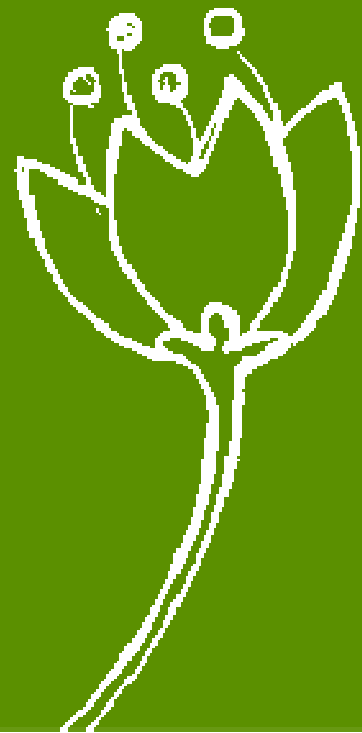




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Consumer's behaviour regarding green hotels



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“To waste, to destroy our natural resources, to skin and exhaust the land instead of using it so as to increase its usefulness, will result in undermining in the days of our children the very prosperity which we ought by right to hand down to them amplified and developed.”

Theodore Roosevelt

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ABSTRACT

McColl et al (1994, p116) defined consumer behavior as “the actions a person takes towards purchasing and using products and services, including the decision-making process that precedes and determines those actions”. From the above statement, it is possible to say that actions carried out by persons (tourists) are very important for the development of the tourism industry. Therefore, it is suggested here that in order to become a successful manager in the tourism industry, managers must be able to identify and understand consumer needs and wants and subsequently marketing programs, that will satisfy those mentioned items (Anon, 1985). Given this, marketing managers must also pay attention to analyze consumer behavior. This need has been recognized since currently consumers have been turning down what appears to be winning offers and have become more discerning when questioning and comparing products and services. Given the regard, it becomes clear that consumer’s behavior is never simple and is affected by many factors.

The following paper is divided into two main sections: In the first section (chapter one and chapter two), the purpose of the paperwork is clarified. Furthermore, there is an analysis of the term “green hotels”. Also, there is an integration concept of tourism in general and a chapter which is referred to Greek tourism specifically. Moreover, there is a farther analysis about green strategies in the tourism industry and the classification programs. Another important issue is the new trends in the tourism industry regarding green strategies. Lastly, there is a chapter referring to the theory of planned behavior in which the primary research is based on. Generally, there is a literature review which leads us to conclude that, globally, consumers are conscious about the environment and they try to protect it, as they claimed, when they have the means to contribute. It is also understood that even the tourism industry is affected by environmental and ecological changes. That is why tourism operators seek, either because they are interested or for promotional reasons, to protect and preserve green and ecology.

In the second section, and in chapters three to five, the methodology of the research is discussed, the results and the conclusions of the research conducted and there is an added concern to investigate and record views and preferences related to tourism, green tourism and consumer’s intention to boycott hotels that seriously damage the environment and have unsustainable behaviour.

From the results of the research we are able to conclude that green hotels are a major niche sector in the Greek economy. In the last decades, consumers tend to become more familiar with the terms of green hotels and strategies as well as sustainability.

ABBREVIATIONS

BB2: Be more socially responsible
CB3: The location of a green hotel needs to be convenient
DI1: Influence my friends with conversations to their participation in the boycott
DI2: Join a protest petition
DI3: Send messages via internet and mobile phones
DI4: Read and write in forums
DI5: Participate in protests
DI6: Create and organize protest groups
EMAS: Eco-Management and Audit Scheme
EMS: Environmental Management System
EU: European Union
EUEB: European Union Ecolabelling Board
ISO: International Organization for Standardization
NI1: Harm seriously the environment
NI2: Have been involved in financial scandals (e.g. cartel)
NI3: Have been involved in scandals involving the health and safety of their facilities
NI4: Use child labour
NI5: Are involved in a cruel behaviour toward animals
NI6: Are involved in a brutal behaviour towards employees
NI7: Support financially governments involved in wars
NI8: Have hostile interests to my country
NI9: Speculate excessively and irresponsibly
TPB: Theory of planned behavior
TRA: Theory of reasoned action
SPSS: Statistical Package for Social Sciences
VI2: I plan to stay at a green when traveling
VI3: I will make an effort to stay at a green hotel when traveling
WTO: World Trade Organization

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INTRODUCTION

This textbook is the thesis paperwork of Boti Eirini and Zapounidou Pinelopi, students of the MSc in Sustainable Development (Stream of tourism) from the International Hellenic University. It is a field research and the title is “Consumer’s behavior regarding green hotels”.

The study refers to the ethical consumption and especially to green tourism. The purpose of this paperwork is to investigate the beliefs and opinions of consumers for tourism, sustainable development and their intention to boycott tourist facilities which use various ways to develop financially without considering the consequences for the environment and life in general.

The research was conducted in the territory of the hotel “Ambassador” which is located in Thessaloniki, as a survey of a sample of 300 individuals. The filling was made through personal interview for reasons of economy and speed, since the time was limited. The elaboration of the given data was conducted by the statistical program SPSS 17.0. In the fourth chapter there are all tables and charts which led us to the final wording of the conclusions and the creation of a clear and comprehensive view on the topic.

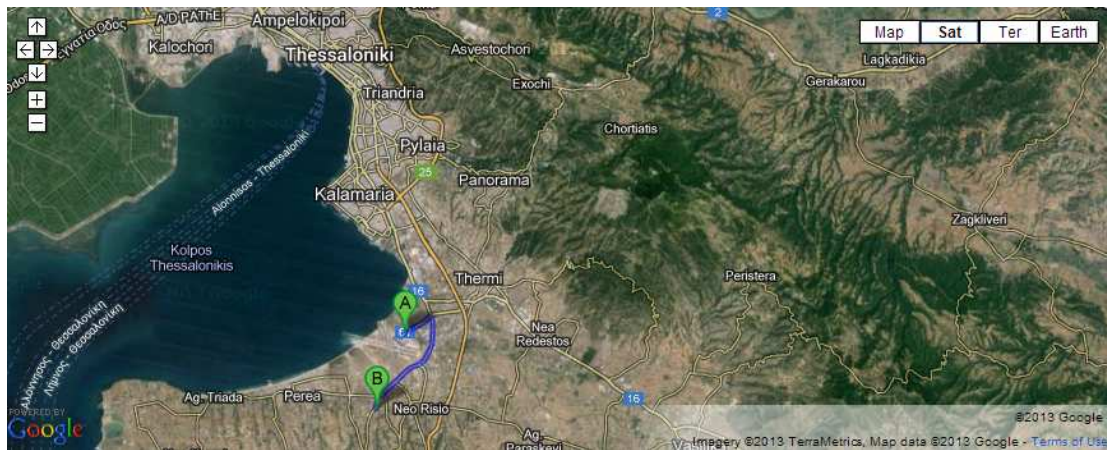
CHAPTER ONE

PRELIMINARY PHASE

For the preparation of this dissertation thesis and for the research which was carried out, all the stages of the preliminary phase are being defined.

1.1 Incentive

Ambassador Hotel is a three star hotel which is located in Plagiari, in the eastern suburb of Thessaloniki. It is consisted of a neo-classical style building which is based on the boutique hotel philosophy. With its unique panoramic view of the city and the Thermaikos Bay, the Ambassador Hotel is strategically located just 5 minutes from Thessaloniki's Macedonia International Airport and the Thessaloniki Regency Casino, 7 minutes from the Interbalkan Medical Centre, IKEA and the Mediterranean Cosmos Shopping Centre and 15 minutes from the heart of bustling Thessaloniki.



Map to visit the hotel (A: Airport of Thessaloniki, B: The Ambassador hotel Source: http://www.ambassador.gr/request_page/2)

Ambassador Hotel is popular for its friendly staff, and for the high quality of services they provide. Owners are really concern about the environmental impacts of tourism and make great efforts to adopt green strategies for the hotel, the staff and its operations.

The current financial crisis that Greece and Europe were stricken of made the hotel owners suffered. Nevertheless, they want to ensure that their new investment,

the hotel's renovation, taking place successfully, will be profitable. The renovation will rely on new ecological practices only.

The thesis is about consumer's behavior and whether a hotel which combines high quality of services and ecological practices is expected to be preferred by customers and have the competitive advantage, by respecting and protecting the environment.

The team proceeded to the problem in order to understand the customers' views on green hotels through habits and preferences during the process of choosing a hotel.

Effort was made in order to collect all the primary and secondary data and provide information on which the Council will afterwards organize the general marketing strategy.

The topic of the research is to investigate the recorded beliefs and preferences of individuals, aged 18 and over, regarding "green" hotels, their stay in such a hotel, and their willingness to cut off non – environmental friendly hotels during August 2013. Specific targets are analysed below.

1.2 Objectives of the thesis

Investigation on the attitudes and preferences of customers one by one, relating their choice to stay (or not to stay) in a sustainable- green hotel.

Specific objectives of primary data:

- Demographic data of the poll
- Investigation in the consumer's preference of staying in a sustainable hotel
- The influence of the demographic data in the consumer's intention to visit a sustainable hotel
- The influence of behavioral beliefs, normative beliefs, control beliefs and attitudes in the consumer's intention of visiting in a green hotel
- The influence of subjective rules in the consumer's intention of visiting in a green hotel
- The influence of conception control behavior in the consumer's intention of visiting in a green hotel
- The influence of the gender in the consumer's intention of visiting in a green hotel

- The influence of consumer's plans to stay in a green hotel when traveling with the "Behavioral Beliefs", "Normative Beliefs", "Control Beliefs", "Attitudes", "Subjective Rules" and "Perception Behavior Control"
- The influence of the demographic data to the consumer's plans of visiting in a green hotel
- The influence of the consumer's demographic data in their intention to boycott an unethical hotel chain
- The influence of the variable VI3 to the "Behavioral Beliefs", "Normative Beliefs" and "Control Beliefs"
- The influence of the variable CB3 to the "Behavioral Beliefs", "Normative Beliefs" and "Control Beliefs"
- The influence of the variable BB2 to the "Negative Intension" and "Dialogue Intensions"
- The influence of the demographic data in the consumer's intention to boycott unethical hotel chains
- The influence of the consumer's demographic data in order to affect others in order to boycott hotel chains

Specific objectives of secondary data:

- The legal framework and certification programs concerning green strategies in the tourism industry,
- the Greek reality about the development of sustainable tourism and sustainable hotels,
- if consumers are aware of the environmental negative impacts of tourism,
- whether consumers use their purchasing power to protect the environment.

CHAPTER TWO LITERATURE REVIEW

2.1 Defining a green/ or ethical hotel

The hotel industry is one of the basic and major parts of tourism development. For that reason it is known that tourism consumes a lot of energy and resources. Equally it can be said that with special practices tourism can harm the environment. Many hoteliers and owners nowadays, being more sensitive about the environment, they try to cut off the direct impacts to the environment. The term “green” most of the times is similar to “environmentally friendly” but in reality is more than that. Also many times “green” is used as equal to sustainable, and especially sustainability. It is worldwide known that our planet and the environment are in jeopardy. There are several issues such as climate change, global warming, degradation, carbon footprint etc. The media on the other hand increasingly try to inform the public about the impacts of those issues. All the above make people think more about adopting green practices and green management in their everyday life. It is also mentioned that many customers (more than the 33% of the American citizens) are willing to pay more, nowadays, in order to travel and stay in a hotel, all in a more environmental friendly way. Environmental consciousness is adopted from the British citizens as well, as based on Trip Advisor’s survey in a sample of 8000 people (in the end of 2008) the 21% of those wish to decide about their holidays in a more environmental friendly way. The concept of “green Hotels” was first articulated by the Green Hotels Association (2008) which states that “Green hotels are environmentally friendly properties, whose managers are eager to institute programs that save water, save energy and reduce solid waste – while saving money – to help protect our one and only earth!” (<http://www.enet.gr/?i=news.el.article&id=124836>).



This concept includes both key green management practices and educating customers about the environment. (*J.-S. Lee et al., 2010 pp. 902*).

The term “Green Hotel” can be used synonymously with “an environment friendly hotel”, or “an eco – friendly hotel” or “a sustainable hotel” (*Zengeni, Zengeni, Muzambi, 2013 pp. 64-66*). Moreover, it is known that in the first place the term of green hotel was introduced due to hotels owners who wanted to comply with government regulations and as they wanted to save money by using specific green techniques. After a period of time the green had a different meaning. It was more addressed to and associated with the product quality, the employees, customer satisfaction and demand and helped the company to boost its image. Furthermore it showed the customers’ willingness to pay for a green product.

The green hotel business is a growing niche as it uses practices which differentiate them from non – green hotel businesses and help these businesses increase their competitive advantage. On the other hand it also helps to fulfill their moral senses towards the environment by using fewer resources through special practices. It can also be said that, a green hotel is a lodging facility committed to ecological practices such as saving of water, energy and waste (*Manatola and Jauhari, 2007*). Foster claimed that the hospitality and tourism industry tries to be more environmentally friendly due to the following reasons:

- Consumers’ demand,
- increasing environmental regulation,
- managerial concern with ethics,
- customer satisfaction,
- maintenance issues related to the physical plant,
- the need for aesthetics.

Moreover it can be said that hotels have different motives by going “green”, firstly they are gaining publicity and fame, secondly they are saving money from using specific eco – friendly practices, and last but not least they are fostering positive public relations (*Zengeni, Zengeni, Muzambi, 2013 pp.64-66*).

Another aspect that should be taken into account is that results in studies have shown that by turning green a hotel will for sure decrease the operating costs, while on the other hand it will gain a significantly level of increase to the reservations.

Furthermore the guests will be more satisfied (*Kapiki, 2012 pp.1118-1120*). In the last decade, there is a tendency to turn into types of vacation which offer a great deal of “sustainability dose”, either by staying in a green hotel or by using another type of eco tourism.

Lastly, it must be mentioned that green products may give a competitive advantage to those using them.

2.2 Integration concept of green tourism

In the last decades, the consequences of not preserving the environment are visibly available in our everyday life. Green tourism is an idea which helps us preserving the nature and reducing all the environmental impacts of tourism. It should be said here that tourism and environment are closely linked in an independence manner as the development of tourism affects the quality of the environment in its destination and a destination’s competitiveness depends on the quality of its built and natural environment. Also, it must be said that tourism has negative impacts at the local, the regional and the global level. There are impacts which can be shown on different kind of areas, on natural resources (soil, air, energy), on natural ecosystems, and finally on the built environment. This is where the idea of “green tourism” must take its place.

According to WTO green tourism is about to be one of the fastest growing markets, globally, as it is growing fast with an increase of 5% and represents more than the 11% of all the expenses.

Americans try to stay in a more environmentally friendly hotel in 2008 and those who search for a hotel which preserves the environment are increased up to 66% than the 57% which was previously. In America, hoteliers tend to be informed from special engineers, in order to renew and renovate their industries. All these are based in the principle they try to adopt about preserving the nature and reduce the negative impacts in the environment. Also, in some states such as Florida for example, the government asked for seminars and workshops to be held in green hotel rooms, if that was possible.

On the other hand, in Europe, big hotel chains tried to be greener, by renovate their old hotels, or by renovating their already green hotels. The one third of the

Europeans tends to ask for a green hotel when they book their holidays (<http://www.realestatenews.gr/perivallon/perivallon-poleodomia/13278-prasina-ksenodoxia>).

It must be said that in America most state programs for green hotels were established between 2004 and 2008, that is because travelers are much more, keen to web applications and the results showed that many chose to spent their holidays in a greener way (Kuminoff, Zhang and Rudi, 2010).

Unavoidably, it should also be noted that serious intentions were made about green restaurants, which are strongly related to tourist product (Schubert et al., 2010). It should be mentioned here that at the end of 1990, there was the idea that the term of “green tourist” has not reached the acceptance that the term “green consumer” gained in general. However this concept changed in the next ten years (Holden, 2008).

In the last decade, more and more people are changing their attitudes towards the concept of green products. As an example there is the growth in the demand for organic or bio – products and especially these are vegetarians. These kind of people, forced by their love for the natural environment, are trying to implement these ideas to their everyday life. That is where the idea of green tourism lies. People may think that by staying in a “green hotel”, “consume” a green product, causing less environmentally damaging and especially in an ethical way.

2.3 Greek concept of green tourism

It is known that in any industry, owners must preserve the nature. Especially, when it comes to tourism industries, owners must be forced to use sustainable practices. And that is because tourism is one of the major industry sectors which have such a great impact into the environment. Some impacts have to do with the carrying capacity, for instance when it comes to the amount of visitors, who visit a specific place, and the volume that this place can hold. When this volume is exceeded, the impacts can be obvious to the resources such as water, energy, soil. Also, plants and animals are being extinct as well as a great loss of biodiversity.

Greece is one of the countries which have the tourism product as their basic products. It is worldwide known that Greece is known for the 3 words “Sea – Sun – Sand”. Today, more and more hoteliers try to be green. Hotels that are kings in the hotel industry in Greece try to renovate their units by using environmentally friendly

raw materials and operate in a more sustainable way.

The concept of green tourism is famous among the hoteliers who built their industries now or renovate the old ones. It is a reality that most of the old aged owners are not so keen with the term sustainability or green. It should be mentioned here that the majority of the hotels are built before 1980. Also, it is worth mentioned that the owners of big hotels, as they interact with hoteliers from other countries, are more eligible to adopt a green strategy for their hotel. The new tend to be “oil crisis” combined with the economic crisis of 2009 which was known globally could be a reason for owners to be motivated towards a more sustainable future. Climate change and oil extinction is one of the main reasons hoteliers try to find a different type of energy resource. In the last decade the sacristy and the high price of the energy will produce changes in human activities in tourism. When it comes to economic crisis the World Tourism Organization has predicted that the international vacation travel will drop up to 2%. Also, Talib Rifai, secretary general of the UN World Tourism Organization, there is no tourism crisis but it’s the economic crisis which spills over to tourism. There are some factors which emerge us to make changes in the tourism industry:

- Any tourism types which require large energy doses will be very expensive and scarce,
- air travel would be unaffordable,
- most people would try to travel by bus or train,
- there will be a high demand for local tourism,
- tourism will be less luxurious and more localized,
- sustainable tourism will be serious and real,
- mass tourism will decline,
- people will travel less,
- there may be a revival for the true soul of tourism.

(Leigh, Vukovic, 2011, pp. 67-92)

2.4 Green strategies in tourism industry

Green hotels are effective for attracting new tourists and as well for the hotel as it will save money from using green practices such as water management. As many people nowadays, the public in general, are more and more concerned about environmental issues, green management and green strategies can become a very useful tool which can increase each hotel's competitive advantage. Green management is defined as the holistic management process responsible for identifying, anticipating and satisfying the needs of customers and society, in a profitable and sustainable way.

The differences between green marketing and societal marketing can be seen above:

- An emphasis on the physical sustainability of the marketing process, as well as its social acceptability.
- A more holistic and interdependent view of the relationship between the economy, society and the environment.
- An open-ended rather than a long-term perspective.
- A treatment of the environment as something with intrinsic value over and above its usefulness to society.
- A focus on global concerns, rather than those of particular societies.

(Michael J. Baker, 2002).

The implementation of an environmental management system is the basic strategy for a hotel in order to be greener. Environmental management system is a well structured and documented approach to respond to environmental challenges by focusing on environmental regulations and standards and customer requirements. Strategic green planning can be a very useful tool for a tourism industry in order to be competitive and this leads to growth and continuous improving. The most popular EMS system is the ISO 14000, which was the first label as an EMS. It must be said

here that most of the guidelines of an EMS are focused on environmental laws, which is a difficult procedure (*Tsiotras G., 2012*).

One of the main concepts of strategies based in the idea of “green hotels” is the implementing one of the specific certification programs. Another tool is to educate employees and consumers. This can be done through the management and marketing operations of the industry (*Kallia Aggeliki, 2012*).

When it comes to legislation, EMAS and Eco – label are the most well known tools used by businesses. EMAS is an instrument of the Sustainable Consumption and Production and Sustainable Industrial Policy Action Plan to promote continuous improvements in the environmental performance of organizations. EMAS acts as an open dialogue with the public and through specific training makes the employee’s involvement active. On the other hand, there is the “Voluntary” Law, the Eco – label regulation 2010/66. The EU eco – label may be awarded to products and services available in the EU which meet certain environmental requirements and specific eco – label criteria. These criteria are set and reviewed by the European Union Eco – Labeling Board (EUEB) which is also responsible for the assessment and verification requirements relating to them.

2.5 Certification programme

2.5.1 Green key eco – label

As it was said before, in our days, much more hoteliers try to be eco friendly and sustainable. In that way, hotel managers try to adopt new techniques in order to be sustainable, and by doing this they also help the earth and the environment. By this, hoteliers can be more cost – effective than their competitors, while reducing the negative impacts of their industry to the environment. Sustainable development seeks to meet the needs and aspirations of the present without compromising the ability to meet those of the future (*United Nations. 1987*).

Green key is based in five different principles which could be based to the education of the owners, of the employees and the customers. It is also based in preserving the environment, by reducing the negative impacts of tourism. Furthermore, gaining money for the hotel and reducing the costs by using sustainable practices.



Picture 1. The green key logo. Source: www.eepf.gr/greenkey

Moreover, adopting a marketing strategy which promotes the “green key” certification should be mentioned in order for a company to be certified with the “Green Key”, it should follow some specific criteria.

These criteria refer to: environmental management, staff involvement, guest information, water consumption, washing and cleaning, waste disposal, energy, food and beverage, indoor environment, parks and parking areas, green activities, and administration.

In Greece, from 2009 until 2013, more than 500 hotel industries are certified with the “Green key” eco label.

Table 1: The green key - Greece (2009 – 2013)

THE GREEN KEY – GREECE (2009 - 2013)	
Year	Hotels
2009	52
2010	89
2011	113
2012	126
2013	138
TOTAL	518

As we can see in the table, the number of hotels is growing year after year and in four years it was actually doubled.

Source: <http://www.eepf.gr/thegreenkey/awards2012>

2.5.2 Green tourism business scheme

The Green Tourism Business Scheme is a type of certification which certifies an industry for sustainable tourism in United Kingdom. The industries which want to be a part of it have to be evaluated through a tough procedure based on specific criteria in different sectors such as energy, water management, waste management, biodiversity etc. The industries which meet up with the criteria mentioned above are awarded by a bronze, silver or gold medal.



2.5.3 Green globe certification

As it is mentioned in the Green Globe's website, the Green Globe Standard is a structured assessment of the sustainability performance of travel and tourism businesses and their supply chain partners. Businesses can monitor all the improvements and document achievements leading to certification of their enterprises' sustainable operation and management.

The Green Globe Standards is a collection of 337 compliance indicators applied to 41 individual sustainability criteria. The applicable indicators vary by type of certification, geographical area as well as local factors. The Green Globe Standard is reviewed and updated twice per calendar year.



It should be said that any tourism company can apply for being a Green Globe member as long as they want to be sustainable and green. The advantages of being a member lie to the fact that the certification itself acts as a signature of environmental responsibility and this ensures the customer as well as influences its purchasing behavior (Holden, 2008).

2.5.4 International Standards Organization (ISO)

The International Standards Organization logo is available to those companies which implement “Environmental Management Systems”. This logo can be also implemented in industries such as a hotel. For example a hotel industry can adopt the ISO 9000 and the ISO 14000. ISO 9000 is a set of international standards on quality management and quality assurance, critical to international business. While on the other hand, ISO 14000 is a set of international standards for assessing a company’s environmental performance. ISO 14000 controls the standards in three major sectors. The first one is management systems, the second is operations and finally environmental systems, as far as operation planning, energy consumption and natural resources and finally emissions and other waste are concerned.



2.6 Theory of planned behavior

Consumers have a key role in “green products” as they are the ones who buy them. In that case the most convincing evidence for showing support for green products is the increasing number of people who buy green products every day. If we would like to see it from a demographic point of view we will see that the first consumers that were in favor of green products can be seen in early 1970s. Nowadays, females are more keen in the idea of being environmentally conscious than men, but men on the other hand are more willing to pay for a green product. When it comes to tourism, it can be said that holidays is a kind of luxury for a great amount of people. It is really well-known that there are severe impacts in the environment in high season periods such as summer for example. During these periods people tend to use more resources than in other periods of the year.

A green hotel is an environmental friendly lodging property that institutes and follows ecologically sound programs and practices (e.g. water and energy savings, reductions of solid waste and cost saving) in order to help protecting our planet. Studies have shown that by turning a hotel into green, the customer would believe strongly enough that he or she would be more responsible for protecting the

environment and that they sleep in a healthy environment if they stay in a green hotel. (Han *et al.*, 2010).

On the whole, it can be assumed that there are two models concerning consumer behavior. The first one is called the theory of reasoned action and the second is the theory of planned behavior, which was analyzed above. The Theory of reasoned Action is when an individual's motivation in his or her plans to exert an effort in performing a specific behavior. It is really well – known for its strong predictive power and it is used widely to predict intentions and behaviors. It is said that most of the times the behavior of people can be predicted easily, and people tend to make reasonable choices among alternatives. (Han *et al.*, 2010)

On the other hand, many studies based on Ajen's Theory of Planned Behavior, which can be set as a more comprehensive version of TRA and allows us to examine the influence of personal determinants and social surroundings. This could help researchers improve the predictions they make of customers' staying in a green hotel. In psychology, the theory of planned behavior is a theory about the link between beliefs and behavior. The concept was proposed by Icek Ajzen, first in 1985, in order to improve on the predictive power of the theory of reasoned action by including perceived behavioral control. According to the theory, human behavior is guided by three kinds of considerations: beliefs about the likely outcomes of the behavior and the evaluations of these outcomes (behavioral beliefs), beliefs about the normative expectations of others and motivation to comply with these expectations (normative beliefs), and beliefs about the presence of factors that may facilitate or impede performance of the behavior and the perceived power of these factors (control beliefs).

As a general rule, the more favorable the attitude and subjective norm, and the greater the perceived control, the stronger should be the person's intention to perform the behavior in question. However, because many behaviors pose difficulties of execution that may limit volitional control, it is useful to consider perceived behavioral control in addition to intention. To the extent that perceived behavioral control is veridical, it can serve as a proxy for actual control and contribute to the prediction of the behavior in question. The following figure is a schematic representation of the theory.

In its simplest form, the theory of planned behavior can be expressed as the following mathematical function:

$$BI=(W_1)AB[(b) + (e)] + (W_2)SN[(n) + (m)] + (W_3)PBC[(c) + (p)]$$

Where:

BI: Behavioral intention, *AB*: Attitude toward behavior, (*b*): the strength of each belief, (*e*): the evaluation of the outcome or attribute, *SN*: Subjective norms, (*n*): the strength of each normative belief, (*m*): the motivation to comply with the referent, *PBC*: Perceived Behavioral Control, (*c*): the strength of each control belief, (*p*): the perceived power of the control factor, *W'* : *empirically derived weight/coefficient*.

The major difference between TRA and TPB is that the second has another type of dimension included which is the related to control beliefs (CBs). As it was said before, TPB is an extension of TRA and exceeds the limits of it.

Source: <http://people.umass.edu/~aizen/tpb.html>

CHAPTER THREE

RESEARCH DESIGN

3.1 Type of survey

The poll conducted by formulating questions to the interviewee and by recording the responses using a well structured questionnaire as an instrument. Generally the ways by which a survey can be done, are the following: a) personal interview, b) telephone interview, c) postal interview and finally the use of electronic instruments, such as d) e-interview. (Tilikidou, 2004)

At this thesis, the method that was used for the survey is the personal interview, mainly because limited time is needed and the cost is lower. Generally, the interview takes place between the interviewee and the enumerator face-to-face through a conversation process.

The census have to meet with the interviewee to some place (e.g. home, office or at the offices of research firm) to ask questions and note the answers.

A necessary prerequisite is the adequate training of enumerators to ensure:

- The impartiality of the census and the absolute avoidance of any misleading or dilatory behavior,
- the clear understanding of the questionnaire and the possible answers,
- the necessary clarifications to the respondents (potentially),
- good atmosphere between the census and the respondent.

An advantage of the personal interview is the presence of the inventory, the acquaintance and the direct contact with the interviewee. Theoretically, the only disadvantage of this method is the cost of the inventory, but practically an important problem is the unwillingness of respondents to answer the questions, especially in consumer surveys which usually take place in households. (Tilikidou, E. (2004)



3.2 Methodology

To meet with the objectives of the study, the survey took place in Ambassador Hotel by personal interviews of the visitors. As a sampling method, the convenience sampling which belongs to non probability – non random sampling was chosen.

The selection of the subjects was made without taking notice of any special criteria for them, except from the one, that they were visitors of this hotel at the specific time of this study (August 2013 – September 2013). The researcher also did not consider in selecting subjects that will be representative of the entire population.

In all forms of research, it would be ideal to test the entire population, but in most cases, the population is too large that it is impossible to include every individual. This is the reason why most researchers rely on sampling techniques, like the convenience sampling, the most common of all sampling techniques. This sampling technique is preferred by many researchers because it is fast, cheap and easy and the “subjects” are readily available and can be found everywhere.



As a sampling frame 300 visitors – tourists of the hotel were defined. Households were defined as a population unit. Each household of the sample was defined as sampling unit.

The tool of the survey that was used is a structured questionnaire (Annex). Before the release and completion of the questionnaire, the research team made a pretest in a sample of 5 adults. According to the results of the pretest the research team made the appropriate corrections. As interviewers, two master students of the International Hellenic University (MSc Sustainable Development, Stream of Sustainable Tourism) were chosen. The data were collected over four weeks (middle of August – middle of September 2013), whereas for the data processing program, the statistical program SPSS 17.0 was used. SPSS (Statistical Package for Social Sciences) can be classified in the same category as SAS, GENSTAT, STATICTICA, NAG και STATGRAPHICS.



The interviews took place inside the territory of the “Ambassador” Hotel. The hotel’s address is at the 18th km Thessaloniki – Epanomi, Plagiari.

3.3 The questionnaire

The questionnaire included 16 questions – variables total. Six of them referred to the demographic characteristics of the sample:

- Gender: nominal measurement level
- Age: ratio measurement level
- Education: ordinal measurement level
- Family Income: ordinal measurement level
- Occupation: ordinal measurement level
- Number of earners: nominal measurement level

Question number one is an introductory and as we call it the “foot-in-door question”. It is measured in nominal level.

The core questions (two until ten) were measured on a 5-point Likert scale from “Strongly Disagree” to “Strongly Agree”. It relates to interdisciplinary measure, variable attitudes “Behavioral Beliefs”. It is investigating the positive or the negative attitudes of the sample, internal scale. This measure has been developed by Han et al. (2010)

CHAPTER FOUR

RESULTS

4.1 Demographic data of the poll

While demographic data are important, we will look at gender, age, and stage of life and how they influence purchase decisions. Regarding to the demographic data, 42% (126 out of 300) of the respondents are male and 58% are female (174 out of 300). The number of the respondents is not very big, so the differences are minimized in the poll.

Also, from 300 respondents, 31 are between 18-24 years old (10.3%), 80 are between 25-31 years old (26.7%), 63 are between 32-38 years old (21%), 94 are between 39-46 years old (31.3%) and 32 are between 47-53 years old (10.7%). Taking into consideration that numbers we are able to conclude that young people love to travel, to discover new experiences or facilities and come closer to another cultures. This is really hopeful because young people are able to protect the environment and follow different ways in order to protect it and at the same time enjoy a place.

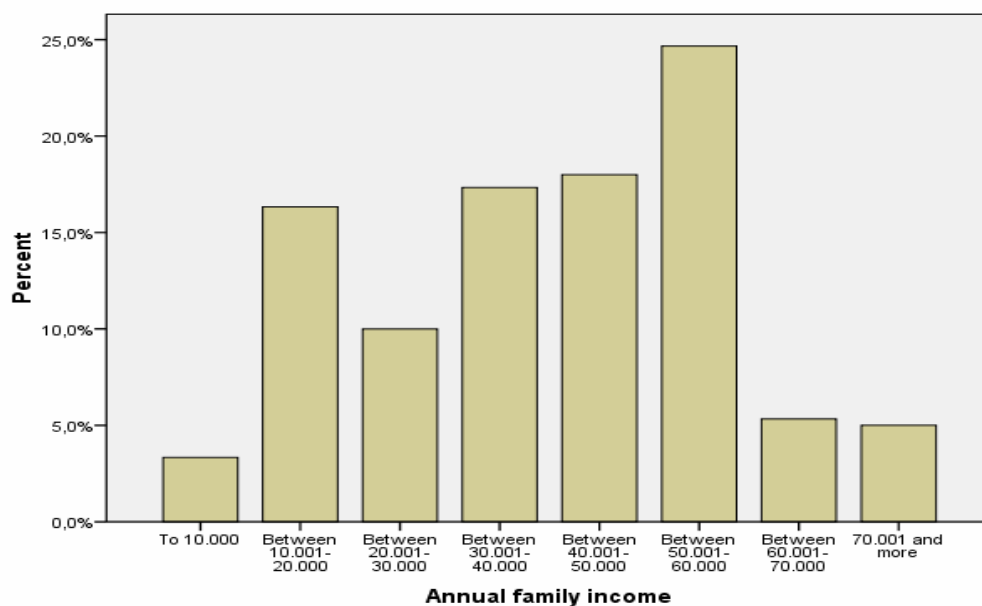
The educational level of the respondents plays an important role in their general opinion and knowledge regarding the sustainability and green hotels (see cross tables). From 300 respondents, 16 graduated from elementary school (5.3%), 48 graduated from primary school (16%), 94 graduated from high school (31.3%), 110 graduated from university (36.7%) and 32 hold a master degree (10.7%). Education is an important sector of the environmental protection. Educated people are more open – minded and able to understand all the aspects of the sustainability. They are more sensitive according to issues that have to do with the society and the influence their actions have in the following generations. Likely, most of the respondents graduated from university (110 out of 300), so we can able to understand that travelers have the power to change their attitudes in order to protect the visited area and understand its importance.

As far as the annual family income (see figure 1) is concerned we have to mention that from 300 respondents 74 people claimed that their personal family income is between 50.001- 60.000€ (24.7%). The mostnoticeable numbers from the table below is that 10 out of 300 said that their family income is not more that

10.000€ (3.3%) and 15 out of 300 said that their annual family income is more than 70.001€ (5%).

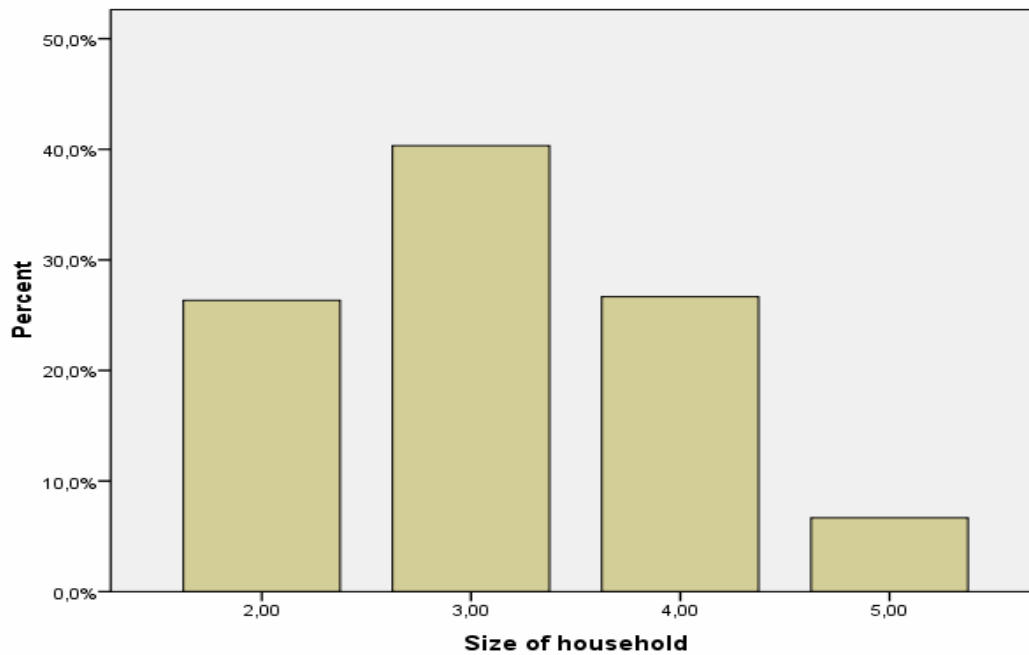
The income is really important in the decision making process, especially nowadays with the financial crisis. People try to find offers in order to visit a place. The cost of a trip is a factor that influences their decision to visit or not a place. It is really important for a tourist to know how much money they are going to spend for their vacations. In our case it is really hopeful that most of the visitors of the Ambassador Hotel claimed that their personal family income is between 50.001-60.000€ (24.7%). Tourists are able to influence the economy of a place, a hotel or a city by spending money.

Figure 1: Annual family income



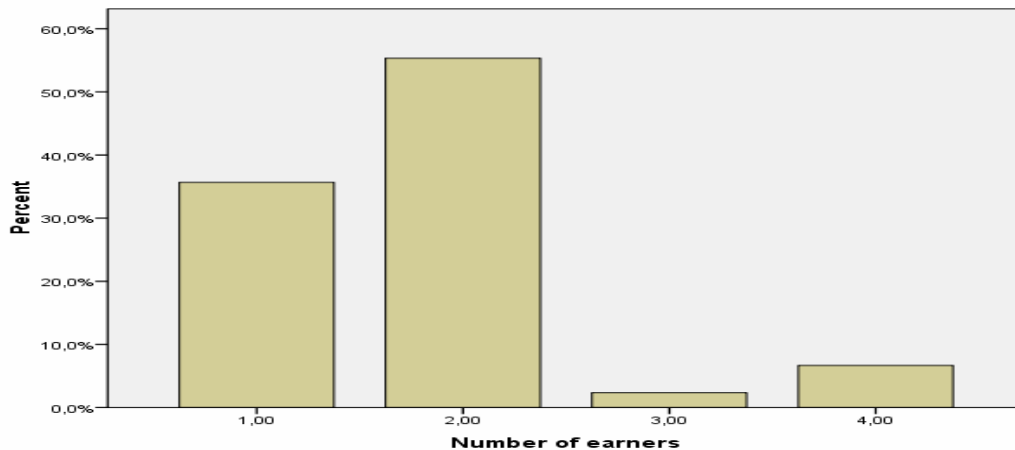
Moreover, concerning the size of the household (see figure 2), 121 out of 300 respondents said that their household consists of three people (40.3%) and only 20 out of 300 said that the size of their household consists of five people (6.7%). The size of the household itself does not play a role in the consumer's behavior in our case, but the amount of money they are going to spend as a family.

Figure 2: Size of the household



Lastly, in the following table is quoted the number of earners of each household (see figure 3). The most memorable is that almost half of the respondents claimed that two people of their household earn money (55.3%) and only 7 out of 300 claimed that three of them earn money (2.3%).

Figure 3: Number of earners



4.2 Investigation in the consumer's preference of staying in a sustainable hotel

As it is mentioned many times travelers are becoming more concerned about the environmental issues in their daily life and by extension when they travel, they

realize the impacts of their purchasing behaviours, which are strongly associated with environmental problems (Laroche et al., 2001). Increasing numbers of customers who consider various environmental issues are starting to seek and buy eco – friendly products, sometimes even paying more for such products (Laroche et al., 2001).

The last decades more and more people are informed about green hotels, green or eco – friendly practices not only in the hotel industry, but generally in their daily life. In the current research 300 people answered. Almost half of the respondents, 45.7% (137 out of 300), claimed that they are familiar with the term “green hotel”.

Overall, the aim of this chapter is to test and compare the applicability of Theory of Planned Behaviour (Han et al. 2010) with the results taken from the poll and explain the formation hotel customers’ intention to stay or not at a green hotel.

The results of the poll showed that the Theory of Planned Behaviour model had a better fit to the data and a better predictive power explaining the intention than the Theory of Reasoned Action model, as it was also mentioned in the literature review. The results revealed that attitude, subjective norm, and perceived behavioural control affected an intention to stay at a green hotel in a positive way. More research indicated that there was no difference between eco – customers and non eco – customers as far as the link between these results and intention are concerned in their everyday life.

To begin with, the focus was on consumers’ behavioral and normative beliefs, as the writers of the paper name them. These factors belong to the Theory of Reasoned Action. According to that theory, most human’s behaviors are based on the concept of intention, which Ajzen (1985) claimed that most human behaviours are predictable based on intention, because such behaviours are volitional and under the control of intention. In other words, people have a high degree of control, intentionally and make reasoned choices among alternatives. Behavioural intention Ajzen (1985) is a function of two factors; namely, attitude towards performing the behaviour and subjective norm.

Taking into consideration the theory and the results of the poll (See table 2), we conclude that 173 visitors out of 300 (57.6%) claimed that they are able to protect the environment during their stay in a green hotel when they travel. This action is very encouraging because as we all know there are many environmental problems that popular tourist areas suffer from because there is a lacking of knowledge and bad quality of services. Also, 178 out of 300 (59.4%) claimed that they will be able to be

more socially responsible and 195 out of 300 (65%) will experience a healthy environmental friendly guestroom. These information are really helpful to understand that customers are more socially conscious and sensitive regarding the improvement of the offered services and are able to compare them with the quantity of living. Interesting enough is that almost the same percentage of the respondents answered that by staying in green hotels, while they travel, this will help them perform environmental friendly practices and enjoy environmental friendly products and healthy amenities. Last but not least, 195 out of 300 (65%) respondents believe that they will be able to eat healthy and fresh food and 82 out of 300 (16.7%) are convinced that their stay in such hotel will enable them to reduce their expenses. Because of the financial crisis, people as travelers, want to improve their stay in hotels and as we can conclude they will pay for better facilities.

Table 2: Behavioral Beliefs (Aggregated)

Staying at a green hotel when travelling would enable me to:				Total
	Disagree	Undecided	Agree	
Protect our environment	40(13.4%)	87(29%)	173(57.6%)	300 (100%)
Be more socially responsible	67(22.3%)	55(18.3%)	178(59.4%)	300 (100%)
Experience a healthy environmental friendly guestroom	55(18.4%)	50(16.7%)	195(65%)	300 (100%)
Perform environmental friendly practices	76(25.4%)	68(22.7%)	156(52%)	300 (100%)
Enjoy environmental friendly products and healthy amenities	76(25.4%)	67(22.3%)	157(52.3%)	300 (100%)
Eat healthy and fresh food	55(18.4%)	50(16.7%)	195(65%)	300 (100%)
Have reduced expenses	41(12.7)	82(27.3%)	177(59%)	300 (100%)

As a regard to the results of the normative beliefs (see table 3) it is necessary to remember that people are usually affected by others who are important for them. They collect different opinions and thoughts and they adopt them in case they agree or are strongly influenced by them.

The individual as a member of the society does not act independently from the others. He is affected by many groups of people such as the members of his family, co-workers, up until to total strangers they may meet. From his true nature anyone can belong to various groups. According to sociologists a group can be formed from two or more persons that are connected with an obvious psychological relation.

This is clearly understood by the answers of the questionnaire, 91 out of 300 respondents (30.3%) supported that their family (or relatives) thinks they should stay

in a green hotel when they travel, 109 out of 300 respondents (36.3%) supported that their friends think they should stay in a green hotel when they travel and 101 out of 300 respondents (33.7%) supported that their colleagues (or co-workers) think they should stay in a green hotel when they travel.

The percentages of respondents who claimed that they are not influenced by others (family, friends, and colleagues) are very low.

Table 3: Normative Beliefs (Aggregated)

Note how true or false, are the following suggestions for you personally:						
	Very false				Very true	Total
	1	2	3	4	5	
My family (or relatives) thinks I should stay in a green hotel when traveling	5 (1.7%)	81 (27%)	72 (24%)	51 (17%)	91 (30.3%)	300 (100%)
My friends think I should stay in a green hotel when traveling	4 (1.3%)	70 (23.3%)	61 (20.3%)	56 (18.7%)	109 (36.3%)	300 (100%)
My colleagues (or co-workers) think I should stay in a green hotel when traveling	8 (2.7%)	38 (12.7%)	93 (31%)	60 (20%)	101 (33.7%)	300 (100%)

Respondents (see table 4), generally, believe that staying in a green hotel is expensive (195 out of 300). This thought was not proved, but they have in mind that such a hotel will offer them better facilities, so they will have to pay more money. They also claimed (146 out of 300 respondents) that finding a green hotel when they travel takes time and effort (48.6%) and 61.7% (185 out of 300) think that the location of a green hotel needs to be convenient and easy on access. Lastly, only 68 out of 300 respondents (22.7%) did not agree that someone who pays for their travel expenses encourage them to stay at a certain hotel.

Table 4: Control Beliefs (Aggregated)

Degree of agreement or disagreement				Total
	Disagree	Undecided	Agree	
Staying at green hotel is expensive	55(18.4%)	50(16.7%)	195(65%)	300 (100%)
Finding a green hotel when traveling takes time and effort	83(27.7%)	71(23.7%)	146(48.6%)	300 (100%)
The location of a green hotel needs to be convenient	64(21.3%)	51(17%)	185(61.7%)	300 (100%)
My company/ my school/ others who pay for travel expenses encourage me to stay at a certain hotel	68(22.7%)	50(16.7%)	182(60.7%)	300 (100%)

The Theory of Planned Behaviour assumes attitude towards behaviour, subjective norm, and perceived behavioural control, in other terms there are three conceptually independent determinants of behavioural intention. The first determinant of behavioural intention is attitude, which can be described as “the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question” (Ajzen, 1991, p. 188).

In our case, there was a metric scale from 1 to 5 (1 refers to extremely negative term and 5 referred to extremely positive term), where customers – respondents, had to express their opinion / attitude towards a phrase which was given and described in the above table: Attitudes. In general, we have to say that the price range was between 3 and 5. Respondents claimed that it is extremely good for them 123(41%) to stay at a green hotel, when they travel. Also, 56 (18.7%) respondents supported that the desire to stay at a green hotel, when they travel, it is neutral for them and 156 (52%) respondents said that it is extremely pleasant for them to stay in such a hotel, when they travel. Moreover, for 115 (38.3%) respondents it is extremely wise to stay at green hotels and for 111 (37%) travelers it is extremely favorable to stay in a green hotel. Lastly, 134 (44.7%) respondents are neutral to enjoy a stay in a green hotel, when they travel and only 75 (25%) respondents claimed that it is extremely positive for them to stay in a green hotel.

Table 5: Attitudes (Aggregated)

	3	4	5	Total
Extremely bad/ good	48(16%)	129(43%)	123(41%)	300 (100%)
Extremely undesirable/ desirable	56(18.7%)	106(35.3%)	138(46%)	300 (100%)
Extremely unpleasant / pleasant	64(21.3%)	80(26.7%)	156(52%)	300 (100%)
Extremely foolish / wise	134(44.7%)	51(17%)	115(38.3%)	300 (100%)
Extremely unfavorable / favorable	142(47.3%)	47(15.7%)	111(37%)	300 (100%)
Extremely unenjoyable / enjoyable	134(44.7%)	69(23%)	97(32.3%)	300 (100%)
Extremely negative / positive	146(48.7%)	79(26.3%)	75(25%)	300 (100%)

In the model of Theory of Planned Behaviour, the subjective norm is the second determinant of behavioural intention. Ajzen (1991, p.188) defined the subjective norm as “the perceived social pressure to perform or not to perform the behaviour”. In other words, subjective norm as it was mentioned before is the opinion of others who are close or important to an individual and who can influence his/her decision-making (e.g., relatives, close friends, co-workers/colleagues, or business partners)

In our case (see table 6), customers – respondents, agreed that most of the people who are important for them think (49.3%) they should stay in a green hotel when they travel, 61.7% want them to stay at a green hotel. Finally, 53.7% of the respondents said that people whose opinions they value would prefer that they will stay at a green hotel when they will decide to travel.

Table 6: Subjective Rules (Aggregated)

Degree of agreement or disagreement				Total
	Disagree	Undecided	Agree	
Most people who are important for me <u>think</u> I should stay in a green hotel when travelling	76(25.3%)	76(25.3%)	148(49.3%)	300 (100%)
Most people who are important to me <u>want me</u> to stay at a green hotel when travelling	59(35%)	56(18.7%)	185(61.7%)	300 (100%)
People whose opinions I value would prefer that I stay at a green hotel when travelling	50(16.7%)	89(29.7%)	161(53.7%)	300 (100%)

The third determinant of behavioural intention is perceived behavioural control. Perceived behavioural control can be described as “the perceived ease or difficulty of performing the behaviour” (Ajzen, 1991, p. 122). In particular, perceived behavioural control assesses the perception of how well one can control factors that may facilitate or constrain the actions needed to deal with a specific situation.

The percentages of the theory are approved by the answers of the poll. Most of the respondents (see table 7) answered that it is their personal choice to stay or not in a green hotel (63.3%). Furthermore, half of them said that in case they want to stay at a green hotel, they are confident that they can do it (50.3%). Lastly, 20% of the respondents did not decide whether they have the resources, the time and the opportunities to stay at a green hotel while they travel.

Table 7: Perception Behaviour Control (Aggregated)

Degree of agreement or disagreement				Total
	Disagree	Undecided	Agree	
Whether or not I stay at a green hotel when travelling is completely up to me	55(18.3%)	55(18.3%)	190(63.3%)	300 (100%)
I'm confident that if I want, I can stay at a green hotel when travelling	76(25.4%)	73(24.3%)	151(50.3%)	300 (100%)
I have resources, time and opportunities to stay at a green hotel when travelling	67(22.3%)	60(20%)	173(57.7%)	300 (100%)

In the context of hospitality sector Han et al (2010), reported that attitude towards green behavior was a significant predictor on the overall image of green hotels. In the following table (see table 8), taking into consideration the answers of the respondent and the theory, we can conclude that hotel visitors will make an effort to stay at a green hotel (49%) when they travel. Also, it is clear from the percentages that customers are willing to stay at a green hotel (56.6%) and that generally they are planning to stay in such hotels (183%). Generally speaking, it is really encouraging that customers – travellers are very positive with the idea to improve green strategies in the tourism sector and that they really want to participate in that actions and help in that direction.

Table 8: Visit Intention (Aggregated)

Degree of agreement or disagreement				Total
	Disagree	Undecided	Agree	
I am willing to stay at a green hotel when traveling	39(13%)	91(30.3%)	170(56.6%)	300 (100%)
I plan to stay at a green when traveling	59(19.7%)	58(19.3%)	183(61%)	300 (100%)
I will make an effort to stay at a green hotel when traveling	79(26.4%)	74(24.7%)	147(49%)	300 (100%)

In the following table (see table 9) there are some suggestions in which respondents had to express their degree of agreement or disagreement. 179 out of 300 respondents (59.7%) said that they are willing to boycott hotel chains who harm

seriously the environment, 18.7% of the respondents are neutral to boycott hotel chains that have been involved in financial scandals (e.g. cartel) and 25.4% of the respondents claimed that they will not boycott hotel chains that have been involved in scandals involving the health and safety of their facilities. Also, more than a half of the respondents (59.7%) supported that they will boycott hotel chains that have used child labor, are involved in a cruel behavior toward animals (65.7%) and are involved in a brutal behavior towards employees (61%). Moreover, 155 out of 300 respondents (51.7%) claimed that they are willing to boycott hotel chains that support financially governments that are involved in wars and have hostile interests to their country (66%). Lastly, only 66 out of 300 respondents (22%) believe that they will not boycott hotel chains that speculate excessively and irresponsibly.

Regarding to the results of that questions we can conclude that most of the visitors – respondents have the intention to boycott hotel chains that do not agree with an ethical way of working and do not offer healthy facilities.

Table 9: Negative intention – Boycott (Aggregated)

I am willing to boycott hotel chains that have denounced that:				
				Total
	Disagree	Undecided	Agree	
Harm seriously the environment	39(13%)	82(27.3%)	179(59.7%)	300 (100%)
Have been involved in financial scandals (e.g. cartel)	56(18.7%)	56(18.7%)	188(42.6%)	300 (100%)
Have been involved in scandals involving the health and safety of their facilities	76(25.4%)	64(21.3%)	160(53.3%)	300 (100%)
Use child labor	39(13%)	82(27.3%)	179(59.7%)	300 (100%)
Are involved in a cruel behaviour toward animals	55(18.4%)	48(16%)	197(65.7%)	300 (100%)
Are involved in a brutal behaviour towards employees	66(22%)	51(17%)	183(61%)	300 (100%)
Support financially governments involved in wars	76(25.4%)	69(23%)	155(51.7%)	300 (100%)
Have hostile interests to my country	55(18.4%)	47(15.7%)	198(66%)	300 (100%)
Speculate excessively and irresponsibly	66(22%)	58(19.3%)	176(58.65)	300 (100%)

As it is mentioned earlier, people have the power to influence each other, especially in nowadays, with the development of technology, where the access and communication through internet is extremely easy. People are able to find any information they want very quickly and compare them with others, express themselves and follow different groups.

In the following table (see table 10) there are some suggestions in which respondents had to express their degree of agreement or disagreement. Almost half of the respondents believe that they are able to influence their friends with conversations to their participation in a boycott (47.7%). Only 43 out of 300 respondents are not willing to join protest petitions (14.3%) or send messages via internet and mobile phones (19.7%). Likely, 152 out of 300 respondents claimed that they are able to read and write in forums (50.6%) and 61% are able to participate in protests. Lastly, 48% of the respondents are willing to create and organize protest groups. This behavior is very positive because we can assume that travelers have a clear personal opinion about ethical consumption and how to get involved with the protection of the environment and the common good.

Table 10: Dialogue Intentions (Aggregated)

In addition to the boycott am willing to:				Total
	Disagree	Undecided	Agree	
Influence my friends with conversations to their participation in the boycott	88(29.3%)	69(23%)	143(47.7%)	300 (100%)
Join a protest petition	43(14.3%)	92(30.7%)	165(55%)	300 (100%)
Send messages via internet and mobile phones	59(19.7%)	57(19%)	184(61.3%)	300 (100%)
Read and write in forums	80(26.7%)	68(22.7%)	152(50.6%)	300 (100%)
Participate in protests	59(19.7%)	58(19.3%)	183(61%)	300 (100%)
Create and organize protest groups	83(27.6%)	73(24.3%)	144(48%)	300 (100%)

4.3 The influence of the demographic data in the consumer's intention to visit a sustainable hotel

On the one hand, the null hypothesis is formulated, that the variable "Age" and "Visit Intention" (see table 11) are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Age" and "Visit Intention" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 12.9%. Because it is bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the age does not influence respondent's intention to visit a green hotel when they are traveling ($F=1.799, p> 0.05$).

In other words, no matter the age of the visitors they all need to be treated equally and the hotel workers must pay attention to the offered service and customers' satisfaction since the results of the survey showed that the social environment influences the travellers' intention to act in a specific way. It is really vital to make customers feel like their home.

Table 11: Age – Visit Intention

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	29.768	4	7.442	1.799	.129
Within Groups	1220.029	295	4.136		
Total	1249.797	299			

On table 12 we compared the educational level and respondents' intention to visit a green hotel. On the one hand, the null hypothesis is formulated, that the variable "Educational Level" and "Visit Intention" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Educational Level" and "Visit Intention" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 25.4%. Because it is bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the educational level does not influence respondent's intention to visit a green hotel when they are traveling (F=1.342, $p > 0.05$).

Despite the results of the poll, an important fact that should be considered is the training – guidance of the potential visitors in order to develop an ecological conscience. This can be achieved by organizing a campaign to protect the environment and offer printed material that will be available in the hotel rooms. Also, locate signs throughout the territory of the hotel and remind customers about the energy consumption, the water management etc. By those methods the environmental awareness of customers will be increased.

Table 12: Educational Level – Visit Intention

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	22.342	4	5.586	1.342	.254
Within Groups	1227.455	295	4.161		
Total	1249.797	299			

On table 13 we compared the family income and respondents' intention to visit a green hotel. On the one hand, the null hypothesis is formulated, that the variable "Family Income" and "Visit Intention" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Family Income" and "Visit Intention" are related. There is used the test ANOVA (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. There is set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 47.2%. Because it is bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the family income does not influence respondent's intention to visit a green hotel when they are traveling ($F= 0.945, p> 0.05$).

Generally, consumers maintain a positive attitude towards green hotels and the family income does not influence their choice to visit or not such hotel. It is really encouraging to support environmental friendly actions even when they travel. This is confirmed by the global evidence and the results of the poll, since it seems that this positive attitude is reinforced by worldwide actions.

Table 13: Family Income – Visit Intention

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	27.678	7	3.954	.945	.472
Within Groups	1222.119	292	4.185		
Total	1249.797	299			

4.4 The influence of behavioral beliefs, normative beliefs, control beliefs and attitudes in the consumer's intention of visiting a green hotel

On table 14 we compared the visit intention of the respondents and the behavioral beliefs, normative beliefs, control beliefs and the attitudes. On the one hand, the null hypothesis is formulated, that the variable "Visit Intention" and the variables "Behavioral Beliefs", "Normative Beliefs", "Control Beliefs" and "Attitudes" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Visit Intention" and the variables "Behavioral Beliefs", "Normative Beliefs", "Control Beliefs" and "Attitudes" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. We set a significance level of 5%. By watching the column sig. of

the table we see that the significance level for this table is 30.2%, 11%, 36.7% and 10.3% respectively. Because they are bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents' visit intention is not related with the behavioral ($F=1.183$, $p>0.05$), normative ($F=1.585$, $p>0.05$) and control beliefs ($F=.1094$, $p>0.05$) and either with the attitudes ($F=1.612$, $p>0.05$) of travelers.

From the results of the poll we can conclude that a hotel can attract travelers and influence their intention to visit the place by informing those (potential consumers) for the green shift of the hotel through media.

Hoteliers can start with consecutive posts on the official website, and then continue to all electronic communications types. This is really important because internet is now the primary means of providing information especially to young people and people use internet to get information about a hotel, a room and the offered facilities.

Table 14: Visit Intention – variables Behavioral Beliefs, Normative Beliefs, Control Beliefs and Attitudes

		Sum of Squares	Df	Mean Square	F.	Sig.
Behavioral Beliefs	Between groups	191.218	10	19.122	1.183	.302
	Within Groups	4671.702	289	16.165		
	Total	4862.920	299			
Normative Beliefs	Between groups	79.989	10	7.999	1.585	.110
	Within Groups	1458.291	289	5.046		
	Total	1538.280	299			
Control Beliefs	Between groups	161.870	10	16.187	1.094	.367
	Within Groups	4277.316	289	14.800		
	Total	4439.187	299			
Attitudes	Between groups	87.027	10	8.703	1.612	.103
	Within Groups	1560.369	289	5.399		
	Total	1647.397	299			

4.5 The influence of consumer's plans to stay in a green hotel when traveling with the "Behavioral Beliefs", "Normative Beliefs", "Control Beliefs", "Attitudes", "Subjective Rules" and "Perception Behavior Control"

On table 15 we compared the variable VI2 and the variables "Behavioral Beliefs", "Normative Beliefs", "Control Beliefs", "Attitudes", "Subjective Rules" and "Perception Behavior Control". On the one hand, the null hypothesis is formulated, that the variable "VI2" and the variables "Behavioral Beliefs", "Normative Beliefs", "Control Beliefs", "Attitudes", "Subjective Rules" and "Perception Behavior Control" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "VI2" and the variables "Behavioral Beliefs", "Normative Beliefs", "Control Beliefs", "Attitudes", "Subjective Rules" and "Perception Behavior Control" are related.

The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for "Behavioral Beliefs" is 29.3%, for "Normative Beliefs" is 66%, for "Control Beliefs" 79% and for "Attitudes" is 18.9%. While, for "Subjective Rules" and for "Perception Behavior Control" is 0%.

In case of "Behavioral Beliefs", "Normative Beliefs", "Control Beliefs" and "Attitudes" it is bigger than the chosen (5%), so the null hypothesis is applied. So, those variables are not related. In case of "Subjective Rules" and "Perception Behavior Control" it is smaller than the chosen (5%), so the alternative hypothesis is applied.

To sum up, respondents' plans are not influenced by "Behavioral Beliefs" ($F=1.243$, $p>0.05$), "Normative Beliefs" ($F=2.227$, $p>0.05$), "Control Beliefs" ($F=2.118$, $p>0.05$) and "Attitudes" ($F=1.546$, $p>0.05$). Although they are affected by "Subjective Rules" ($F=41.500$, $p<0.05$) and "Perception Behavior Control" ($F=48.394$, $p<0.05$).

Potential visitors who plan to travel probably make a research before taking a decision. Most of the times that research have to do with the total cost of their stay. To attract more visitors it is proposed to make an adjustment of the total cost of staying in the hotel, once the survey results showed that most people believe that

staying in a green hotel is more expensive than staying in a conventional one. For that direction the organized actions of organizations and groups of other Green Hotels will help in gaining the trust of consumers and to dissolve any distrust clouds. Finally, the hotel must make sure that the prices are adjustable to the type of quality they offer.

Table 15: VI2 - variables “Behavioral Beliefs”, “Normative Beliefs”, “Control Beliefs”, “Attitudes”, “Subjective Rules” and “Perception Behavior Control”

		Sum of Squares	Df	Mean Square	F.	Sig.
Behavioral Beliefs	Between groups	80.616	4	20.154	1.243	.293
	Within Groups	4782.304	295	16.211		
	Total	4862.920	299			
Normative Beliefs	Between groups	45.095	4	11.274	2.227	.066
	Within Groups	1493.185	295	5.062		
	Total	1538.280	299			
Control Beliefs	Between groups	123.943	4	30.986	2.118	.079
	Within Groups	4315.244	295	14.628		
	Total	4439.187	299			
Attitudes	Between groups	33.835	4	8.459	1.546	.189
	Within Groups	1613.561	295	5.470		
	Total	1647.397	299			
Subjective Rules	Between groups	448.308	4	112.077	41.500	.000
	Within Groups	796.688	295	2.701		
	Total	1244.997	299			
Perception Behavior Control	Between groups	585.347	4	146.337	48.394	.000
	Within Groups	892.039	295	3.024		
	Total	1477.387	299			

4.6 The influence of the demographic data to the consumer’s plans of visiting in a green hotel

On table 16 we compared the variable VI2 and the demographic data of the respondents. On the one hand, the null hypothesis is formulated, that the variable “VI2” and “Demographic Data” are not related. On the other hand, the alternative hypothesis is formulated, that the variable “VI2” and “Demographic Data” are related.

The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 67.5% for the gender, 75.7% for the age and 14% for the family income. Because they are bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents’ gender, age and family income do not influence them to plan their stay in a green hotel. (F=.583, $p>0.05$ for the gender, F=.471, $p>0.05$ for the age and F=1.743, $p>0.05$ for the family income).

Taking into consideration the results of the poll we can conclude that visitors’ plans are not influenced by their gender, age and family income because most of them did not heard about the term “green” hotel and the specific actions that a hotel can adopt on this direction. So, it is totally neutral to not be affected by such actions.

Table 16: VI2 – Demographic Data

		Sum of Squares	Df	Mean Square	F.	Sig.
Gender	Between groups	.573	4	.143	.583	.675
	Within Groups	72.507	295	.246		
	Total	73.080	299			
Age	Between groups	2.697	4	.674	.471	.757
	Within Groups	422.450	295	1.432		
	Total	425.147	299			
Family income	Between groups	22.468	4	5.617	1.743	.140
	Within Groups	950.518	295	3.222		
	Total	972.987	299			

4.7 The influence of the consumer’s demographic data in their intention to boycott an unethical hotel chain

On table 17 we compared the negative intention and the demographic data of the respondents. On the one hand, the null hypothesis is formulated, that the variable “Negative Intention” and “Demographic Data” are not related. On the other hand, the alternative hypothesis is formulated, that the variable “Negative Intention” and “Demographic Data” are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. We set a

significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 26.5% for the gender, 72% for the age and 23.8% for the family income. Because they are bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents' gender, age and family income do not influence them to boycott hotel chains that act in an unethical way and do not respect the common good. (F=1.174, $p>0.05$ for the gender, F=.812, $p>0.05$ for the age and F=1.203, $p>0.05$ for the family income).

It cannot be disputed; the universal commons should benefit everyone. But, it can only do this if it is nurtured and tended by everyone. Right now, Northern consumption patterns are trampling the fresh grass of the commons, leaving too many people stranded on the margins, with little recourse for potential and growth. Even those doing the trampling can be considered as oppressed by the system, slave to the market ideology. (McGregor, 2003a)

Generally, humans are obliged to protect the environment and keep it in balance. Everybody must think and act in a way to take all the offered benefits of the paid facilities of a hotel chain, but at the same time keep in mind that the following generations will be affected by that actions.

Table 17: Negative Intention – Demographic Data

		Sum of Squares	Df	Mean Square	F.	Sig.
Gender	Between groups	6.792	24	.283	1.174	.265
	Within Groups	66.288	275	.241		
	Total	73.080	299			
Age	Between groups	28.146	24	1.173	.812	.720
	Within Groups	397.000	275	1.444		
	Total	425.147	299			
Family income	Between groups	92.437	24	3.852	1.203	.238
	Within Groups	880.549	275	3.202		
	Total	972.987	299			

On table 18 we compared the dialogue intention and the demographic data of the respondents. On the one hand, the null hypothesis is formulated, that the variable “Dialogue Intention” and “Demographic Data” are not related. On the other hand, the

alternative hypothesis is formulated, that the variable “Dialogue Intention” and “Demographic Data” are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 48.7% for the gender, 75.1% for the age and 84.2% for the family income. Because they are bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents’ gender, age and family income do not influence them to try affecting other to take part in protests, write and read in forums or send messages. ($F=.979$, $p>0.05$ for the gender, $F=.762$, $p>0.05$ for the age and $F=.676$, $p>0.05$ for the family income).

Consumers cannot make the needed changes alone, nor should they bear all of the blame for the fallout of living in a consumer society. This blame is unfair and often misplaced because consumers are not given information about the work, social, political, and economic or justice conditions of the workers who make the products they purchase. It is just as difficult to obtain information about the environmental impact (New Community Project, 2005).

The development of the technology and the popularity of the social media are able to react on people’s behavior negatively or positively, create an image or an attitude. That phenomenon is clearly noted in the hotel industry as well.

Table 18: Dialogue Intention – Demographic Data

		Sum of Squares	Df	Mean Square	F.	Sig.
Gender	Between groups	4.550	19	.239	.979	.487
	Within Groups	68.530	280	.762		
	Total	73.080	299			
Age	Between groups	20.912	19	1.101	.762	.751
	Within Groups	404.235	280	1.444		
	Total	425.147	299			
Family income	Between groups	42.694	19	2.247	.676	.842
	Within Groups	930.293	280	3.322		
	Total	972.987	299			

4.8 The influence of the variable VI3 to the “Behavioral Beliefs”, “Normative Beliefs” and “Control Beliefs”

On table 19 we compared the variable “VI3” and the variables “Behavioral Beliefs”, “Normative Beliefs” and “Control Beliefs”. On the one hand, the null hypothesis is formulated, that the variable “VI3” and the variables “Behavioral Beliefs”, “Normative Beliefs” and “Control Beliefs” are not related. On the other hand, the alternative hypothesis is formulated, that the variable “VI3” and the variables “Behavioral Beliefs”, “Normative Beliefs” and “Control Beliefs” are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 0% for the Behavioral Beliefs, 23% for the Normative Beliefs and 83% for the Control Beliefs. Because Behavioral Beliefs are smaller than the chosen (5%), the alternative hypothesis is applied. So, those variables are related. Also, Normative Beliefs and Control Beliefs are bigger than the chosen, the null hypothesis is applied.

To sum up, the respondents’ behavioral beliefs influence their effort to stay at a green hotel when they travel. But, Normative Beliefs and Control Beliefs do not influence them to make effort to stay on a green hotel. ($F=6.531$, $p<0.05$ for Behavioral Beliefs, $F=2.893$, $p>0.05$ for the Normative Beliefs and $F=2.081$, $p>0.05$ for Control Beliefs).

The advertisement of a hotel unit as an ethical is really important to influence positively the potential customers. If a hotel can collaborate with green organizations will give more impetus to the disclosure of the new status as a green hotel. The customer must be 100% informed about the type of quality he/ she is going to be offered through a green hotel.

The technological development and the development of the internet help in that directions. The website as it was mentioned again is a very useful tool as it gives us, image, sound and other multimedia which can help the hotel promote itself.

Table 19: VI3- Behavioral Beliefs, Normative Beliefs and Control Beliefs

		Sum of Squares	Df	Mean Square	F.	Sig.
Behavioral Beliefs	Between groups	395.622	4	98.905	6.531	.000
	Within Groups	4467.298	295	15.143		
	Total	4862.920	299			
Normative Beliefs	Between groups	58.066	4	14.517	2.893	.023
	Within Groups	1480.214	295	5.018		
	Total	1538.280	299			
Control Beliefs	Between groups	121.796	4	30.449	2.081	.083
	Within Groups	4317.391	295	14.635		
	Total	4439.187	299			

4.9 The influence of the variable CB3 to the “Attitudes”, “Subjective Rules” and “Perception Behavior Control”

On table 20 we compared the variable “CB3” and the variables “Attitudes”, “Subjective Rules” and “Perception Behavior Control”. On the one hand, the null hypothesis is formulated, that the variable “CB3” and the variables “Attitudes”, “Subjective Rules” and “Perception Behavior Control” are not related. On the other hand, the alternative hypothesis is formulated, that the variable “CB3” and the variables “Attitudes”, “Subjective Rules” and “Perception Behavior Control” are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 85.6% for the Attitudes, 0% for the Subjective Rules and 0% for the Perception Behavior Control. Because Attitudes are bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. Also, Subjective Rules and Perception Behavior Control are smaller than the chosen, the alternative hypothesis is applied. So, those variables are related.

To sum up, the respondents’ attitudes are influenced by their thought of the confidence of the green hotel’s location. But, Subjective Rules and Perception Behavior Control are influenced. (F=.333, $p>0.05$ for Attitudes, F=6.787, $p<0.05$ for the Subjective Rules and F=7.131, $p<0.05$ for Perception Behavior Control).

To affect positively the potential customers' attitudes a hotel unit can follow specific actions and take specific measures. Such an action that should be implemented is the training of the employees. It is proposed to organize a meeting with all departments of the hotel (Department of Logistics, Personnel, etc.) to inform them about the new practices and how their contribution will help to achieve the goal of reducing negative environmental impacts. Good hiring and education of the employees is a useful tool for right marketing. It is obligatory to recruit the already stuff and providing them with all the new necessary information regarding the concept of green hotel, its advantages and of course how to use it as a promotion tool. According to Kotler, Bowen and Makens, the better trained personnel exhibit six characteristics:

- Competence
- Courtesy
- Credibility
- Reliability
- Responsiveness
- Communication

(Kotler, Bowen, Makens, 2010)

It should be mentioned here that many excellent travel and hospitality companies invest to the education of their employees and they assume their customers that education is an ongoing process *(Kotler, Bowen, Makens, 2010)*.

Table 20: CB3 – “Attitudes”, “Subjective Rules” and “Perception Behavior Control”

Attitudes	Between groups	7.400	4	1.850	.333	.856
	Within Groups	1639.997	295	5.559		
	Total	1647.397	299			
Subjective Rules	Between groups	104.924	4	26.231	6.787	.000
	Within Groups	1140.073	295	3.865		
	Total	1244.997	299			
Perception Behavior Control	Between groups	130.260	4	32.565	7.131	.000
	Within Groups	1347.126	295	4.567		
	Total	1477.387	299			

4.10 The influence of the variable BB2 to the “Negative Intension” and “Dialogue Intensions”

On table 21 we compared the variable “BB2” and the variables “Negative Intension” and “Dialogue Intensions”. On the one hand, the null hypothesis is formulated, that the variable “BB2” and the variables “Negative Intension” and “Dialogue Intensions” are not related. On the other hand, the alternative hypothesis is formulated, that the variable “BB2” and the variables “Negative Intension” and “Dialogue Intensions” are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 6% for the Negative Intension and 25% for the Dialogue Intensions. Because Negative Intension and Dialogue Intensions are bigger than the chosen, the null hypothesis is applied.

To sum up, the respondents’ social responsibility do not influence their intention to boycott hotel chains that act unethical (F=3.656, $p < 0.05$ for Negative Intention, F=1.353, $p > 0.05$ for Dialogue Intensions).

A hotel unit can successfully influence customers and at the same time create a better image by locate signs throughout the territory of the hotel and remind customers about the ethical ways they act according to employees and the environment (energy consumption, the water management etc). By those methods the environmental awareness of customers will be increased and they will feel more socially responsible.

Table 21: BB2 – “Negative Intension”, “Dialogue Intensions”

Negative Intension	Between groups	480.808	4	120.202	3.656	.006
	Within Groups	9699.339	295	32.879		
	Total	10180.147	299			
Dialogue Intensions	Between groups	118.651	4	29.663	1.353	.250
	Within Groups	6466.829	295	21.921		
	Total	6585.480	299			

4.11 The influence of the demographic data in the consumer's intention to boycott unethical hotel chains

Nowadays it is really essential to keep in mind that travelers have specific obligations and want to be treated in the best way and leave from a hotel satisfied. Customers have the power to develop the reputation of a unit or to negatively influence others to boycott an unethical hotel unit. In the following tables (results of the poll) the demographic data are compared with consumer's intention to boycott unethical hotel chains. Generally, as it is showed the demographic data do not influence them to boycott such actions (see the following tables).

In order to avoid that kind of occasions it is proposed to investigate all the possible certification programs which are currently available and can be applied in that specific case. The guidance of these organizations as a reference to convert a conventional hotel in green is essential and they can seriously propose them in that way. There is a wide range of certifications which can be applied to each and every hotel, as long as the hotelier can choose the correct one. The most well known certifications are applicable in Greece and Europe, and if awarded can be used as a type of promotion as the customer should be sure about the type of product he is going to be offered.

On table 22 we compared the age and respondents' intention to boycott a hotel chain that harms seriously the environment. On the one hand, the null hypothesis is formulated, that the variable "Age" and "NI1" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Age" and "NI1" are related. There is used the test ANOVA (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. There is set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 56.9%. Because it is bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents' age does not influence them to boycott a hotel chain that harms seriously the environment. ($F= 0.735$, $p> 0.05$).

Table 22: Age – NI1

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	3.733	4	.933	.735	.569
Within Groups	374.437	295	1.269		
Total	378.170	299			

On table 23 we compared the age and respondents' intention to boycott a hotel chain that has been involved in financial scandals (eg cartel). On the one hand, the null hypothesis is formulated, that the variable "Age" and "NI2" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Age" and "NI2" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical program SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 1.2%. Because it is smaller than the chosen (5%), the alternative hypothesis is applied. So, those variables are related. To sum up, the respondents' age is influencing them to boycott a hotel chain that has been involved in financial scandals (e.g. cartel). (F= 3.295, p <0.05).

Table 23: Age – NI2

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	17.835	4	4.459	3.295	.012
Within Groups	399.152	295	1.353		
Total	416.987	299			

On table 24 we compared the educational level and respondents' intention to boycott a hotel chain that have been involved in scandals involving the health and safety of their facilities. On the one hand, the null hypothesis is formulated, that the variable "Educational Level" and "NI3" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Educational Level" and "NI3" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical program SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 56.9%. Because it is bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents' educational level does not influence them to boycott a hotel chain that has been involved in scandals involving the health and safety of their facilities. (F= .478, p>0.05).

Table 24: Educational Level – NI3

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	2.858	4	.715	.478	.752
Within Groups	441.338	295	1.496		
Total	444.197	299			

On table 25 we compared the educational level and respondents' intention to boycott a hotel chain that uses child labour. On the one hand, the null hypothesis is formulated, that the variable "Educational Level" and "NI4" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Educational Level" and "NI4" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 49.8%. Because it is bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents' educational level does not influence them to boycott a hotel chain that has used child labour (F=.844, p>0.05).

Table 25: Educational Level – NI4

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	4.355	4	1.089	.844	.498
Within Groups	380.632	295	1.290		
Total	384.987	299			

On table 26 we compared the family income and respondents' intention to boycott a hotel chain that is involved in a cruel behaviour toward animals. On the one hand, the null hypothesis is formulated, that the variable "Family Income" and "NI5" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Family Income" and "NI5" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 30.2%. Because it is bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents' family income does not influence them to boycott a hotel chain that is involved in a cruel behaviour toward animals (F=1.201, p>0.05).

Table 26: Family Income – NI5

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	11.667	7	1.667	1.201	.302
Within Groups	405.250	292	1.388		
Total	416.917	299			

On table 27 we compared the family income and respondents' intention to boycott a hotel chain that is involved in a brutal behaviour towards employees. On the one hand, the null hypothesis is formulated, that the variable "Family Income" and "NI6" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Family Income" and "NI6" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 15.7%. Because it is bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents' family income does not influence them to boycott a hotel chain that is involved in a brutal behaviour towards employees ($F=1.589$, $p>0.05$).

Table 27: Family Income – NI6

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	15.461	7	2.209	1.589	.157
Within Groups	421.669	292	1.444		
Total	437.130	299			

On table 28 we compared the family income and respondents' intention to boycott a hotel chain that supports financially governments involved in wars. On the one hand, the null hypothesis is formulated, that the variable "Family Income" and "NI7" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Family Income" and "NI7" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 36.4%. Because it is bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents' family income does not influence them to boycott a hotel chain that supports financially governments involved in wars ($F=.826$, $p>0.05$).

Table 28: Family Income – NI7

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	1.209	1	1.209	.826	.364
Within Groups	436.458	298	1.465		
Total	437.667	299			

On table 29 we compared the gender and respondents' intention to boycott a hotel chain that has hostile interests to their country. On the one hand, the null hypothesis is formulated, that the variable "Gender" and "NI8" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Gender" and "NI8" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 37.8%. Because it is bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents' gender does not influence them to boycott a hotel chain that has hostile interests to their country ($F=.826$, $p>0.05$).

Table 29: Gender – NI8

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	1.079	1	1.079	.779	.378
Within Groups	412.601	298	1.385		
Total	413.680	299			

On table 30 we compared the gender and respondents' intention to boycott a hotel chain that speculates excessively and irresponsibly. On the one hand, the null hypothesis is formulated, that the variable "Gender" and "NI9" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Gender" and "NI9" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical programme SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 0%. Because it is smaller than the chosen (5%), the alternative hypothesis is applied. So, those variables are related. To sum up, the respondents' family gender them to boycott a hotel chain that speculates excessively and irresponsibly ($F=.826$, $p<0.05$).

Table 30: Gender – NI9

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	19.304	1	19.304	13.953	.000
Within Groups	412.282	298	1.383		
Total	431.587	299			

4.12 The influence of the consumer's demographic data in order to affect others in order to boycott hotel chains

As it is mentioned before (see 4.14) demographic data, generally, play important role in the decision making process according to customers' themselves and the others that can be influenced by friends or family or co-workers. Also, they can be influenced by internet by reading or writing in blogs or in social media. In the following analysis of the results we conclude that in our case the respondents are positive to affect others on that direction but at the same time they weren't well informed about green or ethical hotels and the term of sustainability (see the following tables).

Generally, it is very important for a hotel unit to educate customers, as it is said before. The education (of the customers) can be provided through workshops, seminars and maybe galas that are being held in the hotel industry. Customers can be informed about the type of resources used in the hotel or the type of linen and other that are being used in the rooms, or other environmentally friendly processes and strategies that are used in the operation of the hotel.

By educating customers a potential boycott can be avoided. Also it is a way to strengthen their environmental responsibility.

On table 31 we compared the gender and respondents' intention to influence their friends with conversations to their participation in the boycott. On the one hand, the null hypothesis is formulated, that the variable "Gender" and "DI1" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Gender" and "DI1" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical program SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 16.7%. Because it is bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents' gender does not affect them to influence their friends with conversations to their participation in the boycott ($F=.826, p>0.05$).

Table 31: Gender – DI1

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	9.998	4	2.499	1.629	.167
Within Groups	452.669	295	1.534		
Total	462.667	299			

On table 32 we compared the gender and respondents' intention to join a protest petition. On the one hand, the null hypothesis is formulated, that the variable "Gender" and "DI2" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Gender" and "DI2" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical program SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 87.7%. Because it is bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents' gender does not influence them to join a protest petition ($F=.826, p>0.05$).

Table 32: Gender – DI2

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	1.590	4	.398	.301	.877
Within Groups	389.756	295	1.321		
Total	391.347	299			

On table 33 we compared the gender and respondents' intention to send messages via internet and mobile phones. On the one hand, the null hypothesis is formulated, that the variable "Gender" and "DI3" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Gender" and "DI3" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical program SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 41.6%. Because it is bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents' gender does not influence them to send messages via internet and mobile phones ($F=.986, p>0.05$).

Table 33: Gender – DI3

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	5.622	4	1.406	.986	.416
Within Groups	420.724	295	1.426		
Total	426.347	299			

On table 34 we compared the age and respondents' intention to read and write in forums. On the one hand, the null hypothesis is formulated, that the variable "Age" and "DI4" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Age" and "DI4" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical program SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 86%. Because it is bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents' age does not influence them to read and write in forums ($F=.327$, $p>0.05$).

Table 34: Age – DI4

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	1.999	4	.500	.327	.860
Within Groups	450.438	295	1.527		
Total	452.437	299			

On table 35 we compared the age and respondents' intention to participate in protests. On the one hand, the null hypothesis is formulated, that the variable "Age" and "DI5" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Age" and "DI5" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical program SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 44.4%. Because it is bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents' age does not influence them to participate in protests ($F=.936$, $p>0.05$).

Table 35: Age – DI5

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	5.349	4	1.337	.936	.444
Within Groups	421.568	295	1.429		
Total	426.917	299			

On table 36 we compared the age and respondents' intention to create and organize protest groups. On the one hand, the null hypothesis is formulated, that the variable "Age" and "DI6" are not related. On the other hand, the alternative hypothesis is formulated, that the variable "Age" and "DI6" are related. The test ANOVA is used (Analyze – Compare Means – One way ANOVA) from the statistical program SPSS. We set a significance level of 5%. By watching the column sig. of the table we see that the significance level for this table is 80.5%. Because it is bigger than the chosen (5%), the null hypothesis is applied. So, those variables are not related. To sum up, the respondents' age does not influence them to create and organize protest groups ($F=.539$, $p>0.05$).

Table 36: Age – DI6

	Sum of Squares	Df	Mean Square	F.	Sig.
Between groups	5.775	4	.825	.539	.805
Within Groups	447.172	295	1.531		
Total	452.947	299			

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ANNEX



INTERNATIONAL
HELLENIC
UNIVERSITY

School of Economics & Business
Administration

MSc in Sustainable Development

Topic: Consumer behavior regarding green hotels

Dear Sir/ Madam,

The following survey takes place in order to investigate consumer's behavior regarding green hotels and/ or ethical hotels.

Note that **green hotel** is the hotel that adopts programs about the protection of the environment and has taken special certification. An **ethical hotel**, generally, claims that adopts fairness in labor relations between workers and in business practices.

We want to assure you that your answers are completely confidential and that the results of the survey will be used exclusively for educational and scientific purposes.

Thank you very much for your time.

The working team,

Boti Eirini
Zapounidou Pinelopi

Greece, Thessaloniki 2013

Questionnaire

1. Have you ever heard about green hotels :				
1. Yes	<input type="checkbox"/>	2. No	<input type="checkbox"/>	1

2. Behavioral Beliefs

Note the degree of your agreement or disagreement below:

Staying at a green hotel when travelling would enable me to:

		<i>Strongly Disagree</i>	<i>Disagre e</i>	<i>Undeci ded</i>	<i>Agree</i>	<i>Strongly Agree</i>	
		1	2	3	4	5	
BB1	Protect our environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2
BB2	Be more socially responsible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3
BB3	Experience a healthy environmental friendly guestroom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4
BB4	Perform environmental friendly practices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5
BB5	Enjoy environmental friendly products and healthy amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6
BB6	Eat healthy and fresh food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7
BB7	Have reduced expenses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8

3. Normative Beliefs

Note how true or false, are the following suggestions for you personally:

		<i>Very False</i>				<i>Very True</i>	
		1	2	3	4	5	
NB1	My family (or relatives) thinks I should stay in a green hotel when traveling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9
NB2	My friends think I should stay in a green hotel when traveling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10
NB3	My colleagues (or co-workers) think I should stay in a green hotel when traveling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11

4. Control Beliefs

Note the degree of your agreement or disagreement below:

		<i>Strongly Disagree</i>	<i>Disagre e</i>	<i>Undeci ded</i>	<i>Strongly Agree</i>	<i>Agree</i>	
		1	2	3	4	5	
CB1	Staying at green hotel is expensive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12
CB2	Finding a green hotel when traveling takes time and effort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13
CB3	The location of a green hotel needs to be convenient	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14
CB4	My company/ my school/ others who pay for travel expenses encourage me to stay at a certain hotel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15

5. Attitudes

Between the two extremes please select the number that best characterizes your views:

For me, staying at a green hotel when travelling is:

		1	2	3	4	5		
AT1	Extremely bad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely good	16
AT2	Extremely undesirable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely desirable	17
AT3	Extremely unpleasant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely pleasant	18
AT4	Extremely foolish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely wise	19
AT5	Extremely unfavorable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely favorable	20
AT6	Extremely unenjoyable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely enjoyable	21
AT7	Extremely negative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Extremely positive	22

6. Subjective Rules

Note the degree of your agreement or disagreement below:

		<i>Strongly disagree</i>	<i>Disagree</i>	<i>Undecided</i>	<i>Agree</i>	<i>Strongly agree</i>	
		1	2	3	4	5	
SR1	Most people who are important for me <u>think</u> I should stay in a green hotel when travelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23
SR2	Most people who are important to me <u>want me</u> to stay at a green hotel when travelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24
SR3	People whose opinions I value would prefer that I stay at a green hotel when travelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	25

7. Perception Behaviour Control

Note the degree of your agreement or disagreement below:

		<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Undecided</i>	<i>Agree</i>	<i>Strongly Agree</i>	
		1	2	3	4	5	
PBC1	Whether or not I stay at a green hotel when travelling is completely up to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	26
PBC2	I'm confident that if I want, I can stay at a green hotel when travelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	27
PBC3	I have resources, time and opportunities to stay at a green hotel when travelling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	28

8. Visit Intention

Note the degree of your agreement or disagreement below:

		<i>Strongly disagree</i>	<i>Disagree</i>	<i>Undecided</i>	<i>Agree</i>	<i>Strongly Agree</i>	
		1	2	3	4	5	
VI1	I am willing to stay at a green hotel when traveling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	29
VI2	I plan to stay at a green when traveling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	30
VI3	I will make an effort to stay at a green hotel when traveling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	31

9. Negative intention (Boycott)

Note the degree of your agreement or disagreement below

I am willing to boycott hotel chains that have denounced that:

		<i>Strongly disagree</i>	<i>Disagree</i>	<i>Undecided</i>	<i>Agree</i>	<i>Strongly Agree</i>	
		1	2	3	4	5	
NI1	Harm seriously the environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	32
NI2	Have been involved in financial scandals (eg cartel)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	33
NI3	Have been involved in scandals involving the health and safety of their facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	34
NI4	Use child labor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	35
NI5	Are involved in a cruel behaviour toward animals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	36
NI6	Are involved in a brutal behaviour towards employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	37
NI7	Support financially governments involved in wars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	38
NI8	Have hostile interests to my country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	39
NI9	Speculate excessively and irresponsibly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	40

10. Dialogue Intentions

Note the degree of your agreement or disagreement below

In addition to the boycott am willing to:

		<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Undecided</i>	<i>Agree</i>	<i>Strongly Agree</i>	
		1	2	3	4	5	
DI1	Influence my friends with conversations to their participation in the boycott	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	41
DI2	Join a protest petition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	42
DI3	Send messages via internet and mobile phones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	43
DI4	Read and write in forums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	44
DI5	Participate in protests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	45
DI6	Create and organize protest groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	46

DEMOGRAPHIC DATA

a. Gender: 1= Male <input type="checkbox"/> 2= Female <input type="checkbox"/>	47
--	----

b. Your age is between:	
1= 18 - 24 years old <input type="checkbox"/>	5= 47 - 53 >> <input type="checkbox"/>
2= 25 - 31 >> <input type="checkbox"/>	6= 54 - 60 >> <input type="checkbox"/>
3= 32 - 38 >> <input type="checkbox"/>	7= 61 < <input type="checkbox"/>
4= 39 - 46 >> <input type="checkbox"/>	
	48

c. Educational level:	
1= I did not graduate from elementary school <input type="checkbox"/>	4= Graduate from high school <input type="checkbox"/>
2= Graduate from elementary school <input type="checkbox"/>	5= Graduate from university <input type="checkbox"/>
3= Graduate from primary school <input type="checkbox"/>	6= Master Level <input type="checkbox"/>
	49

d. Annual family income:	
1= To 10.000€ <input type="checkbox"/>	5= >> 40.001€ - 50.000€ <input type="checkbox"/>
2= Between 10.001€ - 20.000€ <input type="checkbox"/>	6= >> 50.001€ - 60.000€ <input type="checkbox"/>
3= >> 20.001€ - 30.000€ <input type="checkbox"/>	7= >> 60.001€ - 70.000€ <input type="checkbox"/>
4= >> 30.001€ - 40.000€ <input type="checkbox"/>	8= 70.001€ and more <input type="checkbox"/>
	50

e. Size of household:

1
2
3

4
5

51

7= Another

and what.....

f. Number of earners:

1
2
3

4
5

52

6= Another

and what.....
