Corporate Sustainability and Organizational Changes of Hospitality Firms in Yenagoa, Bayelsa State

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Abstract

This study investigates the relationship between corporate sustainability and organizational change, specifically creativity, in hotels in Yenagoa, Bayelsa State. It examines three dimensions of corporate sustainability environmental, social, and economic sustainability and their impact on creativity within the hospitality sector. A descriptive survey research design was used to collect data from 219 employees across 15 selected hotels, using a structured questionnaire based on a five-point Likert scale. Data analysis was performed using SPSS version 23, employing both descriptive and inferential statistics, including Spearman's rank correlation coefficient. The findings indicate significant positive relationships between all three sustainability dimensions (environmental, social, and economic) and creativity within the hotels. The results emphraise the importance of sustainability practices not only in enhancing organizational reputation but also in fostering creativity and innovation. The study concludes that integrating sustainability initiatives into hotel management strategies can stimulate creativity, driving both organizational change and innovation. Based on these findings, the study recommends that hotel management prioritize long-term economic sustainability, foster a socially responsible work environment, and implement environmental sustainability practices to enhance organizational creativity and overall performance.

Keywords: Corporate sustainability, Environmental, Economic, Social, and Creativity

1. INTRODUCTION

A new centre in the Niger Delta, Nigeria's hotel business has been booming in recent years. This expansion is a direct result of the increased tourist and business activities brought about by the abundance of cultural and natural attractions. Nevertheless, Yenagoa's hotel industry encounters unique obstacles, mostly related to environmental concerns, socioeconomic inequality, and inadequate infrastructure. Environmental issues, such as pollution and ecosystem damage, put a pressure on hospitality activities in the city due to its location in the oil-rich Niger Delta (Adelakun, 2023). As a result, businesses in the hotel industry need to find ways to overcome these obstacles and create long-term strategies that can be profitable while still being good stewards of the community and the environment. More and more people are realising that corporate sustainability

is necessary to deal with these issues as the hotel business keeps developing. The hotel industry is leading the way in sustainability initiatives, with more and more businesses embracing policies and programs that benefit society, the environment, and the bottom line (Bello & Ogunniyi, 2022). Creating long-term value via integrating economic, environmental, and social considerations into company plans is the overarching goal of corporate sustainability. Addressing risks and opportunities associated to social and environmental repercussions is crucial for establishing resilience, trust, and good connections with stakeholders (Sullivan and Gouldson, 2022). To further encourage businesses to strike a balance between their financial success and their duties to society and the environment, this idea incorporates what Elkington (2022) calls the "triple bottom line": profit, people, and planet. According to Tench et al. (2023), this translates into a dedication to upholding ethical norms in the workplace that encourage honesty, openness, and responsibility. Regulatory compliance, ethical sourcing, and fair labour standards all contribute to an environment of trust. Companies are also trying to match their operations with rising demands for social equality and environmental care, as Bebbington and Unerman (2023) point out.

To make organisational changes that are sustainable, we need to reconsider our decision-making processes and think about how they will affect the community and the environment in the long run. Businesses in the Yenagoa hospitality industry are being urged to think about more than just making a quick buck; they should also think about how their decisions will impact society and the environment. Both upper-level management's dedication and the support of the staff members actually carrying out the change are essential (Obi & Aliyu, 2022). Yenagoa may be positioned as a responsible tourist destination if hospitality enterprises implement methods to strengthen their business models and meet the growing demand for sustainability. However, major organisational shifts are necessary to accomplish these aims. These shifts include changing how operations are run, creating a more sustainable culture, and adopting policies that are in line with both company goals and community needs. Businesses in the Yenagoa hotel industry have an opportunity to demonstrate that profit and social and environmental responsibility are not mutually exclusive by tackling these issues and thus contributing significantly to the region's long-term viability. In the hotel industry in Yenagoa, Bayelsa State, this research intends to investigate the connection between long-term viability of businesses and organisational transformation.

Statement of the problems

Ethical, socially responsible, and ecologically conscious practices are becoming more expected, which is leading to major organisational changes in the hospitality business. To adjust their structures, procedures, and cultures to fulfil these expectations, many hospitality organisations encounter difficulties; this typically necessitates significant changes in management and operations (Smith & Lewis, 2023). Resistance to changing long-standing traditions, a lack of resources, and the necessity for constant innovation are common obstacles to these complicated adjustments. Hierarchical hospitality companies are particularly prone to resistance because of the ways in which old habits and ways of thinking may block change (Jones et al., 2022). Companies may be reluctant to implement organisational changes due to the significant costs or disruptions they may cause to operations, even when these changes would have long-term advantages, because of the intense competition in the business (Cameron & Green, 2023).

Aligning transformations with the growing need for sustainable practices is a significant obstacle to organisational change for sustainability. To achieve this goal, companies must incorporate

sustainable principles into their decision-making processes, cultivate a culture of social responsibility, reevaluate their business models, and consider investing in green technology (Kanter, 2023). Many hospitality firms struggle to balance sustainability efforts with profitability, as implementing sustainable practices may initially increase costs or slow immediate growth (Meyers & Waddock, 2022). Therefore, it's reasonable to wonder if implementing sustainable practices in the workplace might help or hurt efforts to transform the company culture.

Integrating corporate sustainability into the organizational structure of hospitality firms has the potential to drive meaningful change by addressing environmental, social, and economic dimensions, thereby enhancing adaptability and resilience (Gordon & Zajac, 2023). Understanding whether sustainability-focused practices facilitate organizational change could provide valuable insights for hospitality firms on fostering a culture of adaptability and long-term thinking.

Research Questions
The following research questions will guide the study.
1. What is the relationship between environmental sustainability and creativity of hotels in Yenegoa, Bayelsa State
2. How does social sustainability influence creativity of hotels in Yenegoa, Bayelsa State
3. What is the relationship between economic sustainability and creativity of hotels in Yenagoa, Bayelsa State

Research Hypotheses
The underlisted research hypotheses are formulated in order to provide tentative answers to the research questions.

$H0_1$: There is no significant relationship between environmental sustainability and creativity of Hotels in Yenegoa, Bayelsa State

$H0_2$: There is no significant relationship between social sustainability and creativity of Hotels in Yenegoa, Bayelsa State

$H0_3$: There is no significant relationship between economic sustainability and creativity of Hotels in Yenagoa, Bayelsa State.

Aims and Objectives of the Study
The primary objective of this study is to investigate the relationship between corporate sustainability and organizational changes of Hotels in Yenegoa, Bayelsa State. Specifically, the study seeks to:
1. Ascertain the extent of relationship between environmental sustainability and creativity of Hotels in Yenagoa bayelsa State
2. Ascertain the extent of relationship between social sustainability and creativity of Hotels in Yenegoa, Bayelsa State.
3. Ascertain the extent of relationship between economic sustainability and creativity of Hotels in Yenagoa, Bayelsa State.

2. LITERATURE REVIEW

Corporate sustainability

Maintaining a healthy equilibrium between profit maximisation, social responsibility, and environmental protection is the essence of corporate sustainability. This method takes into account the social and environmental effects of a company's operations while still ensuring its long-term profitability (Elkington, 1997). Sustainability is defined by the World Commission on Environment and Development (1987) as progress that satisfies current demands without jeopardising those of future generations; this progress must strike a balance among monetary expansion, social justice, and ecological preservation. According to Hart and Milstein (1999), innovation may help businesses achieve their sustainability goals while also lowering negative impacts on society and the environment (Porter & Kramer, 2011). It is a method of doing business that incorporates sustainability into an organization's principles, plans, and routines (Schleegger and Wagner, 2011). In order to improve efficiency, profitability, and community well-being, this research highlights how Yenagoa's hotel sector might practise corporate sustainability by including social, economic, and environmental aspects into decision-making.

corporate sustainability is a method of doing business that takes into account the social, economic, and environmental impacts of decisions in the long run. It includes making an attempt to include sustainability into the organization's fundamental beliefs and strategy, so that these ideas are ingrained in the company's culture and day-to-day operations. According to this point of view, sustainability is not an afterthought but an integral part of the organization's long-term goals.

Businesses in Yenagoa, Bayelsa State, are pledging to be more sustainable by incorporating economic, social, and environmental factors into their daily operations and long-term plans. In order to maximise operational efficiency, profitability, and community well-being while minimising negative impacts on the environment, this method guarantees that hotel management prioritises sustainable practices in decision-making.

Dimensions of Corporate Sustainability

According to research conducted by Hahn, Pinkse, Preuss, and Figge (2015), there are three interconnected aspects of corporate sustainability: economic, social, and environmental.

Environment Sustainability

The goal of environmental sustainability is to maintain healthy ecosystems and to responsibly manage the world's resources so that future generations can continue to live in them (Costanza & Daly, 1992; Goodland & Daly, 1996). According to the United Nations World Commission on Environment and Development (2020), this idea highlights the need of preserving natural resources for generations to come while also balancing human demands with ecological health. It promotes the health of the earth and its inhabitants by bringing together economic and social factors. There are several ways that environmental sustainability has been described. One perspective sees it as a way to satisfy human demands without compromising Earth's capacity to support ecosystems. Living within the Earth's carrying capacity is essential for environmental sustainability, according to a definition put out by the International Union for the Conservation of Nature (IUCN) (LiveAbout, 2020). Inspire Clean Energy (2023) cites environmentalist Paul Hawken as saying that another way to look at sustainability is as a means to stabilise human culture's connections with the natural world in order to stop ecological damage. As a last point, there are definitions that stress the importance of environmentally responsible economic growth,

which calls for massive changes in how we produce, consume, and manage our resources (Columbia Climate School, 2023). According to this point of view, sustainability initiatives could be thwarted unless economic models take ecological costs into consideration. Environmental sustainability is defined as the act of satisfying present needs in a way that does not harm the environment, thus ensuring that ecosystems can continue to flourish and that natural resources will be available to future generations. With this view, we can promote the health of the world and its inhabitants by bringing together economic, social, and ecological factors.

Economic Sustainability

The goal of economic sustainability is to ensure the well-being of current and future generations via achieving long-term growth that does not deplete resources or undermine social and natural systems. This idea advocates for renewable energy and sustainable farming techniques, which support economic growth while also protecting the environment and improving society (Maler, 2019). Frameworks that represent the real worth of resources and encourage sustainable activities are highlighted, including full-cost pricing and circular economies (Lobo & Hicks, 2016). Economic sustainability, according to this research, promotes resilience and well-being by allowing for expansion within natural boundaries.

The concept of economic sustainability places an emphasis on the need to promote development and stability in the economy over the long term without compromising social and environmental systems or depleting resources. To guarantee prosperity for both current and future generations, this idea proposes combining economic operations with conservation of resources, social welfare, and environmental preservation. If you believe Maler, (2019). To be economically sustainable, one must take steps to increase one's wealth without compromising one's ability to provide for one's family and the planet. This is typically accomplished through the adoption of novel approaches that lessen one's impact on the environment while simultaneously bolstering local communities. Investment in renewable energy and sustainable agriculture are two examples of the kinds of strategies that businesses and governments may employ to promote economic sustainability (Pietriga, & Appert, 2015).

Social Sustainability

Making communities more resilient, equitable, and well-off is a key component of social sustainability. It places an emphasis on development that is human-centered, with a focus on creating communities that are livable, inclusive, and equitable for all generations. Fostering linked, democratic communities that maintain quality of life is what social sustainability is all about (WACOSS, 2024). For the purposes of this research, social sustainability means fostering communities that are welcoming to all members, able to bounce back from setbacks, and able to offer equal opportunity in the short and long term.

When we build and keep in place systems and institutions that promote social welfare, equity, and community resilience, we are engaging in social sustainability. Creating communities that are livable, inclusive, and equitable for current and future generations is the goal of social sustainability, as opposed to environmental and economic sustainability, which primarily concentrate on the material components of development. By "a process for creating successful places that promote well-being by understanding what people need from the places they live and work" (Schneider Electric, 2024), one may generally agree that social sustainability is best described. According to the Network for Business Sustainability (2024), this method places an

emphasis on the social and physical aspects of space design, making sure that infrastructure can support community involvement, social amenities, and cultural events.

Organisational change

To accomplish strategic goals or react to internal and external demands, organisations undergo transformations that alter their structure, activities, or culture. As businesses adjust to changing market conditions, employee expectations, and technology developments, this idea is becoming more important. One explanation for organisational change is the conscious endeavour to alter some part of an organisation in order to make it more efficient or to conform to the demands of the market (Market Business News, 2023). Adapting to new conditions or seizing emerging possibilities typically requires adjustments to the organization's structure, procedures, or personnel (Dovetail, 2023). The term "organisational change" refers to the process by which a company's leadership decides to alter the company's established norms and practices in response to either internal or external factors (Getuplearn, 2023). Organisational resources, responsibilities, and strategies may need to be realigned as a result of changes like as mergers, acquisitions, or even technological advancements. Organisational change is also seen as a methodical attempt by businesses to boost growth, efficiency, or innovation, with a focus on employee buy-in and support to overcome opposition (Market Business News, 2023).

Creativity

A creative person may bring fresh, useful ideas to a company. According to Woodman, Sawyer, and Griffin (1993), creativity is essential for promoting innovation and retaining a competitive advantage. Amabile (1996) defines creativity as the capacity to generate suitable, contextually meaningful ideas. Personal and organisational variables impact creative output, together with cognitive and contextual effects (Sternberg & Lubart, 1999). To be creative in the hospitality industry is to have the ability to think of new ways of doing things that improve service, make customers happier, and make operations more efficient. This is essential for driving change within organisations and keeping up with changing market needs. Central to creative processes, according to this concept, are ideas that are both unique and applicable. Additionally, it is vital for innovation to have creativity, which is commonly understood as a mental activity that entails thinking beyond conventional patterns (Runco & Jaeger, 2012). Creativity, from an organisational point of view, is associated with the capacity of individuals or groups to produce novel ideas, products, or methods that benefit the business and enable it to stay ahead of the competition (Woodman, Sawyer, & Griffin, 1993).

Theoretical Framework
Stakeholder Theory

The Stakeholder Theory put out by Freeman and Reed (1983) is the theoretical foundation for this research. It stresses the significance of sustainability in the long run rather than a short-term emphasis on shareholder profit maximisation. The shareholder-centered approach sees a business primarily in terms of its ability to maximise profits for its shareholders, whereas the stakeholder viewpoint expands this view to include the company's workers, suppliers, consumers, and even society as a whole. Corporations, according to Freeman and Reed, should prioritise the needs of all relevant parties, not only shareholders. Consequently, managers should prioritise the demands

of all parties involved in the value chain, including shareholders, workers, creditors, consumers, and communities.

This is further upon by Freeman, Wicks, and Parmar (2004), who imply that shareholder interests and stakeholder interests are not incompatible. The overarching purpose of corporate responsibility is to maximise value for stakeholders, which in turn benefits shareholders. This viewpoint is important to the present investigation because it provides a paradigm for comprehending business risk and management that extends beyond financial gain to include societal welfare, ecological preservation, and the welfare of subsequent generations. Thus, according to stakeholder theory, it is best to strike a balance between firms' short-term gains and their long-term contributions to food safety, environmental preservation, and society as a whole.

Empirical Review

In order to comprehend the connection between sustainable growth and consumer happiness in Germany's hotel business, Gerdt, Wagner & Schewe (2019) investigated the function of eWOM, or electronic word of mouth. Sustainability efforts, according to their research of 52,493 evaluations from 106 hotels, tend to increase customer satisfaction when customers see them presented publicly. There has to be a balance in environmental policies since certain measures, like water-saving showerheads, might hurt guests' comfort.

A Sustainable Development Index (SDI) was developed by Westin, Hallencreutz & Parmler (2022) using survey data to measure how customers perceive sustainability in various businesses. Their analysis of 606 customer answers revealed a good correlation between the SDI and customer experience, lending credence to the index's usefulness in gaining insight into consumers' perspectives on sustainability.

The manufacturing sector in Ghana was the subject of the study by Frempong, Adu, Hossin, and Adu (2021), which sought to determine the effects of green innovation, supplier alliances, and corporate sustainability on business performance. Industry managers' data showed that sustainability-oriented supplier alliances affect the effect of social sustainability on company performance, but had no discernible effect on the economic or environmental aspects of sustainability. While green innovation did not improve environmental conditions, it did have a beneficial effect on economic and social sustainability.

Albatayneh (2014) investigated the connection between sustainability and efficiency methods in Jordan's industrial and service sectors, specifically focussing on socio- and eco-efficiency. Results showed that sustainability initiatives and efficiency measures were associated with better financial performance, according to a survey of 101 managers from companies listed on the Amman Stock Exchange. The correlation between efficiency measures and monetary results like return on investment (ROI), return on assets (ROA), sales, and profit growth was moderated to some extent by sustainability performance.

In their 2017 study, Abdulsattar, Najm, and Jasser looked at the sustainability indicators in the pharmaceutical business in Jordan and how they affect organisational performance in terms of economic, social, and environmental sustainability. Results from a survey of 180 managers at three large organisations showed that expansion, profitability, and market share are only a few of the organisational measures favourably impacted by sustainability.

Customer views of the influence of business sustainability on customer loyalty were examined in four industries (personal care, telecom, banking, and dairy) in a developing European nation by Ovidiu (2018). Using survey data from 1,464 customers, the study discovered that customer loyalty is enhanced by views of corporate sustainability across several industries. The effect was shown to be best in retail banking and weakest in personal care.

3. METHODOLOGY

To investigate how corporate sustainability and organisational changes have affected the hotel industry in Yenagoa, Bayelsa State, this study used a descriptive survey research approach. Staff members from a few different hotels across the state were the intended recipients. The number of registered hotels in Bayelsa State is 100, according to the Bayelsa State Commerce and tourist Registration Unit. However, only 15 of these hotels were selected for this study, following criteria set by the local tourist authority. Information gathered from the hotels' finances and administrative departments led to the identification of 488 workers as possible participants.

Using the formula proposed by Taro Yamane, a total of 219 employees were selected for the sample. The main tool for gathering data was a structured questionnaire using a five-point Likert scale from "strongly agree" to "strongly disagree" for measurement.

The study was conducted using SPSS (version 23), which applies both descriptive and inferential statistics. For inferential analysis, the study's hypotheses were tested using the Pearson correlation coefficient, with a significance threshold set at 1%.

Descriptive Statistic for Environmental, Economic and Social Sustainability (N = 135)

S/N	Environmental sustainability	SA	A	UD	SD	D	MEAN
1	The organization carefully utilizes eco-friendly materials, prioritizing waste management and recycling	88 (65.4)	21 (15.3)	10 (7.5)	11 (8.1)	5 (3.7)	4.3
2	It views sustainable environmental practices as essential for thriving in a green-focused marketplace	35 (26)	70 (52)	11 (8.1)	14 (10.2)	5 (3.7)	3.8
3	Partnering with environmentally certified organizations is a preference	56 (41.6)	43 (31.8)	14 (10.2)	12 (8.9)	10 (7.5)	3.9
4	measures are deliberately implemented to ensure that products and services are environmentally conscious	66 (48)	39 (29)	12 (9)	10 (7.5)	8 (6.5)	4.0
	Grand mean						**4.0**
	Economic sustainability						
1	The organization is committed to poverty reduction, achieving market	81 (59.5)	28 (20.5)	10 (7.5)	8 (6.5)	8 (6.5)	4.2

	expansion by offering eco-friendly to their staff						
2	It pursues financial growth while upholding social and environmental responsibility	62 (46)	50 (37)	7 (5.2)	13 (9.6)	3 (2.2)	4.1
3	Profits from sustainable practices positively impact the business	74 (55)	40 (29)	6 (4.3)	8 (6.5)	7 (5.2)	4.2
4	Employees regards economic sustainability as a key driver for advancement in a green economy	55 (41)	51 (37.7)	6 (4.3)	12 (8.9)	11 (8.1)	3.9
	Grand means						**4.1**
	Social Sustainability						
1	The organization ensures fair treatment of employees, free from discrimination based on gender, ethnicity, or religion	60 (44.4)	36 (26.7)	15 (11.2)	10 (7.5)	14 (10.2)	3.6
2	A safe and healthy work environment is established for their staff	40 (29)	59 (44)	8 (6.5)	10 (7.5)	18 (13)	3.6
3	the company collaborates with regional organizations to address social issues	75 (55.5)	43 (31.8)	2 (1.5)	5 (3.7)	10 (7.5)	4.2
4	It actively supports the well-being and life quality of local communities, contributing to wealth distribution	67 (50)	55 (41)	3 (2.2)	4 (3.1)	5 (3.7)	4.2
	Grand means						**3.9**
	Creativity						
1	Creativity within the organization is encouraged as part of the change process	56 (41.6)	43 (31.8)	14 (10.2)	12 (8.9)	10 (7.5)	3.9
2	The organization fosters an environment where employees feel free to share innovative ideas during periods of change	40 (29)	59 (44)	8 (6.5)	10 (7.5)	18 (13)	3.6
3	Organizational change initiatives in this company often incorporate creative problem-solving techniques	66 (48)	39 (29)	12 (9)	10 (7.5)	8 (6.5)	4.0
4	Creativity is seen as a key factor in successfully implementing change within the organization.	55 (41)	51 (37.7)	6 (4.3)	12 (8.9)	11 (8.1)	3.9

	Grand means						3.85

Source: Survey Data 2024

Organisational inventiveness, views on economic, social, and environmental sustainability, and more are all laid out in the table. With a grand mean score of 4.0, the organisation shows a high dedication to environmental sustainability. In order to thrive in a green-focused economy, respondents said that the organisation values sustainable environmental practices (mean = 3.8) and uses eco-friendly resources wisely (mean = 4.3). With a grand mean score of 4.1, the organisation is also seen well in terms of economic sustainability. The majority of those who took the survey believe that the company's mission includes reducing poverty, increasing sales, and increasing profits while being good corporate citizens and protectors of the environment. Also seen as helpful to corporate success were the earnings made from sustainable practices (mean = 4.2). The overall sentiment towards social sustainability was good, with a grand mean score of 3.9. Key highlights included the organization's commitment to a healthy work environment, its fair treatment of workers, and its engagement with regional organisations to solve social concerns. The organization's support of local communities received the highest grade (mean = 4.2). The last factor, organisational creativity, had a mean score of 3.85. Respondents agreed that creative problem-solving strategies are regularly used in change initiatives (mean = 4.0) and that creativity is fostered as part of organisational transformation (mean = 3.9). Although originality is valued, there is space for development in creating a setting where workers are encouraged to freely provide creative suggestions throughout times of transition (mean = 3.6). In general, the data shows that the organisation is very dedicated to sustainability and innovation during times of transition, although there is room for improvement when it comes to encouraging creative freedom.

Test of Hypotheses
The correlation coefficient ranges from -1 to 1, where a value of 1 indicates a strong positive correlation, 0 indicates no correlation, and -1 indicates a strong negative correlation.
Hypothesis ones: There is no significant relationship between environmental sustainability and creativity of hotels in Yenagoa, Bayelsa State
Table 4.2: Correlation Result on the Relationship Between environmental sustainability and creativity of hotels in Yenagoa, bayelsa State

			ENVIRONMENTAL SUSTAINABILITY	CREATIVITY
Spearman's rho	ENVIRONMENTAL SUSTAINABILITY	Correlation Coefficient	1.000	.733[**]
		Sig. (2-tailed)	.	.000
		N	135	135
	CREATIVITY	Correlation Coefficient	.733[**]	1.000
		Sig. (2-tailed)	.000	.
		N	135	135

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Version 23 Output of Survey Data, 2024.
With a value of 0.733 for the Spearman's rank correlation coefficient, we can see that there is a very favourable association between creativity and environmental sustainability. The association is highly significant at the 0.01 level (p-value = 0.000), indicating that an organization's degree of creativity tends to rise in tandem with its level of environmental sustainability. Organisations that place a premium on sustainable practices are more likely to cultivate an atmosphere that encourages innovation, according to this favourable link. Investments in sustainability may encourage creative thinking inside the company, and this association provides more evidence that environmental sustainability and creativity are strongly related.

Hypothesis two: There is no significant relationship between social sustainability and creativity of Hotels in Yenegoa, Bayelsa State

Table 4.3: Correlation Result on the Relationship Between social sustainability and creativity of hotels in Yenagoa, Bayelsa State

			SOCIAL SUSTAINABILITY	CREATIVITY
Spearman's rho	SOCIAL SUSTAINABILITY	Correlation Coefficient	1.000	.653**
		Sig. (2-tailed)	.	.000
		N	135	135
	CREATIVITY	Correlation Coefficient	.653**	1.000
		Sig. (2-tailed)	.000	.
		N	135	135

**. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS Version 23 Output of Survey Data, 2024.
At the 0.01% significance level, the Spearman's rank correlation coefficient for the relationship between social sustainability and creativity is 0.653, as shown in the table. This suggests that there is a correlation between an organization's level of social sustainability and its level of innovation. Based on the strong correlation, it seems that companies that put an emphasis on social sustainability—by doing things like encouraging equality, justice, and community well-being—tend to cultivate an atmosphere that is more conducive to creativity. The findings suggest that a dedication to social sustainability has the potential to boost staff members' capacity for creative thinking, teamwork, and ideation, which in turn benefits the business overall.

Hypothesis three: There is no significant relationship between economic sustainability and creativity of Hotels in Yenagoa, Bayelsa State.

Table 4.3: Correlation Result on the Relationship Between economic sustainability and creativity of Hotels in Yenagoa, bayelsa State

			ECONOMIC SUSTAINABILITY	CREATIVITY
Spearman's rho	ECONOMIC SUSTAINABILITY	Correlation Coefficient	1.000	.645 **
		Sig. (2-tailed)	.	.000
		N	135	135
	CREATIVITY	Correlation Coefficient	.645**	1.000
		Sig. (2-tailed)	.000	.
		N	135	135

 **. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS Version 23 Output of Survey Data, 2025.
At the 0.01% significance level, the Spearman's rank correlation coefficient for the relationship between economic sustainability and creativity is 0.645, as seen in the table. This shows that as an organization's financial stability improves, innovation follows suit. According to the research, companies that care about their bottom line in the long run, manage their resources responsibly, and advocate for sustainable practices are more likely to foster an innovative culture. The findings suggest that staff innovation and organisational success may be fostered by establishing economic sustainability as a basis for creative thinking.

Discussion of Findings
Relationship between Environmental Sustainability and Creativity
The null hypothesis of the study was that eco-friendly practices in Yenagoa, Bayelsa State, hotels do not correlate with innovative thinking. The results of the analysis, however, showed a strong positive association between environmental sustainability and creativity, suggesting that Yenagoa hotels' levels of creativity tend to rise in tandem with their emphasis on sustainable practices. Employees are more inclined to participate in new activities when they work in an atmosphere that encourages creative thinking, which is created by a dedication to environmental sustainability. What this discovery means is that hotels may improve their creative output by making environmental sustainability a part of their daily operations. This strategy is great for enhancing organisational performance and environmental impact since it helps the environment and also encourages creative problem-solving and product creation inside the company. This confirms what Gerdt, Wagner, and Schewe (2019) found: that sustainability improves customer happiness, especially when visitors are directly presented with it, which in turn enhances operational inventiveness.
Relationship between Social Sustainability and Creativity
The null hypothesis of the study was that hotels in Yenagoa, Bayelsa State, would not be more creative or socially responsible. The results, however, showed that social sustainability and creativity are significantly related. Therefore, hotels that put an emphasis on social sustainability—

that is, on fostering justice, equity, and community well-being—are more likely to cultivate an environment conducive to creativity. What this study means is that hotels may boost their creative capacities by making social sustainability a core value. In order to foster creativity and organisational success, it is essential to have a work environment that is inclusive, fair, and socially responsible. This will increase employee engagement and generate more ideas. Consistent with previous research, this conclusion highlights the favourable indirect influence of social sustainability on organisational performance, particularly innovation (Frempong et al., 2021). Additionally, this viewpoint was bolstered by Westin, Hallencreutz & Parmler (2022), who showed how social sustainability projects lead to better customer experience, which may increase innovation in the company.

Relationship between Economic Sustainability and Creativity

The null hypothesis of the study was that hotels in Yenagoa, Bayelsa State, would not be more creative or financially sustainable if they adopted a more traditional approach. On the other hand, there was a strong positive association between economic sustainability and creativity, according to the results. Hotels are more likely to encourage innovation in the workplace if they prioritise sustainable economic practices, prudent use of resources, and financial stability over the long run. This discovery suggests that long-term fiscal viability is critical to a company's bottom line and lays the groundwork for innovative problem-solving. Hotels that prioritise sustainability initiatives, particularly financial sustainability, provide an atmosphere that encourages staff to think outside the box, which ultimately benefits the company as a whole. This confirms what Albatayneh (2014) found: that sustainability performance, especially economic sustainability, binds efficiency strategies to financial success, which in turn encourages creativity and innovation through a roundabout means.

Conclusion

The purpose of this research was to examine how innovative thinking in Yenagoa, Bayelsa State, hotels relates to environmental, social, and economic sustainability. The importance of sustainability in creating an inventive and creative work environment inside organisations was highlighted by the findings, which showed strong positive correlations between creativity and all three aspects of sustainability. Yenagoa hotels are becoming more creative as they use sustainable methods that benefit the environment, society, and the economy, according to the report. Based on these findings, sustainability is a powerful tool for fostering innovation and creativity, in addition to enhancing an organization's reputation and environmental effect.

Recommendation

1. In order to maintain financial stability and encourage innovation, hotel management should implement long-term economic sustainability plans.
2. A socially responsible workplace in which management prioritises equality, inclusion, and involvement with the local community.
3. Hotels' management should make green measures like energy efficiency, trash reduction and eco-friendly operations a top priority.

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