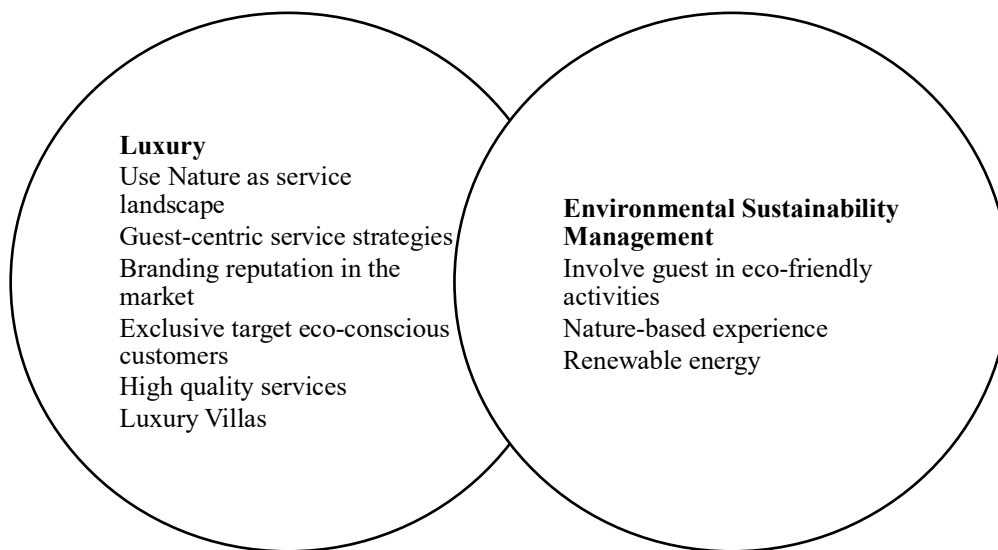
The conceptual model for this study highlights how an island resort can bring together luxury and environmental sustainability to create memorable guest experiences. By using nature as a backdrop, this resort provides a guest-focused environment where natural beauty enhances the sense of luxury.

At the heart of this model (Figure 1) are key features like luxury villas, personalized service, and exclusive branding designed for eco-conscious resort guests. By offering premium accommodations and thoughtfully curated, nature-based experiences, this resort not only stands out in a competitive market but also leaves a lasting impression on its guests.

The resort also involves guests in eco-friendly activities, embraces renewable energy, and provides recreation rooted in nature. These practices ensure that the luxurious experience is paired with a genuine commitment to environmental care, appealing to modern travelers who value both exclusivity and sustainability. Through these efforts, the resort establishes itself as a pioneer in blending indulgence with responsibility.

Figure 1

The Core Elements of Island Resort Luxury overlap with Environmental Sustainability Management.



Source: Developed by the authors based on visits, observation and interviews

Research Methodology

Research Design

This study utilizes a qualitative approach to thoroughly explore the experiences, opinions, and viewpoints of guests who have experienced the island resorts, locals in the area

who also work as staff in the island resort, and stakeholders such as the General Manager and Owner represent at island resort hotels in Cambodia. The qualitative component consists of semi-structured interviews, providing rich, in-depth insights into guests' motivations for revisiting luxury resorts. This approach is complemented by participant observations, enhancing the understanding of the resorts' operational practices and sustainability initiatives. Integrating qualitative methods aligns with the idea that experiential aspects significantly impact consumer behavior, particularly in the context of luxury tourism (Berry et al., 1994; Buckley, 2012).

Sample/Participants

The research includes a purposeful sampling of nine participants as interviewees who have recently stayed/associated at luxury resorts in Cambodia. Participants were selected based on the following inclusion criteria: individuals aged 18 and above who have visited luxury resorts within the last two years. The demographic profile indicates a balanced representation, with 30% of participants aged 25-34 and 25% aged 35-44. The study sample encompasses:

1. Four Guests were interviewed, who recently experienced various island resorts in Cambodia, each one of them usually traveling as a group.

2. Two stakeholders, who are the manager of the resort island and another one is the owner representative of the resort were interviewed to understand more about the workflow in the island resort and each decision-making in the business.

3. One Local community member involved with or affected by resort operations was interviewed.

4. Two interviewees are sustainable experts, one of them is the former Minister of Tourism in Cambodia and the other one is the Former Committee of Cambodia's community-based ecotourism network.

This diverse sampling allows for a comprehensive understanding of the interplay between luxury and sustainability from multiple perspectives, highlighting the need for effective stakeholder engagement in sustainable tourism practices (Choi & Sirakaya, 2006; Deery et al., 2012).

Data Collection

Data collection methods for this qualitative study include semi-structured interviews, Audio and video records, and Open-questionnaires to see how they engage the high service quality along with involving the guest in eco-friendly activities:

Semi-Structured Interviews: These interviews were conducted with guests, stakeholders of the island resort, local community members, and sustainable experts to gather comprehensive perspectives and experiences regarding sustainability and luxury. The semi-structured format allows for flexibility in exploring topics deeply while maintaining a focus on the research questions.

Audio and video record: Using audio and video footage gives researchers the flexibility to revisit important themes, and the same recordings can be used in multiple studies if they were created with enough depth to cover the intended topics. Turning audio and video analysis into clear, measurable results can be tricky, especially when evaluating campaign or market performance. However, these insights can be incredibly valuable for creating concept maps that highlight key themes and patterns that consistently emerge. This approach helps to connect the dots and make the findings more actionable.

Informal questions: Such instruments are a great way for organizations to gather opinions and feedback. Unlike questionnaires with fixed response options, open-ended informal questions give participants the freedom to share detailed and thoughtful answers. This approach provides a wealth of insights, allowing researchers to uncover rich, meaningful data that might not surface with simpler, closed questions.

To ensure systematic data collection, an interview checklist of questions and one to each interviewee prompts be created. These tools comprise open-ended questions tailored to explore various aspects of the research objectives. The questions are designed to elicit detailed responses regarding resort operations, guest experiences, sustainability practices, and stakeholder opinions.

Table 1

Data Analysis of research questions and research objectives to integrate with Island resort Management to observe sustainability with luxury

Sr No.	Research Questions	Research Objectives	Checklist Questions
1	RQ1: How does the resort management engage and enrich the Guest’s experience with the environment?	RO1: To analyze the strategies employed by island resort management t in Cambodia to integrate sustainability with luxury.	1.Can you describe your role and responsibilities at the Island Resort in Cambodia? How would you characterize the approach of the resort to integrating luxury and sustainability practices? 2. How do you measure the success of sustainability initiatives and metrics used? 3. Can you share experiencing innovative practices related to sustainable luxury that have been implemented at the resort?
2	RQ2: What does the guest feel about engaging in a sustainable stay at Island Resort?	RO2: To identify the sustainable practices employed by the Island Resort that contribute to the environment.	1. Can you describe your overall experience staying at the Island Resort in Cambodia? 2. What environmental aspects influenced your decision to choose this resort? 3. Did you notice/ participate in any environment-friendly activities or wellness programs during your stay? If so, what was your experience like?

Sr No.	Research Questions	Research Objectives	Checklist Questions
			4. Were there any specific sustainability initiatives or practices that stood out to you during your stay?
3	RQ3: What are the environmental experts'/consults' guidelines for maintaining the ecology of the resort?	RO3: To explore the operational challenges and day-to-day practices in maintaining a sustainable environment at the island resort.	1. From your perspective, how do you evaluate the sustainability practices implemented at the Island Resort in Cambodia? 2. Are there any areas for improvement or opportunities for further enhancement of sustainability practices? 3. What recommendations would you offer to the resort to strengthen its sustainability initiatives and impact? 4. What are some innovative approaches or strategies you follow for integrating luxury hospitality with sustainable practices?

Data obtained from interviews were transcribed, coded, and analyzed thematically. The thematic analysis involves identifying and reporting patterns within the data, offering a nuanced understanding of the interplay between luxury hospitality and sustainability practices at island resorts in Cambodia.

Data Analysis

Organizing Data Using Open and Axial Coding

The data analysis process begins with open coding, which identifies key phrases and labels from the interview transcripts (tables 1, 2 and 3). For instance, phrases that mention eco-friendly efforts such as solar power or the use of local materials are grouped under "Sustainability Practices," while comments regarding guest experiences are categorized under "Guest Satisfaction." Axial coding then groups these codes into broader themes. For example, feedback concerning "luxury accommodations," "nature-based experiences," and "eco-friendly practices" is merged into a more comprehensive theme titled "Luxury Sustainability Integration" (Buckley, 2012). Collectively, these findings provided useful insights into the considerations used by guests in their island resort selection decisions, concerns about the operation of environmentally friendly resorts, and how they feel green resorts as an answer to concerns about the environment.

Summarizing Key Themes

Key themes emerging from this analysis include the satisfactory balance between luxury and sustainability, guest involvement in sustainable activities, and day-to-day operational challenges faced by the resort to maintain the resort environment. For instance, guests at Island Resort in Cambodia, have a high value on the integration of sustainable practices, such as using solar energy and efficient waste management, which leads to greater guest appreciation and satisfaction.

Comparative Analysis

A comparative analysis between the studied Island resort and other island resorts demonstrates that the reported institution's focus on utilizing local resources and promoting guest education about sustainability differentiates it from its competitors. Resorts that successfully integrate sustainability into their operations enhance both guest satisfaction and operational efficiency (Sims, 2009).

Labelling, open coding and axial coding

Table 1

Data Analysis of strategies by Island Resort Management to integrate sustainability with luxury.

RQ1: How does the resort management engage and enrich the Guest’s experience with the environment?			
RO1: To analyze the strategies employed by island resort management in Cambodia to integrate sustainability with luxury.			
Informant	Labeling	Open Coding	Axial Coding
1	Stress Disconnection Spending the happiest moments of life A sense of calm and happiness Luxurious setting Ultimate comfort Escape to recharge and rejuvenate	Complete relaxation	Private island resort for peace
2	Outstanding services and facilities Attract family and friends World-class amenities Corporate retreat	Non-stop facilities and services	Memorable place for both leisure and holiday guests
3	Rejuvenating spa and experiences Breathing views Serene Cambodian beauty Sandy white beach Abundant palm trees The sound of the waves	Cozy resort environment	Immersive local experiences for the guests
4	Top-notch consistent services Lavish accommodation Every moment is a celebration of luxury Ocean breeze Pamper status	Ambiance for dining, stay and adventure	Endless opportunities to explore, relax, and create lasting memories

Table 2

Data Analysis of guest engagement with sustainable practices by the Island Resort

RQ2: What does the guest feel about engaging in a sustainable stay at Island Resort?			
RO2: To identify the sustainable practices employed by the Island Resort that enrich the environment.			
Informant	Labeling	Open Coding	Axial Coding
1	Eco-friendly environment Organic food Energy efficient guestroom Cleanliness Friendly staff	Environment-friendly guest experience	Practices in Sustainability take center stage
2	Improve guest experiences Offer local, seasonal, organic food Acquiring different experience Awareness of environmental impact Good service	Guests understand and appreciate the environment	Integrate tourism and sustainability
3	Natural landscaping Socially responsible Green Hospitality Khmer wooden architecture Sun, Sand and Serenity	Create an environmentally friendly attraction	A harmonious blend of untouched natural beauty and service elegance

Table 3

Data Analysis of environmental experts/consultants on maintaining a sustainable environment

RQ3: What are the environmental experts'/consults' guidelines for maintaining the ecology of the resort?			
RO3: To explore the operational challenges and day-to-day practices in maintaining a sustainable environment at the island resort.			
Informant	Labeling	Open Coding	Axial Coding
1	Local food ingredients Avoid the use of plastic connections with local farmers Staff training Regular guest feedback Green projects A smoke-free environment for the resort (reduce pollution) Resort audit	Green Practices	Minimize carbon footprints

RQ3: What are the environmental experts'/consults' guidelines for maintaining the ecology of the resort?			
RO3: To explore the operational challenges and day-to-day practices in maintaining a sustainable environment at the island resort.			
Informant	Labeling	Open Coding	Axial Coding
2	Reuse towels in the room Reuse bed sheets in the room Separate garbage for recycling Refill glass bottles for reuse Turn off unnecessary lights Minimize the use of water when taking shower, shaving and toothbrush Automatically switch off heating and lighting	Save energy and water	Eco-friendly Practices at Island Resort directed to guest

Discussion

This analysis of the overall results of the study by examining the significant information provided by interviewees has been crucial for code analysis. It investigates the severity of current behaviors exhibited by island guests, particularly focusing on their stay activities and the impact on the environment at the island resort in Cambodia. The study delves into the behaviors of both guests, as well as the responses and actions of resort owners. Additionally, it considers the broader implications on society, culture, and environmental damage. The discussion also highlights the importance of supporting sustainable practices within this context.

RO1: To analyze the strategies employed by island resort management in Cambodia to integrate sustainability with luxury.

At the island resort in Cambodia, the focus is on creating a harmonious blend of luxury and sustainability, ensuring guests enjoy a memorable and meaningful stay. As part of the resort’s management, the role involves overseeing every aspect of operations to offer exceptional experiences—from serene, cozy accommodations and rejuvenating spa treatments to world-class facilities—all while maintaining eco-friendly practices. By incorporating the natural beauty of Cambodia, such as its sandy beaches and lush palm trees, the resort provides an escape that feels both indulgent and connected to the environment.

The success of these efforts is measured by guest satisfaction and the positive impact on the environment, using metrics like energy efficiency, waste reduction, and guest involvement in sustainable activities. One of the resort’s proudest achievements has been creating opportunities for guests to engage with nature responsibly, such as participating in beach clean-ups or attending workshops on local ecology. These initiatives not only enrich the guest experience but also foster a sense of purpose and connection, proving that sustainability and luxury can go hand in hand to create something truly special.

RO2: To identify the sustainable practices employed by the Island Resort that enrich the environment.

The Island Resort in Cambodia provides a wonderful example of how luxury and sustainability can coexist to create a truly unique guest experience. During a stay at the resort, guests can enjoy the beauty of the environment while knowing that their visit contributes to sustainability efforts. The resort makes this possible through a variety of eco-friendly practices, such as offering organic, locally sourced food, incorporating energy-efficient guestrooms, and using Khmer wooden architecture. These sustainable practices help guests feel more connected to the natural surroundings, enhancing their overall experience while raising awareness of their environmental impact.

The decision to choose this resort is often influenced by its strong commitment to sustainability without sacrificing luxury. Guests can enjoy high-end services, world-class amenities, and a luxurious environment while also participating in eco-conscious practices. Wellness and recreational programs offered by the resort are designed to complement the natural surroundings, allowing visitors to relax and rejuvenate in a setting that promotes both physical and environmental well-being.

The resort's approach to sustainable tourism goes beyond simply providing a luxurious experience it also creates a space where nature and thoughtful design come together seamlessly. The blend of natural beauty and elegant design offers guests an opportunity to enjoy a peaceful, eco-friendly environment. By promoting green hospitality and eco-conscious attractions, the resort leads the way in showing how luxury can align with environmental stewardship. This approach not only enhances the guest experience but also contributes to preserving the stunning natural landscapes of Cambodia for future generations to enjoy.

RO3: To explore the operational challenges and day-to-day practices in maintaining a sustainable environment at the island resort.

The island resort in Cambodia has made impressive strides in balancing luxury with sustainability, integrating various eco-friendly practices into its daily operations. For example, the resort sources local food ingredients work closely with local farmers and reduce plastic use by offering refillable glass bottles and encouraging guests to reuse towels and bed sheets. Energy-saving efforts, such as turning off unnecessary lights and promoting water conservation, show the resort's dedication to minimizing its environmental footprint. These sustainable actions not only help reduce waste and conserve resources but also engage guests by providing opportunities for feedback and fostering a sense of shared responsibility.

While these initiatives are commendable, there are still areas where the resort could improve. For instance, increasing the use of renewable energy sources could further reduce the resort's carbon footprint. Expanding staff training on sustainability practices and involving guests more directly in these initiatives could enhance the overall impact. Additionally, the resort could offer more sustainable luxury experiences, such as eco-friendly wellness programs or special eco-tourism packages, to further integrate sustainability with its high-end services. By forming partnerships with other sustainable tourism providers, the resort could create a

network that not only promotes eco-friendly tourism in the region but also enhances its reputation as a leader in sustainable luxury. These efforts would further strengthen the resort's commitment to sustainability while preserving its reputation for exceptional luxury experiences.

The findings align with previous research, highlighting the growing importance of sustainability in luxury tourism. Studies like those by Morrison and Buhalis (2024) show that guests expect eco-friendly practices without compromising luxury, which matches the Cambodian island resort's approach of integrating locally sourced food and energy-efficient accommodations. Additionally, both emphasize that personalized, authentic experiences, such as cultural and nature-based activities, foster emotional connections that drive guest loyalty and satisfaction. However, some contrasts emerge. While earlier research suggests sustainability may conflict with luxury, the current findings reveal that at the Cambodian resort, sustainability enhances the luxury experience, with guests valuing eco-friendly efforts. Moreover, unlike previous studies that emphasize demographics like age and income, this study highlights emotional engagement and alignment with guest values as stronger drivers of revisit intentions.

Conclusion

In conclusion, the island resort in Cambodia has truly set an example of how luxury and sustainability can work hand in hand to create a memorable and meaningful experience for guests. By focusing on sustainable practices, such as using locally sourced food, offering energy-efficient accommodations, and incorporating Khmer wooden architecture, the resort not only enhances the guest experience but also helps protect the beautiful natural surroundings of Cambodia. Guests are invited to be part of this eco-conscious journey through activities like beach clean-ups and workshops, fostering a deeper connection to both the resort and the environment.

While the resort's efforts are impressive, there are still opportunities to further improve. For instance, incorporating more renewable energy sources and expanding staff training on sustainability could make a big difference. Offering even more sustainable luxury experiences, such as eco-friendly wellness programs or eco-tourism packages, could also strengthen the resort's commitment to combining luxury with environmental care. Building partnerships with other sustainable tourism providers would further amplify the resort's impact and help set a standard for the region.

Ultimately, the resort has demonstrated that luxury doesn't have to come at the cost of the environment. By continuing to innovate and refine its practices, the resort can continue to offer guests an exceptional experience while ensuring that Cambodia's stunning landscapes are preserved for generations to come. The island resort has truly proven that sustainability and luxury can go hand in hand, and its efforts will likely inspire other resorts to follow the concept.

Recommendations

The study on sustainable tourism in Thailand, focusing on international visitors in Bangkok, has limitations due to a short time frame, small sample size, and limited generalizability. It suggests expanding the research to include diverse perspectives, considering evolving trends and technology advancements, and expanding the geographic scope to examine travelers' perceptions of significant experiences outside Thailand.

For Practitioners

Based on the findings from this qualitative study, practitioners in the luxury resort sector in Cambodia and similar markets can implement several management strategies to enhance guest experiences, foster emotional connections, and promote sustainable practices. These recommendations stem from the direct experiences and opinions expressed by guests, providing a practical framework for improving service delivery and guest loyalty.

Staff Training and Development: Luxury resorts need to invest in staff training that emphasizes emotional intelligence and the nuances of guest interaction. Training programs should focus on enhancing communication skills, conflict resolution techniques, and the delivery of personalized service. These efforts will equip staff with the necessary skills to foster genuine interactions, thereby improving the overall guest experience and encouraging repeat visits.

Personalized Guest Experiences: Tailoring services to meet individual guest preferences is vital. Resorts should utilize customer relationship management systems to track preferences, enabling them to anticipate guests' needs and enhance emotional connections. Personalized welcome notes, curated activities, and exclusive experiences that reflect local culture can significantly elevate guest satisfaction.

Creating Unique Guest Experiences: resorts should prioritize the creation of memorable experiences that resonate on an emotional level with guests. Collaborating with local artisans or cultural performers to offer unique, immersive experiences can foster a deeper connection to the destination. These efforts can transform a stay into a meaningful engagement with the local culture.

Enhancing Customer Engagement: Maintaining active communication with guests through social media and post-stay follow-ups can strengthen relationships. By sharing stories, engaging content, and behind-the-scenes insights, resorts can foster a sense of community, encouraging guests to remain connected and consider revisiting.

Promoting Sustainability and Eco-Friendly Initiatives: luxury resorts must invest in sustainable practices, such as energy-efficient systems and waste reduction programs, and communicate these initiatives to guests. Sharing stories about these efforts can enhance guests' opinions of the resort and its commitment to sustainability, influencing their revisit intentions positively.

Community Engagement Programs: Engaging with local communities to promote responsible tourism initiatives is crucial. Involving guests in local conservation projects or cultural

exchanges can create a sense of purpose and enhance emotional experiences while supporting local communities.

For Researchers

The findings of this study provide a foundation for future research that can deepen our understanding of guest behaviors in luxury tourism, particularly within the context of evolving traveler expectations. Here are some proposed areas for further exploration:

Exploration of Cultural Aspects: Future studies should investigate how different cultural backgrounds influence guest opinions and behaviors. Understanding cultural nuances can inform tailored strategies for enhancing emotional engagement and service quality among diverse tourist demographics.

Impact of External Aspects: Researching the interplay between external aspects, such as economic changes and global events, on revisit intentions presents an opportunity for a deeper understanding of tourism resilience. Longitudinal studies could assess how changes in external environments affect guest behaviors over time.

Mixed Methodologies: Employing mixed methods that integrate qualitative insights with quantitative data can enhance research depth. For instance, incorporating qualitative interviews alongside surveys could provide a richer context regarding emotional engagement and guest experiences.

Limitations

While this qualitative study offers valuable insights into the aspects influencing revisit intentions among luxury resort guests in Cambodia, several limitations must be acknowledged. Recognizing these constraints is essential for contextualizing the findings and guiding future research endeavors.

A significant limitation of this study is the focused sample size, which primarily engaged luxury resort guests. While this demographic provides an insightful perspective on revisit intentions, the findings may not be generalizable to a broader audience. Variations in guest's profiles and behaviors across different types of accommodations could yield distinct results. Future research should include a more diverse sample encompassing various demographics and accommodation types to enhance generalizability.

The reliance on self-reported data presents another challenge. Participants may have provided socially desirable responses, potentially biased the findings. Future research could mitigate this by employing anonymous data collection methods, encouraging more candid responses.

Finally, focusing solely on luxury resorts may overlook aspects influencing revisit intentions in mid-range or budget accommodations. Future research should explore these intentions across diverse accommodation types to develop a more holistic understanding of guest motivations.

Acknowledging these limitations highlights the need for ongoing research to refine our understanding of the aspects influencing revisit intentions and to develop nuanced frameworks for analyzing customer behavior. Addressing these limitations in future studies contributes to a comprehensive understanding of the dynamics shaping guest experiences in the hospitality sector.

Future Research

This study has provided foundational insights into the aspects influencing revisit decisions and environmental impact among luxury resort guests in Cambodia, yet several gaps in the current body of knowledge warrant further exploration. An essential area for future research is the role of cultural aspects in shaping guest opinions and behaviors. Understanding how different cultural backgrounds influence expectations, experiences, and loyalty can provide a more comprehensive view of the hospitality landscape.

Additionally, the impact of external aspects, such as economic fluctuations and global events, on revisit intentions presents opportunities for further investigation. Longitudinal approaches could assess how changes in external environments influence guest behaviors, enhancing our understanding of tourism resilience.

In conclusion, bridging these gaps through future research can deepen our understanding of the dynamics influencing tourism behavior, ultimately enhancing the hospitality industry's ability to meet evolving guest expectations.

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