

KEY FACTORS AFFECTING OF TOURISTS' DECISIONS TO STAY AT ENVIRONMENTAL FRIENDLY HOTELS

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Abstract: Despite many studies and surveys on environmental friendly hotels, not many have applied the logistic regression analysis research technique. This study is a quantitative study applying this technique. It aims to explore key effect factors in tourists' decisions to stay at environmental friendly hotels. This study should be useful for planning and policy-making in the hotel and accommodation marketing business to promote sustainable tourism. This study collected data from 400 tourists of various nationalities. They were selected through the purposive sampling method. Logistic regression was applied to the data analysis. The study found that certain variables (the overall attitude of tourists; those aged 30 and older; those with an educational level of graduate school and higher; reasons for traveling; especially from Europe and North America; and travel with families) affect the tourists in deciding to stay at the environmental friendly hotels. The results of this paper would be a managerial implication for hotel authorities around the world.

Keywords: affecting, environmental friendly hotel, key factor, nationalities, tourist

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Introduction

Presently, our world is seriously facing global warming, or climate change (Dwyer et al., 2010). The average global temperature has increased, due to the greenhouse effect (Giorgi and Lionello, 2008). Global warming is caused by human beings, who increase the quantity of carbon dioxide from various fossil fuels, transportations, industrial manufacturing and tourism. These industries are big energy consumers and greatly increase the quantity of carbon dioxide through their travelling's vehicles (Hua et al., 2011). The trend of carbon emissions will rise firstly and then decline, and the relationship of them is an inverted "U" type of Kuznets curve (Li et al., 2017). Moreover, energy consumptions in hotels and relevant businesses in the tourism industry and services entirely and enormously are for service production as air temperature, electric power, they all influence to global temperature (Grillakis et al., 2016). At present, therefore, green and sustainable tourism is every country's issue and should be promoted to raise environmental awareness (Tolika et al., 2008). Countries usually support and promote service businesses of various types in the tourism industry if they pay more attention to running businesses by focusing on natural resource preservation and reducing carbon dioxide so that tourism is friendly to the environment from both demand and supply perspectives. They therefore encourage tourists to use services

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that preserve the environment (Hunter, 2002). The logo that indicates green business attracts tourists' interest and affects their decision to stay at hotels. This phenomenon is relevant to Jones' statement that the notion of 'green', or ecological, tourism, in which people are encouraged to pursue rural leisure activities in a manner that will benefit rather than harm the countryside, is gaining popularity. Independent tourism and environment consultant enhance green businesses to reduce tourism impacts (Jones, 1987). In addition, businesses with a logo which is indication that convinces that hotel services that realize importance resource management, safety of customers, responsibility of environmental problems, energy saving including recognition towards locality on social, cultural, and economic perspectives (Wachirawongsakorn and Timsungnern, 2015). A review of studies of environmental friendly hotels found that there were not many studies on this issue that used the logistic regression analysis technique. However, most related variables in tourism field are categorical. This study did apply the logistic regression to the question of factors that influence tourists' decisions to stay at environmental friendly hotels in Bangkok. This study aims to determine the attitudes tourists of different nationalities when deciding where to stay. This study should be useful for green hotel planning, marketing and business management that respond to tourists' needs. The study should also help promote environmental friendly accommodation businesses and tourism.

Literature Review

Consumer behavior means behavior of individuals that marketing experts use to study about buying behavior of each person. This is because each person has different behavior. Hence, marketing has to be relevant to the needs of individual (Trairaksa, 2011). Consumer behavior means an action of each person on buying and use of products or services that influences both externally social and psychological process that happen before and after that action. This would answer the question that why that person chose one kind of product more than another one. In addition, the question would further be like how he chose that product and how companies use these benefits to present values to consumers. Decision of consumers to purchase or receive services come from stimulation on both internal and external factors, which result in different behaviors of consumers regarding individuality, The marketing experts can use this information in planning in order to respond to consumers' needs that always increase a variety of needs. The implementation of corporate marketing strategies and brand management is critical for modern organizations that seek to serve suppliers and customers, increase business performance, strengthen competitiveness, and achieve continuous success in global business (Kasemsap, 2015). Moreover, It is suggested that adoption of a 'green image' strategy for tourism purposes may well draw firms into a process of self-examination and self-directed improvements in line with recently initiated, voluntary, environmental accreditation schemes. In this case the tourist may be seen as an agent of change for environmental betterment (McBoyle, 1996). The

marketing concept should be applied to green tourism planning (Silva et al., 2017). Based on a survey of potential tourists, the present research identifies the types of attributes and their corresponding levels that they seek. It also estimates the extent of their influence upon intention to visit by market segment (Hong et al., 2003). Furthermore, Chan undertook research by using two sets of 30-statement questionnaires designed for hotel managers and customers to find out respondents' perception. Independent samples t-tests and one-way analysis of variance were used to investigate. It was found that the Internet is effective for marketing a green hotel to customers. Hotel customers are willing to pay a higher price for eco-facilities price if part of the amount paid is contributed to green activities (Chan, 2013). Manaktola and Jauhari also explore the factors that influence customers' attitude and behavior toward green practices in lodging industry in India. They used a quantitative and qualitative research methodology by applying a structured questionnaire and convenience-sampling technique. The researchers analyzed a data by using correlation and factor analysis. They found that the consumers using hotel services are conscious about environmentally friendly practices in India. They patronize the hotels that have adapted green practices though not compromising on service quality. The consumers would prefer to use lodging that follows these practices but are not willing to pay extra for these services. Indian hotels have the competitive advantage over similar products if they follow green practices (Manaktola and Jauhari, 2007). Bohdanowicz studied the influence of the geo-political, economic and socio-cultural context of a country on the environmental attitudes. The result showed that when the hotel industry wants to introduce environmental sustainability, the first point is involving incorporation responsible circumstances and behavioral practices in the sector. The second point is highlighting the necessity of initiating greater demand for green practices from the customers (Bohdanowicz, 2006). While Kasim found that the main attributes used when the tourist are choosing the hotel are price, service quality and hotel's physical attractiveness rather than environment and social option as the research's topic, 'A Look at Tourists' Propensity Towards Environmentally and Socially Friendly Hotel Attributes in Pulau Pinang, Malaysia'. This research provides a perspective on the demand of tourists for responsible hotels in Pulau Pinang, Malaysia (Kasim, 2004).

Objective (fig.1):

1. To study social and population factors categorized by environmental friendly hotel and non- environmental friendly hotel
2. To explore tourists' social and population factors that affect the decision making to stay at environmental friendly hotels

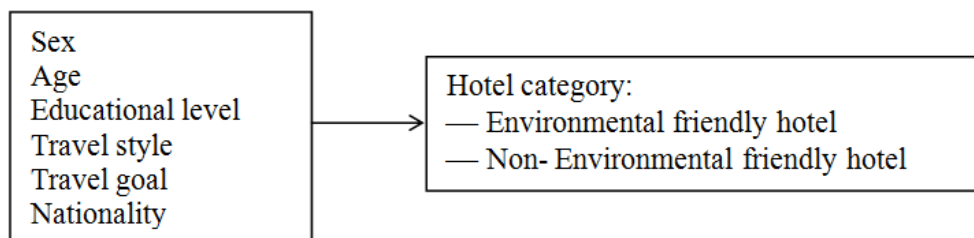


Figure 1. Conceptual framework

Hypothesis

Social and population factors affect the decision making to stay at environmental friendly hotels

Methodology of Research and Study Sample

Social and population factors influence tourists' decision to choose environment friendly hotels in Bangkok. This study is a quantitative and survey research. There were 41,283,511 tourists in 2015. The researcher used questionnaires to collect data from 400 correspondents such as Chinese, Japanese, Thai, Australian, American, and European tourists who stayed in Bangkok. These respondents were purposively selected from amongst those who stayed one night and longer in the hotel in order to know whether they social and population factors influence their decision making to stay at environmental friendly hotels or not. The researcher analyzed the correlation between independent and dependent variables. This study was conducted from April to May 2017, wherein questionnaires were given to the tourists at tourist crowded areas such as Siam Square, Khao Sarn road and Sanam Luang in Bangkok, Thailand. Research tools for this study are structural questionnaires which were divided into two portions. The first portion was about social and population data. The second portion was about geographical factor towards their decision making in selecting green hotels, the reliability of research tool Alpha – Coefficient was 0.95.

Data Analysis and statistical methods

Percentage, mean, and standard deviation were used to describe general data description of social, population, and geographical factors that affected tourists' decision making to stay at environmental friendly hotels. Logistic Regression (Enter method) was used to compare between independent and dependent variables by setting the statistical significant level of .05. Logistic regression is used to report data and to account for the relationship between one dependent binary variable and one or more nominal, ordinal, interval or ratio-level independent variables.

Results

Table 1 indicates that most persons sampled were females (210 persons; 52.5%). In addition, most females (97 persons; 46.2%) chose to stay at environmental-friendly hotels. Most selected tourists (86 persons; 36.0%) aged more than 30 years old. Most of them were graduates at diploma and higher levels (130 persons; 38.3%). Tourists who chose to stay at environmentalfriendly hotels travelled to Bangkok with families (153 persons; 41.8%). These tourists travelled to Bangkok for leisure (118 persons; 35.3%). The tourists mainly were Asians, Europeans, Americans, and Australians (170 persons) who stayed at the green hotels: 77 Asians (64.7%); 45 Europeans (26.6%); 23 Americans (32.9%); and 25 Australians (59.5%). Most tourists (119 persons; 53.6%) shared comments that they chose rooms at environmentalfriendly or green hotels at the 'very much' level and 95 persons or 59.7% chose to stay at green hotels at the 'much' level. In terms of their attitudes towards green hotel section, the researcher calculated in an equation of scores using the Likert Scale that the least is 1 and the most is 5 and found that the average answer is at 4.3.

Table 1. Number and percentage classified by social and population factors

Social and population factors	Hotel category		Total
	Environmentalfriendly hotel	Non-environmental friendly hotel	
Sex			
Male	73(38.4%)	117(61.6%)	190(100.0%)
Female	97(46.2%)	113 (53.8%)	210(100%)
Age			
Younger than 30yrs old	84(52.2%)	77(47.8%)	161(100.0%)
30 yrs and older	86(36.0%)	153(64.0%)	239(100.0%)
Educational level			
Lower than diploma	40(65.6%)	21(34.4%)	61(100.0%)
Diploma and higher	130(38.3%)	209(61.7%)	339(100.0%)
Travel style			
Family	153(41.8%)	213(58.2%)	366(100.0%)
Others	17(50.0%)	17(50.0%)	34(100.0%)
Travel goal			
Leisure	118(35.3%)	216(64.7%)	334(100.0%)
Others	52(78.8%)	14(21.2%)	66(100.0%)
Nationality			
Asian (Chinese ,Thai, ect)	77(64.7%)	42(35.3%)	119(100.0%)
European	45(26.6%)	124(73.4%)	169(100.0%)
American	23(32.9%)	47(61.0%)	70(100.0%)
Australian	25(59.5%)	17(48.6%)	42(100.0%)
Total	170(42.5%)	230(57.5%)	400(100%)

Table 2 shows that the variables of tourists' total attitude aged 30 years old and older; graduated diploma and higher; travel for leisure; being Europeans and Americans; and travel with families can predict tourists' decision to stay at environmentalfriendly hotels at the statistical significant level of 0.05. Tourists' attitude towards environmentalfriendly hotels increased 1 unit resulted in more likely decisions to stay at the green hotels at .548times. Tourists who travelled with families resulted in more likely to stay at environmentalfriendly hotels at1.369 times compared to tourists who travelled with other styles. Tourists aged 30 years and older resulted in less likely choose environmental friendly hotels to stay at 0.693 times compared to tourists aged younger than 30 years old. Tourists graduated diploma and higher resulted in less likely choose environmentalfriendly hotels at 0.818 times compared to tourists with educational level lower than diploma. Tourists with travel goal for leisure are less likely select to stay at the environmentalfriendly hotels at 2.224 times compared to tourists who travelled for other purposes such as for work. Tourists with European nationality are less likely choose to stay at environmentalfriendly hotel at 1.234 times and American nationality are less likely stay at 0.834times compared to Asian tourists. In case of sex did not affect tourists' decision to stay at environmentalfriendly hotels.

Table 2. Tourists' social and population factors that affect their decision making to stay at environmentalfriendly hotels

Predictors/ Independent variables	B	SE(b)	p-value	OR	95% C.I of OR
Overall attitude of tourists	.548	.225	.015*	1.730	1.112-2.691
Sex	-.198	.245	.420	.820	.507-1.327
Aged 30 and older	-.693	.249	.005*	.500	.307-.814
Diploma and higher	-.818	.345	.018*	.441	.225-.867
Travel for leisure	-2.224	.407	.000*	.108	.049-.240
Asian			.000		
European	-1.234	.300	.000*	.291	.162-.524
American	-.834	.356	.019*	.434	.216-.872
Australian	.140	.415	.735	1.151	.510-2.598
Travel with family	1.369	.569	.016*	3.930	1.289-11.982
Constant	-.261	1.071	.807	.770	

The results of this paper would help managerial level of the hotels to plan and persuade clients who are environmental lover.

Discussion

This study's results that found attitudes affect decision making of tourists to stay at the environmentalfriendly hotels are relevant to the current world tendency that tourists realize about tourism resource consumptions that reduce effects towards society and environment. The results are relevant to Okonkwo and Odey's research results on 'Impact of Sustainability on Tourism Development in Nigeria: A Case Study of Cross River State, Nigeria' that tourism has contributed immensely to the economy of the state, the sustainability of the environment, and the socio-cultural standing of the locals. It has greatly improved the standard of living and quality of life (Okonkwo and Odey, 2017). Besides, Heesup Han and Li-Tzang (Jane) Hsu and Chwen Sheu conducted a study on Application of the Theory of Planned Behaviour to green hotel choice: they tested the effect of environmental-friendly activities and found that the results of a structural equation analysis revealed that attitude, subjective norm, and perceived behavioural control positively affected intention to stay at a green hotel. Attitudes of tourists are essential factors that support tourists to make decision to use services of environmentalfriendly hotels. This showed that positive attitude towards these hotels affect their behaviour on purchasing and using services. Thus, in order to promote sustainable tourism and resource consumptions, promoting more tourists to stay at environmentalfriendly hotels should be implemented. This can be done through marketing that focuses on changing and promoting positive attitudes of tourists to realize about benefits of using services of these hotels. Public relations are also crucial for tourists to know that hotels are environmentalfriendly that reduce energy waste consumption as they use recycle energy. It is important for hotels to convince that they have friendly holistic management system towards environment, communities, social and cultural perspectives. Trairaksa stated that behaviour of persons that expressed needs that marketing experts should use this information for studies such as behaviour on purchasing goods because each person has different behaviours. Hence, marketing has to be also relevant to needs or demands of individuals (Trairaksa, 2011). The best way to enhance the use of environmental friendly hotel is promoting hotel' staffs attitude as well (Mensah and Blankson, 2014). Besides, this study found that age 30 and older; education at diploma level and higher; travel to Bangkok for leisure; and travelling with families influenced the tourists' decision to stay at environmentalfriendly hotels. Another observation was that most married tourists were highly educated with good jobs and incomes. They preferred to relax with families. These factors influence their decision to stay at the environmentalfriendly hotels. This study result is relevant to the research on the Impact of Family Life Cycle on the Vacation Decision-making Process (Fodness, 1992) which examined the impact of family life cycle on family travel decision making. Stages in the family life cycle were found to be reflected both in information search and in the final decision. In the current world, tourists are encouraged to realize about their responsibilities towards environment, social and economic sustainability. This awareness raising influences behavior changes of

tourists to use more services or buy goods that friendly to environment. Besides, this study found European and American nationalities also influence the decision of tourists to stay at environmental friendly hotels. This result is relevant to the research on sustainable hotel practices and nationality: The impact on guest satisfaction and guest intention to return. This research found that indicate green practices overall do have a positive relationship on guest' satisfaction levels and return intentions for Americans and other nationalities.(Berezan et al., 2013)and majority of tourists considered the geographical factor of hotels on the security system, location, and facilities as the first three things in the decision for choosing hotels to stay.

Conclusion and Recommendation

The first three things that tourists consider for choosing hotels are security system; location, and facilities. In addition, the study found that social and population factors influenced the prediction decision making of tourists which are their attitudes more likely to choose green hotel at .548 times. Tourist who travelled with families influenced them to stay more at the environmental- friendly hotel at 1.369 times. In conclusion, the study's results found that attitudes influence decision making to stay at environmental friendly hotels. The researcher therefore recommends stakeholders of environmental friendly hotels and concerned bodies for sustainable tourism to publicize through various media channels that tourists can access about benefits to stay at these hotels as the implementation of sustainable tourism is connected with pro-environmental investments (Zielińska A., 2008). This would help change attitudes of tourists to stay or use services of business that is responsible for environment and public. If most tourists possess positive attitudes, they will choose to stay at hotels with the management system that is friendly to environment. As a result, more tourists stay would attract more accommodation or hotel entrepreneurs to run business that is friendly to environment which ultimately lead to social, economic, and environment sustainability.

Future Research

This paper is analyzed factors to get data for environmental friendly hotels anyway, there are many kinds of hotel still need future research to gain more data to manage the hotels to fulfil target tourists satisfaction.

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KLUCZOWE CZYNNIKI WPLYWAJĄCE NA DECYZJE TURYSTÓW, ABY WYBIERAĆ HOTELE PRZYJAZNE ŚRODOWISKU

Streszczenie: Pomimo wielu badań i ankiet dotyczących hoteli przyjaznych środowisku, niewiele osób stosuje technikę analizy regresji logistycznej. Niniejsze badanie jest ilościowym badaniem stosującym tę technikę. Ma na celu zbadanie kluczowych czynników wpływających na decyzje turystów na pobyt w hotelach przyjaznych dla środowiska. Badanie to powinno być przydatne w planowaniu i kształtowaniu polityki w branży hotelarskiej i marketingu mieszkaniowym w celu promowania zrównoważonej turystyki. W tym badaniu zebrano dane od 400 turystów różnych narodowości. Zostały one wybrane za pomocą celowej metody pobierania próbek. Regresja logistyczna została zastosowana do analizy danych. Badanie wykazało, że niektóre zmienne (ogólna postawa turystów, osoby w wieku 30 lat i starsze, osoby z wykształceniem co najmniej wyższym, powody podróży, szczególnie z Europy i Ameryki Północnej oraz podróże z rodzinami) wpływają na turystów decydujących się na pobyt w hotelach przyjaznych dla środowiska. Rezultaty tego artykułu byłyby implikacją zarządczą dla władz hotelowych na całym świecie.
Słowa kluczowe: wpływ, hotel przyjazny środowisku, czynnik kluczowy, narodowości, turystyczny

影响游客决定留在环境友好型酒店的关键因素

摘要: 尽管对环境友好型酒店进行了多次研究和调查, 但还没有很多应用逻辑回归分析研究技术。这项研究是应用这种技术的定量研究。它旨在探索游客决定留在环保酒店的关键影响因素。这项研究应该有助于酒店和住宿营销业务的规划和决策, 以促进可持续旅游。本研究收集了来自各国400名游客的数据。他们通过有目的的抽样方法被选中。Logistic回归应用于数据分析。研究发现, 某些变量(游客的整体态度, 30岁以上的人群, 具有研究生学历及更高学历的人群, 旅行的原因, 特别是来自欧洲和北美的旅行, 以及与家人一起旅行)会影响游客决定留在环保酒店。本文的结果将成为全球酒店管理部门的管理意义。

关键词: 影响, 环保酒店, 关键因素, 民族, 游客