



Building Trust, Triggering Skepticism: An ADO–TCM Systematic Review of Green Signaling in Hospitality Marketing

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Received: 25 March 2026

Accepted: 18 July 2026

DOI: <https://doi.org/10.32479/irmm.24321>

ABSTRACT

As hospitality firms increasingly use sustainability signals to attract guests, those signals can both build green trust and trigger skepticism about greenwashing. This review examines how this trust–skepticism dynamic shapes consumer decision-making and addresses the absence of a hospitality-specific synthesis that treats both trust-building and trust-eroding pathways. Following PRISMA 2020, a systematic Scopus search yielded a focused corpus of 18 empirical and conceptual studies, each analyzed through an integrated Antecedents–Decisions–Outcomes (ADO) and Theories–Contexts–Methods (TCM) framework so that findings could be read against the choices that produced them. Three compounding constraints emerge. Research attention is heavily skewed toward trust-building over trust-eroding mechanisms (16:2), leaving their simultaneous operation empirically unmapped; the evidence base relies on a near-monoculture of cross-sectional survey modeling, with cognitive theories of greenwashing absent; and the field is concentrated in a small set of emerging markets. These constraints reinforce one another. The review is, to our knowledge, among the first hospitality green-trust syntheses to integrate ADO and TCM and treats the dual-pathway logic as a single analytical axis. It advances a testable Trust–Skepticism Co-Processing framework and offers guidance to hoteliers, certification bodies, and regulators on how to communicate sustainability credibly while anticipating skepticism.

Keywords: Green Trust, Greenwashing Skepticism, Hospitality, ADO-TCM Framework, Systematic Literature Review, Trust-Skepticism Co-processing

JEL Classification: M31; M14; Q56; Z33

1. INTRODUCTION

The hospitality industry has become a critical site of sustainability transformation, where environmental commitments increasingly intersect with consumer decision-making. Tourism and hospitality account for a substantial share of global economic activity and a disproportionate share of sector-level energy and water use, placing the industry's environmental conduct—and how consumers interpret it—at the center of any credible sustainability agenda. Hospitality consumption is intangible, experiential, and highly involved: Guests cannot verify a property's environmental claims before or often during consumption. They must instead rely on the signals firms choose to send. Recent evidence shows

that sustainability has moved from rhetorical commitment to a measurable driver of organizational outcomes, with sustainable leadership shaping green innovative work behavior in Egyptian five-star hotels (Khairy et al., 2026) and workplace sustainability policies enhancing sustainable work performance in Indian luxury hotels (Bharti et al., 2022).

Beyond internal practices, firms leverage green branding and certification as external signals. Sustainable hotel badges on booking platforms positively influence guest attitudes and booking intentions (Godovykh et al., 2024), and green marketing strategies in Lima's five-star hotels enhance perceived benefits, sustainable corporate image, trust, and brand loyalty (Brañes et al., 2025).

Central to this process is green trust, the psychological linchpin connecting sustainability efforts to behavioral outcomes: green marketing raises tourists' green purchase intention through brand engagement and green brand trust (Alhomaid, 2025); storytelling and smart-tourism interactivity predict destination trust in Saudi Arabia (Alkhofaily and Noureldin, 2026); and, under the Theory of Planned Behaviour, green price sensitivity, attitude, subjective norm, and perceived behavioural control jointly shape intention to visit green hotels in Malaysia (Patwary et al., 2023). Trust thus operates as the bridge through which environmental claims translate into commitment, loyalty, and willingness to pay premiums.

This trust-building potential is increasingly undermined by skepticism about greenwashing. Hotel greenwashing negatively affects green trust and patronage intentions, with green authenticity and transparency as crucial moderators (Alyahia et al., 2024). Persistent authenticity gaps also characterize cruise tourism, where technological and logistical alternatives remain insufficient relative to operators' claims (Brito et al., 2025). This duality—sustainability as simultaneously a trust-building opportunity and a skepticism-triggering risk—defines the central tension in contemporary hospitality decision-making and motivates this review. Several studies cited here also appear in the analyzed corpus (Sections 3 and 4); this overlap reflects the field's emerging character, in which a small set of recent studies both define the agenda and constitute the evidence base. The citation–analysis demarcation is preserved throughout, with corpus studies labeled A01–A18 wherever they appear in the synthesis.

Despite rapidly expanding research on green trust, greenwashing, and sustainable consumer behavior, existing systematic reviews have yet to provide a hospitality-focused synthesis that integrates these intertwined pathways. The most comparable review synthesizes 40 cross-industry studies on greenwashing and consumer trust (Alsaggaf, 2025). However, it does not isolate the distinctive dynamics of hospitality consumption—service intangibility, experiential consumption, high involvement—that create unique conditions for trust formation and erosion. A PRISMA review of green marketing and customer loyalty (Adnan et al., 2023) spans multiple sectors without disaggregating hospitality, and a bibliometric analysis of airline CSR (Sorsa and Bona-Sánchez, 2024) maps a tourism-adjacent industry that nonetheless differs from lodging in consumer touchpoints, decision horizons, and the verifiability of claims. Critically, no prior review integrates the ADO and TCM frameworks to synthesize hospitality-specific green-trust evidence. This integration matters because ADO captures the substantive decision logic that consumers follow, while TCM illuminates the conceptual, contextual, and methodological architecture that has produced existing knowledge. Until both pathways are examined together within a single hospitality-specific synthesis, the field cannot establish whether its apparent consensus reflects a genuine cumulative finding or merely the absence of studies designed to detect skepticism.

Three interrelated research questions follow the ADO–TCM structure: (RQ1) what do we know about the antecedents, decisions,

and outcomes of green trust in hospitality decision-making; (RQ2) how do we know it—through what theories, contexts, and methods; and (RQ3) where should the field be heading. The review makes three contributions. Methodologically, it is, to our knowledge, the first hospitality green-trust review to apply the integrated ADO–TCM framework, yielding diagnostic claims that neither framework alone supports. Empirically, vote-counting across both pathways documents a 16:2 asymmetry in research attention; because the trust-eroding side rests on only two articles (A08, A13), this is read as indicative rather than definitively established, and because the asymmetry holds within a corpus drawn largely from Q1-ranked journals, it reflects a structural orientation in the field's most rigorous work rather than an artifact of weak primary studies. Theoretically, the review proposes the Trust–Skepticism Co-Processing (TSCP) framework (Section 6), integrating the Persuasion Knowledge Model, Construal-Level Theory, and Signaling Theory into an architecture tailored to hospitality. The remainder presents the method (Section 2), the ADO synthesis (Section 3), the TCM synthesis (Section 4), the research agenda (Section 5), the TSCP framework (Section 6), and conclusions (Section 7).

2. MATERIALS AND METHODS

2.1. Systematic Review Approach

This study adopts a systematic literature review (SLR) to synthesize empirical and conceptual evidence on green trust in hospitality decision-making. The SLR design offers a structured, transparent, and reproducible synthesis that narrative reviews cannot match while accommodating conceptual mapping that bibliometric reviews underprovide (Snyder, 2019; Paul and Criado, 2020). It is particularly appropriate where empirical evidence has accumulated faster than conceptual consolidation—an integration problem rather than a discovery problem—a pattern that describes hospitality green-trust research well: Studies are numerous and methodologically diverse, yet their cumulative contribution remains underdeveloped. Within the SLR family, a framework-based domain review (Paul and Criado, 2020) is appropriate when the aim is to organize an emerging body of work around a coherent conceptual architecture; following Lim et al. (2021), it suits literatures that are theoretically fragmented but empirically active. A meta-analytic review is precluded by the corpus's heterogeneity in how green trust is operationalized (as an antecedent, mediator, moderator, or outcome), in measurement, and in sampling; a bibliometric or single-theory review would privilege structure or a single lens over the construct-level synthesis required here. The review is functionally hybrid—Section 3.1 presents bibliometric overview tables—but the dominant synthesis logic is framework-based, mapping what (ADO), how (TCM), and where (the gap analysis requiring both) (Kraus et al., 2020).

2.2. Organizing Framework: Integrated ADO–TCM

The ADO framework (Paul and Benito, 2018) captures what a literature knows by mapping antecedent conditions, decision mechanisms, and outcomes. The TCM framework (Paul et al., 2017) captures how that knowledge is produced by examining theoretical lenses, empirical contexts, and methodological designs. The decision to integrate them, following Lim et al. (2021), rests

on the observation that hospitality green-trust research exhibits both substantive and structural fragmentation, so addressing only one dimension would leave the other unresolved. An ADO-only synthesis would map decision logic but leave RQ2 unanswered, since studies reporting the same relationship may rest on different theories, measures, or contexts; a TCM-only synthesis would expose the field's structural geography but reveal nothing about substantive convergence. Integration enables cross-validation of findings against their structural foundations, identification of intersectional gaps where substantive importance meets structural neglect, and—most importantly—it allows the trust–skepticism duality to function as a genuine organizing axis rather than a rhetorical framing. In practice, a structured protocol extracts nine dimensions per article: from ADO, antecedents, decision-stage mechanisms, and outcomes; from TCM, theory, context, and methods; plus findings, implications, and limitations. Figure 1 presents the integrated framework with the dual trust-building and trust-eroding pathways as its central axis.

2.3. Procedure: PRISMA Protocol

The review follows PRISMA 2020 (Page et al., 2021) through identification, screening, eligibility, and inclusion (Figure 2). Records were identified through a single-database Scopus search covering January 2020–December 2025, executed on 6 May 2026.

Scopus was selected for its broad peer-reviewed coverage of business, hospitality, and tourism journals (Mongeon and Paul-Hus, 2016; Prancutė, 2021), its avoidance of de-duplication ambiguities, and its reproducible structured metadata (Kraus et al., 2020). Because single-database sourcing has been criticized for missing 15–35% of relevant records (Gusenbauer and Haddaway, 2020), a sensitivity check ran the same string against the Web of Science Core Collection, returning 287 records, of which 241 (84%) were already in Scopus and 18 unique; title–abstract screening of those 18 yielded two full-text candidates, both excluded at eligibility for peripheral engagement. Scopus-only sourcing therefore produced no material change in corpus composition, though readers extrapolating to broader populations should treat single-database sourcing as a coverage constraint.

The search string combined the green-trust construct family with the hospitality domain, restricted to peer-reviewed English articles in 2020–2025: (“green trust” OR “environmental trust” OR “eco-trust” OR “sustainability trust” OR “green brand trust”) AND (hotel* OR hospitality OR “lodging industry” OR resort* OR accommodation* OR “green hotel*” OR “eco-hotel*”), with an EXACTKEYWORD “Sustainability” filter. The initial search returned 342 records. Title-and-abstract screening removed duplicates and misclassified types, articles in non-lodging sectors, and articles that engaged

Figure 1: Integrated Antecedents-decisions-outcomes-theories-contexts-methods framework with dual trust pathways

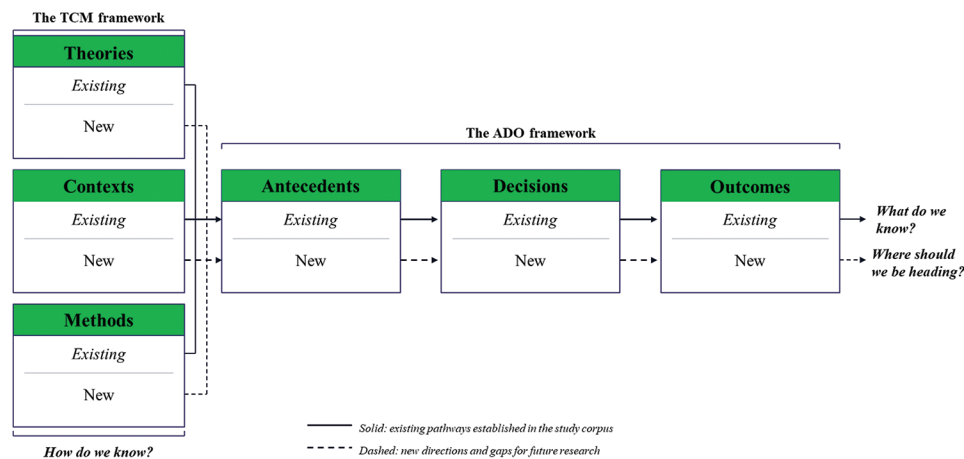
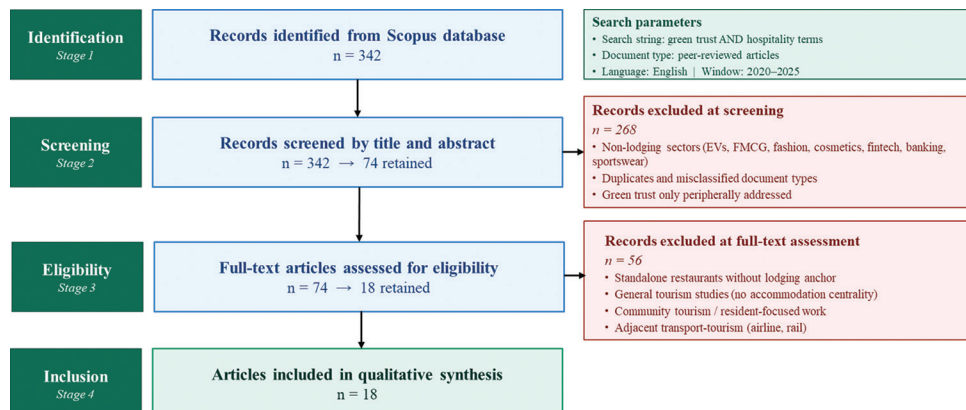


Figure 2: Preferred reporting items for systematic reviews and meta-analyses 2020 flow diagram of the screening process



green trust only peripherally; both coders adjudicated borderline hotel-restaurant cases against three criteria (named hotel property, hotel-guest sample, or brand-level theorization). After screening, 74 records were retained for full-text assessment. Eligibility applied three criteria: a hospitality setting; substantive engagement with green trust as a central construct; and an empirical or substantive conceptual contribution to the trust–behavior nexus. Cruise tourism was included because its multi-day accommodation, integrated food-and-beverage operations, and onboard service ecosystems place it within the scope of hospitality decision-making (Brito et al., 2025). Because this single cruise article carries disproportionate weight, a robustness check reran the ADO synthesis without it: the trust-building-to-trust-eroding ratio shifts from 16:2 to 16:1, and the structural-versus-firm-level distinction (Section 3.3) loses its sole anchor. Hence, the qualitative asymmetry survived, but the sector-level argument was thinner. After the assessment, 18 articles were retained (Appendix A).

The final corpus comprises 14 articles on hotels and resorts, 3 on hospitality-anchored tourism, and 1 on cruise tourism; by method, 15 are survey or SEM studies, 1 experimental, 1 conceptual, and 1 documentary. Most appear in venues ranked Q1 in their primary categories, so the constraints identified later reflect the structure of the field’s most rigorous work rather than weak primary studies. Consistent with the aim of a framework-based domain review—synthesizing the conceptual and structural architecture of an emerging literature rather than pooling effect sizes—no formal risk-of-bias or methodological quality appraisal (e.g., MMAT or an equivalent study-level critical-appraisal instrument) was applied, and journal-category ranking is used only as a coarse, indirect indicator of evidentiary standing rather than as a substitute for such appraisal; this boundary is revisited in Section 7.3. Content analysis followed a dual-coder protocol: Both coders independently extracted the nine dimensions and classified each article as trust-building, trust-eroding, or pathway co-existence, with near-perfect classification reliability (Cohen’s $\kappa = 0.89$; Landis and Koch, 1977) and 94.4% agreement in extraction; disagreements were resolved through discussion. For the ADO synthesis, vote-counting (Kahiya, 2018) recorded a vote when a study reported a statistically significant relationship ($P < 0.05$) in the theorized direction; where one article reported multiple relationships in a category, each was counted separately, but the article was counted once in the pathway-level classification underlying the 16:2 ratio. Adjacent-sector evidence is not part of the synthesized corpus but is drawn upon selectively as theoretical scaffolding, with explicit demarcations throughout.

3. WHAT DO WE KNOW? THE AOD SYNTHESIS

This section synthesizes the 18 articles (A01–A18) along the antecedents–decisions–outcomes logic, mapping how the corpus theorizes the trust–skepticism–behavior nexus and surfacing what it has yet to examine. Following Paul and Benito (2018), the three categories are defined operationally as follows: antecedents are the conditions and characteristics—organizational, consumer-related, signal-related, or contextual—that precede

and shape trust formation or erosion; decisions are the cognitive and affective mechanisms (e.g., trust, skepticism, brand image, satisfaction, moral elevation) through which those antecedents are processed; and outcomes are the resulting attitudinal, intentional, or behavioral states (e.g., revisit and booking intention, loyalty, enacted pro-environmental behavior). Constructs are classified by the role they occupy within each study’s model rather than by label; where a construct recurs in different roles across studies—green trust, for example, appears as an antecedent, a mediator, and an outcome—this is noted at the point of use. Such role-shifting is itself treated as a finding about the field’s conceptual stabilization rather than as a coding ambiguity to be suppressed. The evidence base is heavily weighted toward trust-building pathways, with trust-eroding mechanisms documented in only two articles and the simultaneous co-existence of both pathways empirically unmapped. This asymmetry—not the volume of trust-building evidence itself—is the central finding.

3.1. Bibliometric Overview

Tables 1 and 2 summarize the bibliographic and temporal distribution. Two patterns warrant attention. Sustainability (MDPI) dominates, accounting for 14 of 18 articles, introducing journal-level homogeneity that constrains methodological and editorial diversity (Section 7.3). The temporal arc is steeply upward: 13 of 18 articles appeared between 2023 and 2026, reflecting the post-pandemic intensification of sustainability discourse.

3.2. Antecedents

Antecedents cluster into organizational, consumer-related, signal-related, and contextual groups (Table 3). The largest cluster concerns what firms do: Sustainable leadership operating through green psychological empowerment and self-efficacy (Khairy et al., 2026) and workplace sustainability policies (Bharti et al., 2022); green talent management driving organizational green image (Umair et al., 2026); CSR initiatives driving pro-environmental

Table 1: Journal distribution of included articles

Journal	Articles	Article IDs
Sustainability (MDPI)	14	A01, A02, A03, A04, A05, A07, A08, A09, A10, A12, A14, A15, A16, A18
Tourism and Hospitality	1	A11
Environmental Science and Pollution Research	1	A06
Journal of Entrepreneurship, Management and Innovation	1	A17
Scientific Journal of Maritime Research	1	A13
Total	18	—

Table 2: Temporal distribution of included articles

Year	Articles	Article IDs
2020	1	A01
2021	1	A02
2022	1	A03
2023	4	A04, A05, A06, A07
2024	2	A08, A09
2025	4	A10, A11, A12, A13
2026	5	A14, A15, A16, A17, A18
Total	18	—

Table 3: Antecedents matrix with vote-counting

Category	Specific antecedent	Article IDs	Votes	Direction
Organizational signals (trust-building)	Sustainability marketing	A05, A10, A12	3	+→ trust
	CSR initiatives	A02, A18	2	+→ engagement, behavior
	Green marketing mix	A10, A12	2	+→ brand trust
	Sustainable leadership	A16	1	+→ employee outcomes
	Green talent management	A17	1	+→ green commitment
	Workplace sustainability policies	A03	1	+→ optimism, resilience
	Sustainability storytelling	A15	1	+→ destination trust
	Smart-tourism interactivity	A15	1	+→ destination trust
	Sustainable badges/certifications	A09	1	+→ attitude, booking
	Sustainability practices+green image	A01	1	+→ trust, re-visit
Consumer-related	Environmental knowledge	A04, A11	2	+→ trust, attitude
	Subjective and in-group norms	A06, A11	2	+→ intention
	Climate-change risk perception	A11	1	+→ attitude
	Environmental commitment (prior)	A04	1	+→ green trust
	Demographic profile (younger)	A04	1	+→ commitment
	Green price sensitivity/availability	A06	1	+→ attitude
Trust-eroding signals	Hotel greenwashing	A08	1	→ green trust, patronage
	Cruise operational authenticity gap	A13	1	→ authenticity perception
Moderators	Green authenticity	A08	1	strengthens trust-building
	Green transparency	A08, A18	2	strengthens trust-building
Intervention antecedents	Incentive-linked smart meters	A14	1	+→ resource conservation

Vote-counting follows Kahiya (2018), with decision rules in Section 2.3. The 16:2 ratio of trust-building to trust-eroding antecedents anchors Section 3.3

behavior through engagement and moral elevation (Ansari et al., 2021; Yildirim et al., 2026); sustainability marketing operating through brand image and engagement (Jia et al., 2023; Alhomaïd, 2025; Brañes et al., 2025); and destination storytelling and smart-tourism interactivity building destination trust (Alkhofailly and Noureldin, 2026). A second cluster concerns what consumers bring: Environmental knowledge predicts purchase intentions via attitudes (Brito et al., 2023; Araújo et al., 2025), with subjective and in-group norms emerging as the strongest predictors (Araújo et al., 2025) and green price sensitivity operating through attitude (Patwary et al., 2023).

Signal-related antecedents are foregrounded because this is where the dual-pathway structure becomes empirically visible and where firms have the most direct leverage. Trust-building signals include the authenticity of claims and transparency of disclosure, both operating as moderators (Alyahia et al., 2024; Yildirim et al., 2026); storytelling quality ($\beta = 0.418$) and smart-tourism interactivity ($\beta = 0.347$) are the two strongest signal–trust paths (Alkhofailly and Noureldin, 2026), and sustainable badges shift attitudes and booking intentions (Godovykh et al., 2024). Trust-eroding signals appear in only two articles: Greenwashing in Egyptian five-star hotels reduces green trust and patronage intentions (Alyahia et al., 2024), and structural greenwashing risk in cruise tourism arises where technological alternatives remain insufficient relative to operators’ claims (Brito et al., 2025). Contextually, the corpus is concentrated in collectivist emerging markets, with religious values and the regulatory environment rarely tested.

3.3. Decisions in the Trust–Skepticism–Behavior Nexus

This is the centerpiece of the ADO synthesis and is presented as Table 4 and Figure 3. Three decision pathways emerge, with a fourth—pathway co-existence—present in the field’s conceptual logic but absent from its empirical base. Along the trust-building pathway, sustainability signals build green trust through identifiable

mediators—green brand image (Jia et al., 2023; Alhomaïd, 2025), brand engagement (Alhomaïd, 2025), moral elevation (Yildirim et al., 2026), and destination image (Alkhofailly and Noureldin, 2026)—which then converts into revisit, booking, and purchase intentions; 16 of 18 articles model some variant, with three (A03, A16, A17) on the employee side. Along the trust-eroding pathway, greenwashing triggers attribution to self-interested motives and brand confusion: it reduces green trust and patronage, buffered by authenticity and transparency (Alyahia et al., 2024), while structural greenwashing risk in cruise tourism frames a sector-wide authenticity gap rather than firm-specific deception (Brito et al., 2025). Trust erosion thus operates through both communicative (firm-level) and structural (sector-level) channels, but the evidence base remains thin (16:1 with the cruise study excluded).

The two pathways are studied as separate phenomena, yet this separation is an artifact of research design rather than of consumption reality. First, cognitive evidence from adjacent literatures shows guests do not toggle between trust and skepticism modes but hold both simultaneously: Persuasion Knowledge Model research in FMCG (Nguyen et al., 2019) and advertising (Schmuck et al., 2018) demonstrates concurrent rather than sequential evaluation, which none of the 18 articles models. Second, the same firm signal can produce both responses—authenticity moderates the greenwashing–trust path (Alyahia et al., 2024), and transparency moderates the CSR–behavior path (Yildirim et al., 2026)—implying that a single signal does double duty, yet neither study models both effects together. Third, structural greenwashing operates above the firm level (Brito et al., 2025): A guest may simultaneously trust an operator and distrust the category, a configuration the current dichotomy cannot represent. The 16:2 ratio is therefore not only an asymmetry in attention but a conceptual constraint. The field’s vocabulary for trust-building is well developed, for trust-eroding thin, and for their interaction essentially absent. This is the flagship gap (Section 5) and the primary justification for the integrated framework of Section 6. Six

mediating mechanisms recur, heavily skewed toward positive states (perceived value, brand image and engagement, moral elevation, self-efficacy), with skepticism and brand confusion as the only trust-eroding mediators (Alyahia et al., 2024; Brito et al., 2025).

3.4. Outcomes

The outcome side is dominated by behavioral intentions—booking, revisit, and stay intentions (A01, A06, A08, A09, A11), willingness to pay (Alyahia et al., 2024), and green loyalty (A07, A12)—with scant evidence for enacted behavior, modeled in only two articles (Ansari et al., 2021; Yildirim et al., 2026) and addressed only conceptually for resource conservation (Aldhamiri, 2026). The intention–behavior gap thus remains as wide here as in green-consumer research generally. Firm- and employee-level outcomes appear in three articles (Khairy et al., 2026; Umair et al., 2026; Bharti et al., 2022), revealing that trust-building logic operates on both guest and employee sides, yet no article connects the two within a single model—an employee–guest disconnect addressed in Section 5.

4. HOW DO WE KNOW? THE TCM SYNTHESIS

This section synthesizes the theories, contexts, and methods across the 18 articles, examining the apparatus that produced the corpus's claims—and what it systematically cannot see. The theoretical

base is dominated by intention-prediction frameworks, with the cognitive theories most relevant to greenwashing skepticism conspicuously absent; the geographic concentration in emerging-market collectivist economies, combined with a luxury skew, narrows generalizability; and the methodological base is a near-monoculture of cross-sectional self-report surveys. Each finding compounds the others.

4.1. Theories

The Theory of Planned Behavior (Ajzen, 1991) is the most common lens, used in 5 of 18 articles, sometimes extended with climate-risk perception (Araújo et al., 2025) or transparency moderators (Yildirim et al., 2026). Signaling Theory (Spence, 1973) appears in three articles, framing sustainability communication as a credibility cue under information asymmetry, and Attribution Theory (Heider, 1958) in three more, framing CSR and marketing as targets of motive inferences; the Stimulus–Organism–Response framework (Mehrabian and Russell, 1974) specifies affective mediation in two. The dominance of TPB and Signaling Theory is analytically important: both are intention-prediction frameworks that specify how positive antecedents convert into positive intentions and perform well in the trust-building contexts that constitute 16 of 18 articles, but neither was designed to model the skepticism, defensive processing, or motivated reasoning characteristic of responses to greenwashing—so this theoretical fit, rather than research bias, partly explains the 16:2 skew. The TPB dominance

Table 4: ADO knowledge map: Decision sequences across the 18 included articles

ID	Antecedent	Decision mechanism	Outcome	Source	Pathway
A01	Sustainability practices+green image	Trust	Revisit intention	Mercadé Melé et al. (2020)	Trust-building
A02	CSR	Customer engagement	Pro-environmental behavior	Ansari et al. (2021)	Trust-building
A03	Workplace sustainability	Optimism+resilience	Sustainable work performance	Bharti et al. (2022)	Trust-building (employee)
A04	Ecological knowledge+commitment	(Direct)	Green trust	Brito et al. (2023)	Trust-building
A05	Sustainability marketing	Brand image	Responsible consumer behavior	Jia et al. (2023)	Trust-building
A06	Green price/availability+TPB	Attitude	Visit intention	Patwary et al. (2023)	Trust-building
A07	Sustainability perceptions	Satisfaction	Destination loyalty	Ramazanov et al. (2023)	Trust-building
A08	Hotel greenwashing	Green trust (↓)	Patronage (↓); authenticity+transparency moderate	Alyahia et al. (2024)	Trust-eroding
A09	Sustainable badge	Attitude	Booking intention	Godovykh et al. (2024)	Trust-building
A10	Green marketing	Brand engagement+green brand trust	Green purchase intention	Alhomaid (2025)	Trust-building
A11	Environmental knowledge+climate risk	Attitudes+in-group norms	Green hotel purchase intention	Araújo et al. (2025)	Trust-building
A12	Green marketing	Perceived benefits+image+trust	Loyalty/purchase decision	Brañes et al. (2025)	Trust-building
A13	Industry claims versus operational reality	Authenticity gap	Decarbonization shortfall+greenwashing risk	Brito et al. (2025)	Trust-eroding
A14	Incentive-linked smart meters	Guest motivation	Reduced resource consumption	Aldhamiri (2026)	Trust-building (intervention)
A15	Storytelling+smart-tourism interactivity	Destination trust	Responsible visit intention	Alkhofaily and Nouredin (2026)	Trust-building
A16	Sustainable leadership	Green empowerment+self-efficacy	Green innovative work behavior	Khairy et al. (2026)	Trust-building (employee)
A17	Green talent management	Green commitment+PEB	Organizational green image	Umair et al. (2026)	Trust-building (employee)
A18	CSR	Moral elevation+pro-social behavior	PEB; transparency moderates	Yildirim et al. (2026)	Trust-building (boundary)

Table 5: Theories employed across the 18 included articles

Theory	Freq.	Article IDs	Theoretical role
Theory of planned behavior (Ajzen, 1991)	5	A06, A09, A10, A11, A18	Dominant—attitudes/norms/PBC to intention
Signaling theory (Spence, 1973)	3	A01, A05, A15	Trust-building cue interpretation
Attribution theory (Heider, 1958)	3	A05, A15, A18	Inference of firm motives
Stimulus–Organism–Response (Mehrabian and Russell, 1974)	2	A07, A15	Affective mediation pathway
Stakeholder theory (Freeman, 1984)	1	A02	Firm obligations to constituencies
Social identity theory (Tajfel and Turner, 1979)	1	A02	Consumer–brand identification
Ability–Motivation–Opportunity (Appelbaum et al., 2000)	1	A16	Employee-side enablement
Positive organizational scholarship	1	A03	Psychological capital mechanism
Social exchange theory (Blau, 1964)	1	A17	Reciprocity in green HRM
Conservation of Resources (Hobfoll et al., 2018)	1	A17	Resource-driven behavior
Social information processing (Salancik and Pfeffer, 1978)	1	A17	Workplace climate cues
Attachment Theory (Bowlby, 1969)	1	A10	Brand love/trust bonding
Uncertainty reduction theory	1	A15	Information-seeking in destination choice
Extended TPB with climate-risk perception	1	A11	Risk-augmented intention model
Green consumption/environmental commitment	1	A04	Identity-based trust formation
Marketing 3.0 (Kotler, 2011)	1	A01	Values-based marketing
Behavioral incentive perspective	1	A14	Reward-driven behavior change
Greenwashing framework (no formal theory)	1	A08	Skepticism mechanism
Not stated (inductive documentary analysis)	1	A13	—
Total theory applications	28	—	—

Frequencies sum to 28 (more than 18) because several articles apply multiple lenses. PKM, Construal-Level Theory, and Cognitive Dissonance Theory are absent from the corpus

is consistent with broader green-consumer reviews (Yuriev et al., 2020), suggesting it is field-general (Table 5).

Four articles introduce newer perspectives—Attachment Theory applied to green brand trust (Alhomaid, 2025); Conservation of Resources and Social Information Processing applied to green talent management (Umair et al., 2026); and Ability–Motivation–Opportunity applied to employee-side innovation (Khairy et al., 2026)—three of which are employee-side. Four theoretical absences are consequential. The first is the Persuasion Knowledge Model (Friestad and Wright, 1994), the dominant framework for how consumers recognize persuasion attempts and deploy coping strategies; adjacent greenwashing research uses it extensively (Nguyen et al., 2019; Schmuck et al., 2018; Sun and Shi, 2022), and its absence is the most direct theoretical cause of the co-existence gap. The second comprises dual-process theory (Kahneman, 2011; Evans and Stanovich, 2013) and Construal-Level Theory (Trope and Liberman, 2010; Liberman and Trope, 2014), which would specify how guests evaluate cues under booking-time pressure and psychological distance, applied to green consumption elsewhere (Reczek et al., 2018) but not here. The third is identity-based and moral-psychology frameworks beyond the partial transparency moderation in Yildirim et al. (2026)—self-congruity (Sirgy, 1982), moral identity (Aquino and Reed, 2002), and self-determination theory (Deci and Ryan, 2000), common in adjacent research (Reed et al., 2007; Pelletier et al., 1998) but rare in hospitality—together with Cognitive Dissonance Theory, which would specify how guests reconcile a desired booking with discordant sustainability information but is likewise absent. The fourth is more fundamental: no article uses a framework spanning both pathways—building one is the contribution of Section 6.

4.2. Contexts

Guests and tourists are the dominant population (12 of 18 articles); employees are secondary (A03, A16, A17), and managers and dyadic designs linking guest- and employee-side perceptions are essentially absent—the methodological substrate of the employee–

guest disconnect. Five-star and luxury hotels are overrepresented (5 of 18), reflecting their visibility in sustainability programs and accessibility to survey research, while mid-tier and budget hotels are nearly absent despite their larger share of room nights; short-term rentals and home-sharing, now a material share of consumption with documented disclosure problems, are absent entirely. Geographically, the corpus is concentrated in two emerging-market clusters—MENA (Egypt, Saudi Arabia, Oman; four articles) and South/Southeast Asia (Pakistan, India, Malaysia; three articles)—with Europe contributing four, the Americas three, and Asia-Pacific one (Table 6 and Figure 4). Sub-Saharan Africa, Oceania, East Asia, Eastern Europe, and most of Latin America are essentially unrepresented. This distribution has two consequences: the prominence of in-group norms may reflect the setting rather than a universal mechanism, and the absence of mature regulatory contexts limits insight into how formal greenwashing regulation interacts with guest trust.

4.3. Methods

The methodological structure is the strongest finding in TCM. Fifteen of 18 articles use cross-sectional self-report surveys analyzed with SEM (Alyahia et al., 2024 use a two-wave time-lagged design but remain self-report SEM); the three exceptions are a scenario experiment (Godovykh et al., 2024), a documentary content analysis (Brito et al., 2025), and a conceptual review (Aldhamiri, 2026). This monoculture is not confined to lower-tier outlets—it characterizes the corpus's Q1 studies as fully as the remainder—so the constraint is a property of the field's most rigorous output. Variance-based SEM (predominantly PLS-SEM) is modal, used in eight articles; covariance-based SEM in six (one study, A11, used both and appears in both counts); zero articles use longitudinal designs, and none uses behavioral verification through booking, energy, or operational data. Convenience and purposive sampling appear across at least 12 articles, with no probability sampling and sample sizes ranging from about 200 to over 1,400 (Araújo et al., 2025). The cross-sectional default is a particular problem for the trust–skepticism nexus because trust formation and erosion are temporal processes: A single survey cannot distinguish

a guest who never trusted a claim from one whose trust eroded after exposure to greenwashing (Table 7).

4.4. Compounded Constraints

The three TCM components do not independently constrain the corpus's claims; they compound. The theoretical absence

of cognitive frameworks such as PKM is amplified by the methodological absence of designs capable of capturing cognitive processing in real time; the population concentration in luxury-hotel guests amplifies the contextual concentration in collectivist emerging markets; and the cross-sectional default is amplified by the self-report default. Read together, Sections 3 and 4 yield a consistent diagnosis: the field has built a robust evidence base for trust-building intentions among luxury-hotel guests in emerging-market collectivist contexts, using TPB and Signaling Theory operationalized via PLS-SEM on cross-sectional self-report data. It has not built—and, with current tools, cannot easily build—an evidence base for how trust-building and trust-eroding signals are processed simultaneously, how guest- and employee-side mechanisms interact within a single property, or how stated intentions translate into enacted behavior over time.

5. WHERE SHOULD WE BE HEADING? (FUTURE RESEARCH AGENDA)

This section develops a research agenda along the same three axes and identifies which directions address single constraints and which address multiple constraints simultaneously. It culminates in three priority directions treated as highest-yield for the next research cycle and operationalized through the TSCP framework of Section 6.

5.1. Theoretical Directions

5.1.1. Modeling the trust–skepticism co-existence

This is the flagship direction. The 16:2 ratio (Section 3.2) and the analysis in Section 3.3 establish that the two pathways are studied separately even though consumption decisions process them simultaneously. The most direct anchors are the trust-eroding path with authenticity and transparency moderators (Alyahia et al., 2024) and the trust-building path with storytelling and interactivity antecedents (Alkhofaily and Noureldin, 2026); no article unites these designs. Three questions follow: When the same guest is exposed to both authentic and inauthentic signals

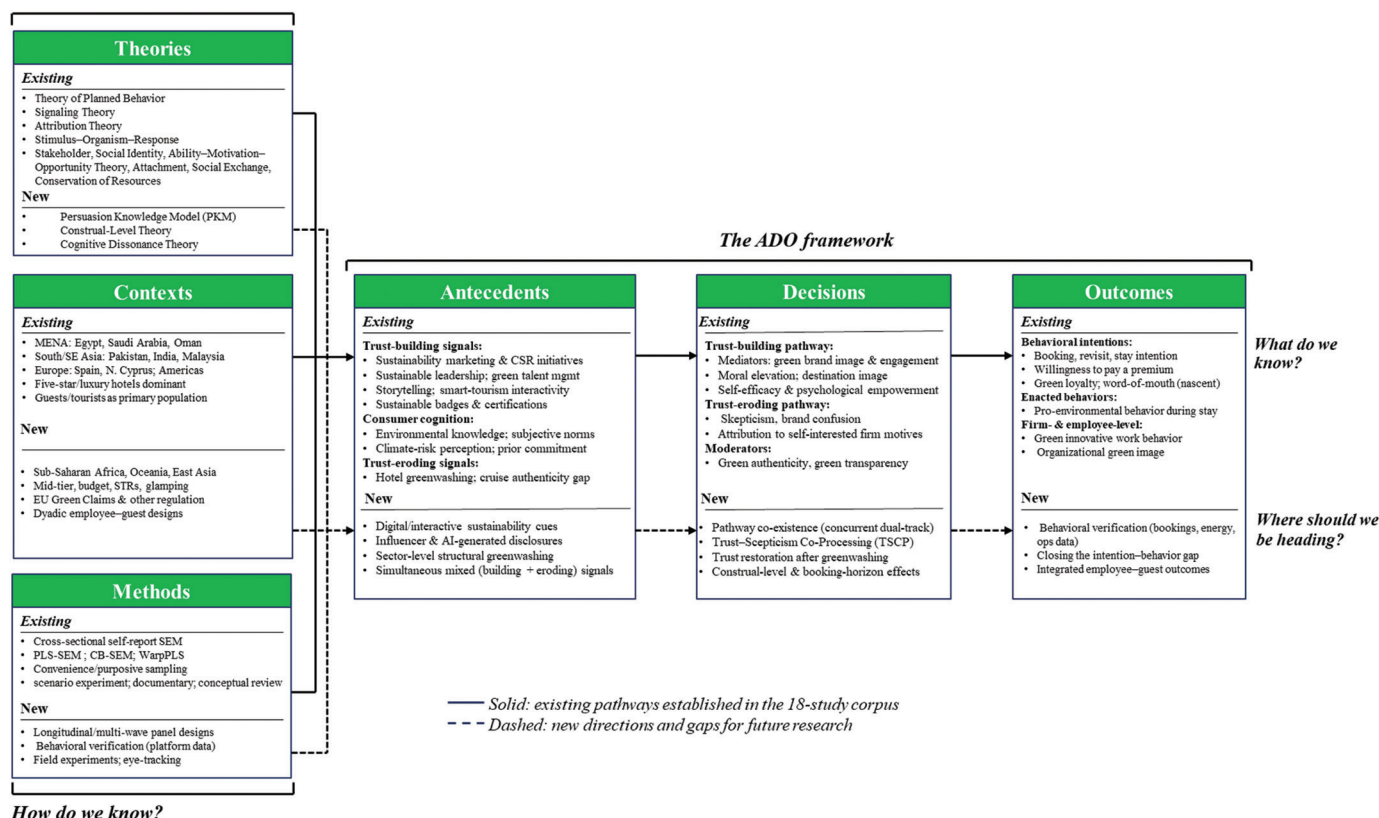
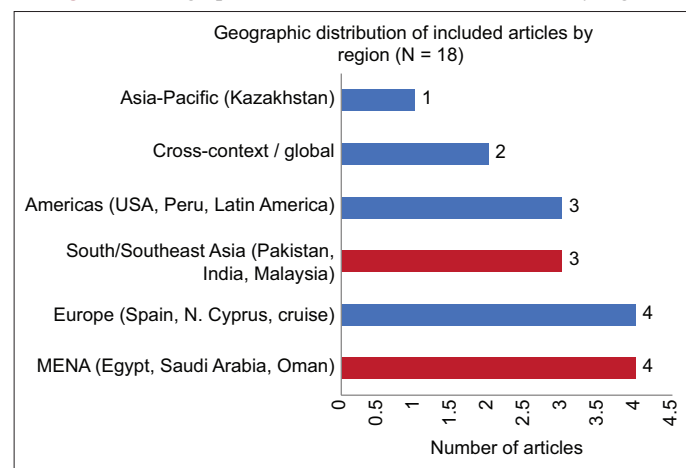
Table 6: Geographic and contextual coverage of the corpus

Region/Country	Article IDs	n	Hospitality segment
MENA cluster		4	
Egypt	A08, A16	2	Green hotels; five-star hotels
Saudi Arabia	A15	1	Sustainable destination marketing
Oman	A17	1	Four- and five-star hotels
South/Southeast Asia		3	
Pakistan	A02	1	Hotel industry
India	A03	1	Luxury hotels
Malaysia	A06	1	Green hotels
Europe		4	
Spain	A01, A11	2	Small/medium towns; green hotels
Northern Cyprus	A18	1	Hotels
Europe (cruise, cross-context)	A13	1	Cruise tourism
Asia-Pacific		1	
Kazakhstan	A07	1	Lake tourism destinations
Americas		3	
Latin America (regional)	A04	1	Green hotels
Peru	A12	1	Five-star hotels in Lima
United States (experimental)	A09	1	Hotel booking platforms
Cross-context/global		3	
Sustainability marketing (cross-context)	A05	1	Hotels
Tourism cross-context	A10	1	Tourism sector
Global hospitality (conceptual)	A14	1	Luxury hotels/resorts
Total		18	

Table 7: Methodological designs across the corpus

Method category	Specific design	Article IDs	n
Quantitative—variance-based SEM	PLS-SEM/SmartPLS	A05, A06, A10, A11, A12, A15, A17, A18	8
	WarpPLS	A16	1
Quantitative—covariance-based SEM	CB-SEM/AMOS	A01, A02, A04, A07, A08, A11	6
	SEM with PROCESS macro	A03	1
Quantitative—experimental	Scenario-based experiment	A09	1
Qualitative/mixed	Documentary content analysis	A13	1
Non-empirical	Conceptual/narrative review	A14	1
Sampling approach	Convenience/purposive	Across most articles	≥12
	Probability sampling	None	0
Temporal design	Cross-sectional	Default	17
	Time-lagged (two-wave)	A08	1
	Longitudinal (3+waves)	None	0
Data source	Self-report survey	Default	15
	Experimental scenario	A09	1
	Documentary/industry report	A13	1
	Literature corpus	A14	1
	Behavioral/platform data	None	0

The methodological monoculture is the strongest TCM finding: 15 of 18 articles use cross-sectional self-report surveys analyzed with SEM; zero longitudinal designs, zero behavioral verification, zero ethnographic or neuroscientific work

Figure 3: Antecedents-decisions-outcomes-theories-contexts-methods knowledge map: trust-building and trust-eroding pathways across the included articles**The TCM framework****Figure 4:** Geographic distribution of included articles by region**5.1.2. Theorizing digital and interactive sustainability cues**

Only one article quantifies digital sustainability signaling, and its smart-tourism interactivity coefficient ($\beta = 0.347$) signals a substantive antecedent the corpus has barely examined (Alkhofaily and Noureldin, 2026). Influencer credibility, AI-generated disclosures, gamified eco-feedback, and real-time consumption dashboards are active areas outside hospitality but untested within it; incentive-linked smart-meter interventions are reviewed conceptually but not tested (Aldhamiri, 2026). Questions concern signal differentiation: Do interactive disclosures produce different trust trajectories than static badges? When influencers, rather than the property, deliver claims, does credibility transfer strengthen trust-building, attenuate trust-eroding, or both? Moreover, does real-time in-stay feedback close the intention–behavior gap of Section 3.4?

5.1.3. Importing cognitive frameworks for greenwashing processing

Section 4.1 identified the absence of PKM, Construal-Level Theory, and Cognitive Dissonance Theory as the most consequential theoretical gap. These are standard tools in adjacent green-consumer research. Applying PKM would specify how guests develop persuasion knowledge over repeated exposures, when it is activated, and how it moderates both pathways. Construal-Level Theory would specify how psychological distance (booking months ahead versus arriving on-site) shifts the weighting of sustainability cues. Cognitive Dissonance Theory would specify how guests reconcile a desired booking with discordant sustainability information.

5.1.4. Trust restoration after greenwashing exposure

The corpus documents erosion (Alyahia et al., 2024; Brito et al., 2025) but contains no evidence on recovery—an unusual asymmetry, since most trust-violation literatures have a parallel recovery base. Three questions open the space: Whether corrective disclosures restore trust or further erode it by reinforcing the original violation; whether third-party certification can substitute for firm-issued reassurance after exposure; and whether the restoration trajectory differs by exposure type, distinguishing single-firm greenwashing from the sector-level structural greenwashing of cruise tourism (Bruto et al., 2025). Pre- and post-disclosure designs make this direction inseparable from the methodological agenda of Section 5.3.

5.2. Contextual Directions

5.2.1. Cross-cultural and cross-regulatory comparison

Section 4.2 documented concentration in MENA and South/Southeast Asian collectivist markets, with sub-Saharan Africa, Oceania, East Asia, Eastern Europe, and most of Latin America unrepresented. The cost is twofold: The prominence of in-group norms may reflect setting rather than a universal mechanism, and the corpus offers limited insight into how mature greenwashing regulation interacts with guest trust. The EU Green Claims Directive and FTC Green Guides create natural experiments no article exploits; even the geographic anchors extend only to one European setting (Araujo et al., 2025) and one Southeast Asian market (Patwary et al., 2023). Future research should pursue paired-context designs (the same chain in a collectivist emerging and an individualist developed market), pre/post regulatory studies, and East Asian luxury hospitality, African eco-tourism, and Oceanian sustainable lodging as priority underserved settings.

5.2.2. Underrepresented hospitality segments

Section 4.2 documented the luxury skew. Mid-tier and budget hotels are largely absent despite their larger share of room nights; short-term rentals and home-sharing are absent entirely; and cruise has a single entry (Bruto et al., 2025) that frames the segment as structurally prone to greenwashing. Segment expansion is not merely about coverage: Trust-building mechanisms that work in luxury hotels—where a premium already encodes service-quality expectations—may not translate to budget segments, where the trust calculus interacts with price sensitivity. The short-term rental case is especially consequential because platform-mediated disclosure creates a signaling environment quite different from that of a direct hotel booking, one that the corpus cannot address at all.

5.2.3. Dyadic and multi-stakeholder designs

Section 3.4 identified the employee–guest disconnect and Section 4.2 its cause: Employee studies (Ansari et al., 2021; Bharti et al., 2022; Umair et al., 2026) and guest studies are conducted as parallel literatures with no overlapping samples. The opportunity is dyadic: Linking employee green commitment within a property to guest-perceived authenticity at the same property, ideally with manager-level reports of formal practices as a third tier. This is methodologically demanding—it requires property-matched sampling across populations—but it is the only route to testing whether internal trust-building translates into guest-perceived

authenticity. A single-property pilot can motivate larger multi-property consortia.

5.3. Methodological Directions

The methodological agenda is the most consequential. Section 4.3 identified 15 of 18 cross-sectional SEM articles, with no longitudinal designs and no behavioral data. Each direction below addresses a constraint no theoretical or contextual move can resolve.

5.3.1. Behavioral verification

Self-report intention is the dependent variable in most of the corpus, and the intention–behavior gap is the dominant unresolved issue in green-consumer research. Two routes address it: Booking-platform revealed-preference designs, in which actual booking rather than reported intention is the dependent variable; and field experiments using badges or interactive disclosures as randomized treatments, extending the scenario design (Godovykh et al., 2024) into a live booking environment. The technical feasibility is established; the limiting factor is data-access partnerships. Researchers without partnerships can begin with academic booking simulators that generate pilot effect-size estimates.

5.3.2. Longitudinal trust dynamics

Trust formation and erosion are temporal processes cross-sectional designs cannot capture. The single time-lagged study (Alyahia et al., 2024) is a useful start but uses only two waves. Three designs would advance the field: Pre/post greenwashing-exposure designs (necessary for the restoration agenda of Section 5.1.4); multi-wave panels of repeat guests at the same property; and event-study designs around external shocks such as regulatory announcements, NGO reports, or media exposés.

5.3.3. Methodological diversity beyond SEM

Beyond longitudinal and behavioral designs, the corpus would benefit from diversified measurement. Eye-tracking and process tracing could capture how guests visually attend to sustainability cues on booking platforms—the cognitive-processing question PKM raises but that surveys cannot answer. Ethnography could capture how guests interpret and sometimes circumvent in-stay prompts (towel-reuse cards, key-card energy systems). Neuroscientific measures (fMRI, skin conductance) could test whether trust-building and trust-eroding signals are processed through distinct pathways, providing convergent evidence for or against the co-processing model in Section 5.1.1.

5.4. Priority Directions

Table 8 catalogs all nine directions with their anchoring evidence. Three are flagged as highest-yield because each addresses multiple compounded constraints. The first is integrated dual-pathway modeling (Section 5.1.1, combined with longitudinal designs in 5.3.2 and PKM in 5.1.3): It addresses the flagship gap, requires methodological diversification, and imports the cognitive framework whose absence is most consequential; the TSCP framework operationalizes it. The second is behavioral verification through platform partnerships (5.3.1): the hospitality field has unusually favorable conditions—rich behavioral data, badges already deployed, technically feasible field experiments—so the

Table 8: Future research agenda synthesized from ADO-TCM gaps

Section	Direction	Gap identified	Proposed agenda	Anchoring evidence
5.1.1	Trust–skepticism co-existence	Pathways studied separately (16:2 ratio); no integrated model	Dual-pathway models integrating simultaneous trust-building and trust-eroding cues; within-subject designs	A08, A13+all trust-building articles
5.1.2	Digital and interactive sustainability cues	Smart-tourism interactivity tested only once; influencer, AI, real-time signals untested.	Test digital signals—interactive disclosures, AI reports, eco-dashboards, influencer credibility.	A14, A15
5.1.3	Cognitive frameworks for greenwashing processing	PKM, Construal-Level Theory, Cognitive Dissonance absent from corpus	Apply PKM to dual-pathway processing; construal-level to booking-horizon effects	A08, A13
5.1.4	Trust restoration after greenwashing	Trust erosion documented; recovery empirically absent	Pre/post-disclosure experiments; corrective communication; certification re-trust	A08
5.2.1	Cross-cultural and cross-regulatory comparison	Sub-Saharan Africa, Oceania, East Asia, most of Latin America absent; mature regulatory contexts underrepresented	Paired collectivist–individualist designs; pre/post regulatory studies; priority underserved settings	Table 4
5.2.2	Underrepresented hospitality segments	Luxury/five-star dominant; mid-tier, budget, STR, glamping absent	Mid-tier and budget hotels; short-term rentals; non-MENA eco-lodges; cruise depth	A13, A14
5.2.3	Dyadic and multi-stakeholder designs	Employee and guest studies run as parallel literatures	Integrated property-level employee–guest dyads; manager–guest triads	A02, A03, A16, A17, A18
5.3.1	Behavioral verification	Zero behavioral or platform-data studies	Booking-platform revealed-preference designs; live OTA badge experiments	A09
5.3.2	Longitudinal trust dynamics	One time-lagged study (A08); zero longitudinal	Pre/post-exposure tracking; multi-wave panels of repeat guests; event studies	A08
5.3.3	Methodological diversity beyond SEM	15/18 cross-sectional SEM	Eye-tracking; ethnography; neuroscientific measures; field experiments	A09, A13, A14

The three priority directions (5.1.1+5.1.3+5.3.2; 5.3.1; 5.2.3) each address multiple compounded constraints simultaneously and are flagged as highest-yield for the next research cycle

absence of any such study is an unforced omission. The third is dyadic employee–guest designs at the property level (5.2.3): It addresses the secondary gap and would test whether the trust-building logic operates coherently across the employee–guest boundary or consists of two phenomena artefactually unified. The remaining six directions are valuable but more demanding in ease of pursuit or specificity, and constitute the consolidation work that should follow the three flagship moves.

6. TOWARD AN INTEGRATED TRUST-SKEPTICISM CO-PROCESSING FRAMEWORK

6.1. Rationale and Positioning

The ADO synthesis documented a 16:2 asymmetry and identified the simultaneous coexistence of both pathways as empirically unmapped; the TCM synthesis traced this to a specific theoretical absence—no article applies a cognitive framework that models how guests process trust-building and trust-eroding signals concurrently. This section proposes the Trust–Skepticism Co-Processing (TSCP) framework, integrating the Persuasion Knowledge Model (Friestad and Wright, 1994), Construal-Level Theory (Trope and Liberman, 2010), and Signaling Theory (Spence, 1973) into a single architecture tailored to hospitality consumption. TSCP rests on three commitments: it is a hospitality-specific extension rather than a domain-general theory, because experiential, service-dyadic, high-involvement consumption produces signal-processing conditions general models do not specify; it treats trust and skepticism as concurrent rather than sequential

orientations; and it is offered as a testable framework, with the propositions of Section 6.3 formulated to invite empirical scrutiny through the agenda of Section 5.3.

6.2. Architecture

TSCP specifies three processing layers operating in parallel. The signal layer comprises the cues a property emits—certifications, storytelling, operational disclosures, and structural commitments such as decarbonization trajectories. The cognitive-processing layer comprises the simultaneous activation of persuasion knowledge (Friestad and Wright, 1994), which mobilizes skepticism toward firm motives, and trust heuristics anchored in signal credibility (Spence, 1973), which mobilize positive inference; Construal-Level Theory (Trope and Liberman, 2010) modulates both, with psychologically distant decisions (booking months ahead) weighting abstract claims more heavily and proximal decisions (on-site stays) weighting concrete cues more heavily. The outcome layer comprises the integrated trust judgment, which is not a weighted average but a configural outcome whose form depends on which signal–cognition pairings dominate. The framework explicitly models three configurations the corpus does not distinguish: the convergent-positive configuration (trust heuristics dominate, persuasion knowledge unactivated), the modal case in the 16-article cluster; the convergent-negative configuration (persuasion knowledge dominates, trust heuristics suppressed), the case documented in Alyahia et al. (2024) and Brito et al. (2025); and the divergent configuration, empirically unmapped, in which both are simultaneously active, producing tension resolved through additional cue search, decision deferral, or motivated reasoning toward a preferred booking.

6.3. Testable Propositions

Five propositions follow. P1: Authenticity and transparency moderators (Alyahia et al., 2024; Yildirim et al., 2026) operate not only by strengthening the trust-building path but also by suppressing persuasion-knowledge activation—their dual function is the mechanism by which a single moderator does double duty across both pathways. P2: booking-horizon distance shifts the relative weight of abstract versus concrete cues, with implications for whether certification badges (abstract) or operational disclosures (concrete) more effectively build trust at different stages. P3: Prior greenwashing exposure permanently elevates baseline persuasion-knowledge activation, producing path-dependent trust formation that cross-sectional designs cannot detect. P4: sector-level structural greenwashing (Brito et al., 2025) produces category-level persuasion knowledge operating above the firm that no firm-level authenticity signal can fully neutralize. P5: The employee–guest disconnect (Section 3.4) is theoretically resolvable through TSCP, with employee green commitment serving as an operational cue whose credibility transfers from internal practice to external signals during guest–employee contact.

6.4. Implications for the Research Agenda

Each priority direction corresponds to a TSCP testing strategy. Integrated dual-pathway modeling (5.1.1) operationalizes P1 through within-subject designs presenting mixed signal sets. Behavioral verification through platform partnerships (5.3.1) operationalizes P2 and P3 by manipulating booking horizons and segmenting exposure histories in live environments. Dyadic property-level designs (5.2.3) operationalize P5 through paired employee–guest sampling. TSCP is thus not a separate contribution alongside the agenda but the theoretical apparatus through which the agenda becomes testable.

7. CONCLUSION

7.1. Summary of Contributions

This is, to our knowledge, the first systematic synthesis of hospitality green trust that integrates the ADO and TCM frameworks into a single architecture. The integration is itself a methodological contribution: hospitality reviews to date have used one framework or the other, and the combination yields diagnostic claims that neither framework alone supports. The ADO synthesis reveals what the field claims about the trust–skepticism–behavior nexus; the TCM synthesis reveals why the apparatus that produced those claims systematically fails to see certain phenomena; and reading the two together yields the compounded-constraint argument of Section 4.4. Three substantive findings consolidate the contribution. Vote-counting documents the asymmetric attention to trust-building (16 articles) versus trust-eroding (2 articles) pathways and identifies their simultaneous co-existence as empirically unmapped. TPB and Signaling Theory dominate the corpus, operationalized through cross-sectional self-report SEMs used in 15 of 18 articles. The evidence is concentrated in collectivist emerging-market settings (MENA and South/Southeast Asia together account for 7 of 18) and in luxury and five-star segments, with mid-tier hotels, short-term rentals, cruise beyond a single entry, and most of the world’s hospitality regions essentially

unrepresented. Because the corpus is drawn predominantly from Q1-ranked journals, these three constraints are properties of the field’s most rigorous output, which is why they warrant a structural research agenda rather than incremental correction. Three priority directions follow: Integrated dual-pathway modeling, behavioral verification through booking-platform partnerships, and dyadic property-level designs. The TSCP framework supplies the theoretical apparatus through which the first becomes tractable.

7.2. Theoretical and Practical Implications

For hospitality scholars, the trust–skepticism duality is the field’s most under-theorized dynamic. The 16:2 ratio is a finding about cognitive scope, not research effort: the field has built infrastructure for one half of the decision process but not the other. The TSCP framework and the broader importation of PKM, Construal-Level Theory, and Cognitive Dissonance Theory are the most direct routes to closing this gap, and dyadic designs are a feasible scholarly priority for the secondary employee–guest disconnect.

For hoteliers, the evidence supports three inferences. Sustainability claims should be paired with authenticity- and transparency-supporting cues—third-party certifications, specific operational details, verifiable disclosures—because moderation evidence indicates that these are what convert claims into trust (Alyahia et al., 2024; Yildirim et al., 2026). Sustainable badges shift attitudes and booking intentions (Godovykh et al., 2024); however, the badge effect has been tested only in scenarios, so properties experimenting with live implementations should track booking conversion rather than proxies for stated intention. Moreover, the structural greenwashing risk in cruise tourism (Brito et al., 2025) is at the category level rather than the firm level. Hence, operators in capability-constrained sectors face trust pressures that authentic communication alone cannot resolve—sector-level coordination on credible decarbonization is the implication.

For certification bodies and policymakers, the corpus documents a measurable cost of unchecked greenwashing: Reduced green trust, reduced patronage intentions, and a cognitive infrastructure for sector-wide skepticism that operates above any single firm. Certification credibility and transparency standards are the most direct policy levers. The EU Green Claims Directive and analogous developments create natural experiments future research should exploit, and certification bodies that publish underlying audit criteria—rather than only the certified-or-not outcome—would provide the disclosure detail the moderation evidence suggests is consequential.

7.3. Limitations

Six limitations bound the claims. First, scope: The review was deliberately restricted to hospitality; cross-sector synthesis is a separate opportunity that would test whether the patterns are hospitality-specific or sector-general. Second, journal concentration: 14 of 18 articles are in Sustainability (MDPI), introducing homogeneity in editorial standards, reviewer norms, and methodological expectations. Third, sourcing: Scopus-only retrieval prioritized peer-reviewed coverage and reproducibility and was accompanied by a Web of Science sensitivity check that identified no additional eligible articles, but trades breadth for

consistency. Fourth, sensitivity to single entries: the trust-eroding pathway depends substantially on two articles (Alyahia et al., 2024; Brito et al., 2025), with the cruise entry carrying disproportionate weight in the sector-level argument (the robustness check confirms the qualitative asymmetry survives its exclusion at 16:1). Fifth, corpus size: 18 articles are sufficient for ADO–TCM synthesis but small enough that single-article changes would shift specific numerical claims; the qualitative patterns are robust, the precise counts are not, and readers should treat the diagnostic register as more durable than the count register. Sixth, the absence of formal quality appraisal: as noted in Section 2.3, no study-level risk-of-bias or critical-appraisal instrument was applied, so the synthesis cannot weight findings by methodological quality and instead treats the corpus as uniformly admissible evidence; given the corpus's near-monoculture of cross-sectional self-report SEM, this limitation bears most directly on the strength of any causal or directional reading of the documented relationships.

7.4. Closing Remarks

Hospitality green-trust research is at the point in its trajectory where consolidation and reflexivity matter more than additional confirmation of established trust-building pathways. The corpus has repeatedly shown, across diverse settings, that authentic sustainability signaling builds green trust, which translates into stated intentions. The next cycle's contributions will come not from replicating this finding but from examining the configurations the current corpus systematically fails to see: the simultaneous processing of trust-building and trust-eroding signals, the conversion of stated intention into enacted behavior, and the integration of guest-side and employee-side mechanisms within a coherent property-level theory of sustainable hospitality. This review's diagnostic contribution is to make those configurations visible; the TSCP framework supplies the apparatus through which the field can begin to study them; and the agenda specifies, in operational terms, how that study should proceed.

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APPENDIX A. INCLUDED ARTICLES (CORPUS A01-A18)

Articles are listed in chronological order of publication, with assigned identifiers (A01-A18) used consistently throughout the synthesis tables in Sections 3 and 4. Full bibliographic details appear in the reference list. The full nine-dimension extraction template, the article-level pathway classifications underlying the 16:2 ratio, and the coding decision log are available from the author(s) on request.

ID	Article
A01	Mercadé Melé, et al. (2020), Sustainability
A02	Ansari, et al. (2021), Sustainability
A03	Bharti, et al. (2022), Sustainability
A04	Brito, et al. (2023), Sustainability
A05	Jia, et al. (2023), Sustainability
A06	Patwary, et al. (2023), Environmental Science and Pollution Research
A07	Ramazanov, et al. (2023), Sustainability
A08	Alyahia, et al. (2024), Sustainability
A09	Godovykh, et al. (2024), Sustainability
A10	Alhomaïd (2025), Sustainability
A11	Araújo, et al. (2025), Tourism and Hospitality
A12	Brañes, et al. (2025), Sustainability
A13	Brito, et al. (2025), Scientific Journal of Maritime Research
A14	Aldhamiri (2026), Sustainability
A15	Alkhofaily and Noureldin (2026), Sustainability
A16	Khairy, et al. (2026), Sustainability
A17	Umair, et al. (2026), Journal of Entrepreneurship, Management and Innovation
A18	Yildirim, et al. (2026), Sustainability