**ABSTRACT**

**Objective:** The main aim of the article is to analyse the respondents’ attitudes towards selected pro-environmental practices of enterprises providing accom­modation services and the factors conditioning their involvement in the activi­ties implemented in the facilities.

**Methodology:** The study is empirical in nature and is based on the results of an empirical survey that was carried out in the period December 2021–April 2022 in Poland. The survey used the diagnostic survey method, and 575 respondents took part in it. The main hypothesis assumes that customers of accommodation facilities appreciate the pro-environmental activities used in them.

**Findings:** The survey results show that the respondents are sensitive to envi­ronmental issues and try to apply in practice the principles leading to environ­mental protection. They also emphasise that they would be more willing to stay in “green” facilities, although the application of sustainable development principles is not a key factor for them in choosing a facility.

**Value Added:** The survey of 575 respondents indicated, similar to other studies, a positive attitude towards activities aimed at protecting the environment. At the same time, however, it showed that tourists are not always willing to make sacrific­es during their stay related to either their comfort or the price of the service. This fact has practical implications for hotel managers and must be taken into account.

**Recommendations:** The survey confirmed that consumers have a positive per­ception of environmental activities in hotels, so activity in this area can be an element of building their competitiveness.