

The Relationship between Eco-friendly Practices and Attitudes toward Green Hotels for Domestic Tourists

Nguyen Thi Phuong Thao *

National Economics University, 207 Giai Phong Str., Hai Ba Trung Dist., Hanoi, Vietnam

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Abstract: Green management is an inevitable trend in the hotel industry as a response to the needs of sustainable development. However the common question is whether tourists care about the environmental protection measures of hotels. This study sets out to examine the relationship between green activities in hotel rooms and the attitude of tourists. The results of the study have confirmed that the attitudes of hotel guests are positively related to their preference for green practices. Among all factors, the utilization of new technology appliances has the strongest influence on guests' attitude. Based on the research result, it is suggested that the hotelier should employ new technology appliances as well as launch plenty of environmentally friendly policies in order to obtain a positive attitude from their customers.

Keywords: Environmentally friendly hotel, green practices, tourist attitude.

1. Introduction

The success of tourism and the hospitality industry fundamentally is subjected to a clean environment. However, several studies have confirmed the direct and indirect environmental impacts of tourism and the hotel industry [1-3]. Either during the construction or during the operation, hotel accommodation creates an overburden on the supported surroundings [4]. It has been reported that a conventional (traditional) hotel is not only a excessive consumer of non-recyclable natural resources but also an agent that releases different types of solid, liquid and gaseous emissions [5]. According to a report by UNWTO, UNEP, and WMO (2007), the lodging industry is responsible for about 21 percent of total tourism CO₂ emissions [6]. As a result the

hotel industry has vowed to preserve the environment via sustainability and eco-friendly practices.

Moreover, there is a growing concern amongst citizens about environmental issues, such as global warming, ozone depletion and habitat destruction. Many individuals are now becoming aware that by changing their purchasing behaviors the environment is likely to be protected. As a consequence the number of green consumers who are willing to purchase environmentally friendly products begins to mushroom worldwide. Recently, this green consumerism has moved to the hotel sector in order to expect the hoteliers to pay attention to environmental concerns and to operate sustainably. Clausing (2008) found that green hotels are sought by 34 percent of business travelers, and 38 percent have researched hotels that are environmentally friendly [7].

Mindful of the importance of going green, several accommodation establishments have

*Tel.: 84-978781945.

Email: thaonp1905@gmail.com

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started incorporating environmentally friendly practices into their daily operations. For instance, some hotels have installed energy saving lighting while others have taken more forceful steps by reusing gray water for landscaping purposes, employing waste management systems or replacing normal toilets with ultra-low flush toilets. In addition to eco-friendly practices at the general property level, many green attributes are now merged into guest rooms, including refillable dispensers and towel and linen reuse programs. However, the attitude of tourist towards green hotels in general as well as towards particular practices is still in the dark.

In the Vietnamese lodging industry, green hotels seem to be a new concept. Hotels which are recognized as green facilities are very limited and most are located in large cities and famous destinations, namely Ha Noi, Ho Chi Minh City, Da Nang, Thua Thien Hue, Khanh Hoa and Binh Thuan [8]. Small hotels and motels which make up a large portion of Vietnam's lodging industry are not really interested in environmental protection. The reason could be that these hotels do not fully recognize the advantages of greening. Besides that, the reactions of Vietnamese tourists towards eco-friendly practices in hotels are still unclear.

Stemming from these theoretical and actual reasons, the main purpose of this study is to test the relationship between environmentally friendly practices in hotel rooms and the attitude of tourists. The results will provide hotel marketers with valuable information about how tourists think about eco-friendly lodgings. Moreover, the hotelier will be able to recognize which kind of practices they could or should promote in the future.

2. Literature review

2.1. Green hotel attributes

Green hotels are often referred to with several names such as eco-friendly hotels, eco lodges, or

environmentally friendly hotels. According to Green Hotel Association, green hotels are nature concerned properties that employ water and energy conservation programs and reduce solid waste, in order to save money and protect the Earth [9]. Sharing a similar idea, Millar and Baloglu (2008) also declare that all hotels that are willing to provide environmentally responsible practices are considered as green hotels [10]. Based on these definitions, the basic prerequisites for hotels to be green are: reducing the negative impacts on environment and greater environmental protection. In 2007, the International Tourism Partnership (ITP) launched the Going Green Guide to encourage responsible business practices within the tourism sector. To follow the guide, the idea of sustainable development in thinking and decision making must be incorporated at all operation levels of a green enterprise [10]. In addition, Kasim (2004) states that socio-environmentally friendly hotels should take into account both environmentally responsible attitudes and socio-economic attributes safeguarding the interests of the community [4]. Based on this idea, a green hotel must act in a responsible manner towards their employees, the local community, the local culture, and the surrounding ecology.

As declared by Watkins (1994), tourists will probably stay in a green hotel that provides eco-friendly features, such as recycling bins, energy-efficient lighting, and the changing of sheets upon request [11]. Moreover, although an ecological strategy is not considered in the hotel selection decision, travelers to Penang Island, Malaysia were agreeable to rooms with "water saving features, recycling bins, fire-safety features, energy saving features, and information on local ecotourism attractions" [4]. In the Mexican study, Berezan et al. (2013) found that overall satisfaction was delivered from eco-friendly attributes (e.g. energy saving bulbs, local purchasing) [12]. Moreover guests have a revisit intention to a hotel which chose light bulbs, recycling, and dispensers that are environmentally friendly.

In the last ten years, a few studies point out that consumers have a high interest in green hotel practices. In the study conducted by Millar and Baloglu (2008) [10], all the green hotel attributes were found to be favorable. The most welcoming sustainable practices are bed sheets changed only on request, occupancy sensors, key cards and energy efficient lighting. On the other hand, low-flow showerheads and refillable dispensers are the two least popular. In 2011, Millar and Baloglu (2011) made another study to examine hotel guests' preferences for green room attributes using conjoint analysis [13]. The finding suggests that the most perceived favorable element was green hotel certification. In addition, a desirable hotel room should incorporate the following green practices: refillable shampoo dispensers, energy-efficient light bulbs, towel and linen reuse policies, key card to control power use, and green hotel certification. Tourists wish recycling bins in the lobby, not in their room. The favorable trend towards green hotels is also confirmed recently in [14]. In-room energy efficient lighting, green qualifications and recycle bins both in the room and hotel lobby were the most influential attributes. In contrast, a towel reuse program and refillable shampoo dispensers seemed to raise some doubt.

To sum up, the importance of environmentally friendly practices in green hotels was perceived differently between individuals and nationalities. Besides, as environment awareness is growing, tourists no longer accept just reuse programs. They expect green hotels to be more environmentally responsible by adapting more drastic green practices such as waste management systems. Theoretically, the environmentally friendly practices are normally divided into four groups: Energy Efficiency measures, Water Conservation, Waste Management and other Green Policies [15-17].

Energy efficiency measures are mentioned quite extensively in recent studies as the amount of energy consumed per day in a hotel is not small. In day-to-day operations, even without the presence of guests, other areas of the hotel such as public areas (reception hall, lobby, bar...) or

service areas (offices, store room, technical sections...) remain active. Therefore, hotels are often regarded as the most energy-consuming organization in the tourism industry. This is not surprising as air conditioning, ventilation and heating and cooling systems typically account for a major portion of energy consumption [18]. As a result, several practices have been proposed in order to control energy efficiency, such as changing equipment to energy efficient appliances, using key cards to turn power in guestrooms on and off, or adapting other renewable energy etc.

Besides energy, water is also a resource that the hotel is consuming quite a lot. Water accounts for approximately 10 percent of utility bills in many hotels. Most hotels pay for the water they consume twice - first by purchasing fresh water and then by disposing of it as waste water. Therefore, water conservation is an indispensable measure and not only helps hotels to minimize their operating costs, but also positively affects the image of the hotel in the eyes of travelers and other stakeholders. There are many different water conservation measures that have been adopted by hotels but the most common are the installation of water saving devices including toilets and, faucets.

Not only consuming large amounts of natural resources such as land and water, a typical hotel also emits a wide variety of waste products. For sanitary reasons, most products which are used in the guestroom are disposable. If the hotel does not have a recycling policy or does not have a proper waste management system, all these wastes will be discharged directly into the environment. For effective waste management, hotels often use 3R practices: Reduce waste through the use of large jars for toiletries such as shampoo and shower gel; Reuse room amenities, for instance slippers; and Prioritize using recycled products.

Beyond the green practices which tackle specific issues, a hotel also devises various eco-friendly measures that affect the entire hotel operation. Policies such as reusing towels or bed linen will encourage tourists to give a hand in environmental protection during the guest's stay.

In addition, many travelers are also reliant on the green certification for the evaluation process, since it is evidence of the hotel's efforts to protect the environment.

Besides dividing the hotel green practices as above, many scholars have a different classification. For instance, Wang (2012) set up seventy-eight eco-friendly practices into ten categories, namely Commitment to Environmental Practices, Recycling and Reuse, Energy Efficiency and Conservation, Lighting, Water Efficiency and Conservation, Landscape, Pest Management, Hazardous and Toxic Substances, Transportation, and Purchasing [19].

2.2. Attitudes towards green hotel

Attitude has been defined as the mental state of readiness. As stated by Churchill and Iacobucci (2005), attitude in its simplest sense represents a person's evaluation with regard to a particular object or something else [21]. Thus, attitude towards green hotels is the way how a tourist thinks or behaves towards a hotel which is environmentally sustainable or the eco-friendly practices adapted in the hotel. For instance, if a traveller has a preference for an ecological hotel room, they would be more motivated to stay in such a room than if he/she did not like it.

Table 1. Green hotel attributes

Concept/ Dimension	Indicator	Author
Energy Efficiency (EE)	Energy Efficient Appliances (EE1)	Millar and Baloglu (2008)
	Key Cards to Turn on Power (EE3)	Jeon, Jeong and Kim (2015)
	Occupancy Sensors (EE6)	
	Solar Hot Water System (EE2)	Mensah (2006)
	Double Glazed Windows (EE4)	
	Three Layer Curtains (EE5)	Results from author's qualitative research
	Central Air Conditioning System (EE7)	
Water Conservation (WC)	Water-Saving Toilets (WC1)	Millar and Baloglu (2008)
	Low Flow Water Fixtures (WC2)	Jeon, Jeong and Kim (2015)
	Recycled Water for Cleaning Purpose (WC4)	Results from author's qualitative research
	Automatic Faucets (WC3)	
Waste management (WM)	Recycling Bins in Guest Room (WM1)	Millar and Baloglu (2008)
	Refillable Dispensers (WM2)	
	Recycled Products (hotel brochures made from recycled paper) (WM5)	Mensah (2006)
	Environmentally Friendly Products (organic soap, bio-paper bags) (WM3)	Results from author's qualitative research
	Reusing Room Amenities (e.g. slipper) (WM4)	
Other green policies (OP)	Towel Re-Use Programs (OP1)	Millar and Baloglu (2008)
	Linen Re-Use Programs (OP2)	
	Green Hotel Certification (OP3)	Millar and Baloglu (2011)
	Suggestion Cards encourage guests to participate in environmental activities (OP4)	Mensah (2006)
	Plants in guest room (OP5)	Results from author's qualitative research

Source: Summarized by author.

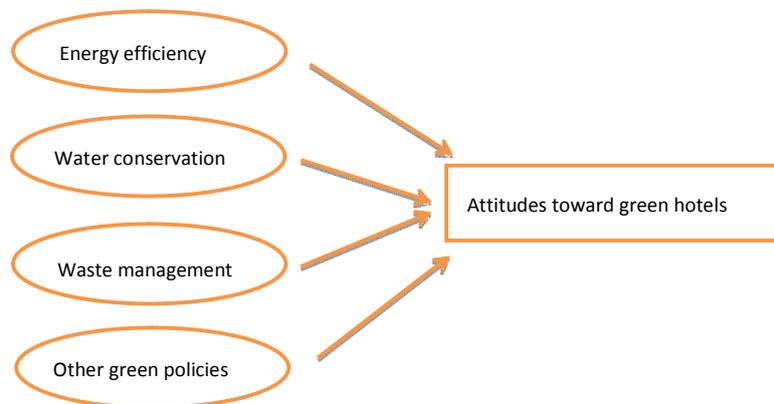


Figure 1. Proposed research model.

On the word of the Theory of Consumer Demand, a particular decision of a consumer is subjected to the entirety of the attributes or the characteristics of the product or service [22]. Adapting this theory, a tourist chooses an accommodation based on its characteristics, such as the location, the room price or the facilities. For a green hotel, environmentally friendly practices are special points attracting tourists' attention, as well as differentiating the hotel from its competition. However, since tourism products in general and accommodation specifically are characterized by being far from the tourists' permanent residence, travelers usually make decisions before seeing the product. In other words, the choice of tourists is often based on their initial perceptions or preferences about the characteristics of the product. As such, travelers decide to lodge in a green hotel, not truly because of real experience, but maybe for the reason that they care about the environment and desire to participate in environmentally friendly activities during their stay while travelling.

Besides that, several researches have proposed and confirmed the relationship between green hotel attributes and the overall image of the green hotel which plays a critical role in behavior intention [17, 23, 24]. Moreover, according to Ajzen's theory of planned action, intention and behavior are based on individual attitudes, subjective norms and perceived behavioral control

[25]. Thus, it is expected that the preferences of tourists for green hotel attributes have a positive influence on the attitude of hotel guests before a specific buying decision is made. This study is designed to test tourists' attitude towards environmentally friendly hotels based on their liking for green attributes, namely energy efficiency, water conservation, waste management and other green policies. The proposed model is stated in Figure 1.

H₁: Tourists' attitude is positively influenced by their preference level for energy efficiency measures adapted by green hotels.

H₂: Tourists' attitude is positively influenced by their preference level for water conservation measures adapted by green hotels.

H₃: Tourists' attitude is positively influenced by their preference level for waste management measures adapted by green hotels.

H₄: Tourists' attitude is positively influenced by their preference level for green policies adapted by green hotels.

3. Methodology

The research process includes two phases. The first phase is a qualitative research, in which the author carried out in-depth interviews at six hotels in Vietnam that have already certified as green hotels recently. These are Caravelle Saigon,

Hotel Majestic Saigon, First Hotel (Ho Chi Minh City), Grand-Palace Hotel (Vung Tau), Pilgrimage Village Boutique Resort and Spa (Hue), and Six Senses Ninh Van Bay (Khanh Hoa). The purpose of these interviews was to discover new items and complete the questionnaire consistent with study circumstances. The author contacted the environmental officers of the six hotels by phone and email and raised four open questions with them. First of all, what green practices is your hotel currently carrying out? Second, why did your hotel choose such practices instead of other measures? Third, which environmental aspects do these practices affect? Lastly, what is the attitude of hotel guests towards your green practices? As a result, eight new green hotel attributes were revealed (Table 1).

Subsequently, a quantitative study was conducted in the second phase by delivering directly questionnaires to respondents who live in Vietnam. In fact, most hotels in Vietnam have implemented several green practices in their operation without applying for green certificates. Thus, Vietnamese travelers are expected to be quite familiar with these green attributes, even if they have never been in green-certified hotels. Firstly, the respondents who were randomly selected were asked whether they have traveled in the past 12 months. If the answer was yes, then they were asked to fill in the survey form and return it to the investigator right after they are finished. The structured questionnaire included three sections. The survey started with a definition of a green hotel. Since green hotels are a novel concept in Vietnam and not all participants are expert in the hospitality field, we attempted to eliminate all misleading data. The questionnaire was followed by the assessment of respondents' preference for specific in-room green attributes. The items were adopted from previous researches that assessed the importance of attributes to travelers and from qualitative research. The final list consists of 21 attributes (Table 1). The level of preference for the attributes was rated using a 5-point Likert scale (1 = very unfavorable, 3 = neutral, and 5 = very favorable). In the second

section, attendees were asked to rate how they felt when thinking or living in green hotels, using seven 5-point semantic differential scales. This attitudes scale was adopted from [26]. Finally, the last section of the survey included some basic socio-demographic questions that meant respondents provide their personal information, such as age, gender, education level, income etc. Among 168 questionnaires that were sent and received, only 160 answer sheets were valid, which formed data for the further research steps.

3. Finding

3.1. Profile of the sample

In the total of 160 respondents, the majority were female (60.6%), and many between the ages of 25-44 (48.1%). The number of people between 18 to 24 years old is also considerable (33.8%). Attendants' incomes are mostly among 5-10 million VND (30.6%). An overwhelming majority (81.9%) indicated that they had obtained a graduate degree, whereas 13.1% had post-graduate certification.

3.2. Exploratory measurement results

Cronbach's Alpha test was first adapted in order to identify how closely related a set of items are as a group. In other words, it was used to measure internal consistency. Based on this result, all items, except WC4 - Using recycled water for cleaning purposes, satisfied the condition that the alpha coefficient is greater than 0.3. Thus the item WC4 was eliminated before conducting further tests.

Subsequently, exploratory factor analysis (EFA) was used to determine how many latent variables underlie the complete set of items. An EFA was used to group the twenty items into a more manageable set of underlying factors. This is helpful for detecting the presence of meaningful patterns among the original variables and for extracting the main service factors.

A factor loading can be used as an indicator in interpreting the role each item plays in defining each factor. Factor loadings are in essence the correlation of each item to their underlying factor. According to [27], in a sample of 160 respondents, factor loadings of value greater than 0.50 are required to retain an item. This study was based on the cutoff value by [27].

Depending on the result of EFA (Table 2) four fresh factors with new items were checked with Cronbach's alpha and Corrected Item-Total Correlation. The Cronbach's alpha value for each measure is also shown at Table 2.

Based on the results of EFA as above, some items have changed their groups, which means from one factor to another. This causes the original four independent variables to be altered.

The fresh factors are Reuse and Recycle (RR), New Technology Appliance (NT), Green Policies (GP), and Energy Control (EC). In fact, there are only minor changes for energy and green policies elements. Specifically, the number of items which are contained in the energy characteristic decreases from 7 to 4, and a new factor is substituted for the two factors that are left in the green policies group. Therefore, the nature of these two factors basically does not change. That is just an adjustment of their name.

The two factors that have changed the most are Reuse and Recycle (RR) and New Technology Appliance (NT). As stated, under different approaches, each researcher offers a different classification of green practices.

Table 2. The Exploratory Factor Analysis (EFA) results

Item	Component					Rename	Corrected item-total correlation	Cronbach's alpha if item deleted	Cronbach's alpha	
	1	2	3	4	5					
AT7	.854					Attitude	.860	.944	.953	
AT4	.842					towards	.827	.947		
AT2	.838					green hotels	.856	.945		
AT5	.835					(AT)	.842	.946		
AT3	.832						.826	.947		
AT6	.831						.844	.946		
AT1	.818						.835	.947		
OP1		.857				Reuse and	.781	.884	.907	
OP2		.842				Recycle (RR)	.769	.886		
WM5		.822					.762	.887		
WM4		.820					.741	.890		
WM1		.732					.734	.892		
WM2		.725					.674	.900		
EE1			.752			New	.715	.791		.838
WC2			.748			Technology	.522	.830		
WC3			.705			Appliance	.602	.814		
EE6			.675			(NT)	.657	.803		
EE2			.669				.621	.811		
WC1			.591				.571	.820		
OP4				.830		Green	.637	.670	.766	
OP3				.677		Policies	.627	.676		
OP5				.651		(GP)	.414	.786		
WM3				.606			.605	.695		
EE4					.747	Energy	.541	.673		.738
EE3					.711	Control	.538	.675		
EE5					.682	(EC)	.540	.673		
EE7					.656		.502	.695		

Source: Result of author's analysis, 2016.

Recycling and reuse is an excessive solution often referred to as environmental protection, as well as a factor suggested by some scholars. Reuse and recycle are essentially to control the amount of waste, in other words, waste management. Therefore, certain recycling programs such as towels, linen tend to be grouped with waste control items such as Recycling Bins in Guest Room, Refillable Dispensers or Reusing Room Amenities. However, New Technology Appliance (NT) is a completely new factor. It seems that the grouping of the practices that employ modern technology is justified in the context of developing countries like Vietnam. The use of new technological equipment or systems for reducing energy and water consumption such as low flow fixtures or occupancy sensors has not yet become popular in Vietnam. Hence all items on new technology are grouped and renamed as New Technology Appliance.

3.3. Regression analysis

The reliability for each construct was significantly good above the value of 0.6, which is considered satisfactory for basic research. However, Cronbach's alpha has several disadvantages, including the fact that it is inflated when a scale has a large number of items, and it assumes that all the measured items have equal reliabilities [28]. In addition, Cronbach's alpha cannot be used to infer unidimensionality [28].

That's the reason why the data continued to be checked for Regression to eliminate bad items.

A multiple regression analysis was conducted to establish a prediction model of tourist's attitudes from several environmentally friendly practices that have been done by green hotels including Reuse and Recycle, New Technology Appliance, Green Policies and Energy Control. The analysis also examined the contributions of each variable to the overall prediction model.

Dependent variable: Attitude towards green hotels (AT).

Independent variables: Reuse and Recycle (RR), New Technology Appliance (NT), Green Policies (GP), and Energy Control (EC).

$$R^2 = 0.370$$

$$\text{Adjusted } R^2 = 0.354$$

$$\text{Std. Error of the Estimate} = 0.63740$$

Based on the result of linear regression, all hypotheses are supported by data. In particular, the standardized regression weight of the structural path between reuse and recycle activities and tourist's attitude was positive and significant at a 0.05 level (standardized beta = 0.149, SE = 0.067, $p = 0.034$). The standardized path coefficient for the relationship between green policies and tourist's attitude equals 0.228 and the value was significant at $p < 0.01$ level. Moreover, the structural equation modeling results showed that the path coefficient between new technology appliances and tourist's attitude is positive and significant at a 0.001 level (0.263, SE = 0.090, $p = 0.000$).

Table 3. The results of regression analysis
Coefficients^a

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.160	.447		-.357	.721
1	.144	.067	.149	2.139	.034*
GP	.320	.105	.228	3.055	.003**
NT	.323	.090	.263	3.578	.000***
EC	.253	.094	.197	2.708	.008**

Source: Result of author's analysis, 2016.

Lastly, the coefficient of energy control measures and tourist's attitude was positive (standardized beta = 0.197) and significant at $p < 0.01$ level. It means that all eco-friendly practices of green hotels (Reuse and Recycle, New Technology Appliance, Green Policies, and Energy Control) could positively affect tourist's attitude. The more practices have been done the more optimistic the attitude.

Compared with other factors, New Technology Appliance had the strongest influence on the hotel guests' attitude. This implies that environmentally friendly hotels or even a hotel which is on the way to enter into green management should update and apply new technologies in their daily operation. Besides that, green policies such as green certification and suggestion cards also need to be employed. Interestingly, reuse and recycling have the weakest impacts, that is, although tourist attitudes are affected by reuse and recycle activities, hotel guests nowadays need more than just 3R.

3. Discussion

Reducing waste is the first strategy and also a challenge for every hotel in order to increase their operational sustainability. With the intention of decreasing a hotel's overall wastes, Reducing & Reusing are the first two steps, and then Recycling is the next step. This involves decisions such as providing soap and other guest amenities in dispensers rather than as individually wrapped items and purchasing food items and cleaning chemicals in bulk containers. A major way in which many hotels reduce waste at the source is by running towel and linen reuse programs. Inviting guests to hang their towels back on the rack for reuse, or not to have their bed linen changed every day, can save enormous quantities of water, energy, detergent and, of course, the detergent packaging that ends up as waste. Lastly, composting is another way that should be adopted by green hotels. Composting not only reduces the cost of disposal by significantly reducing the volume for collection, it also produces an end

product that can be used to improve soil quality in hotel grounds or gardens, thus doubly ensuring environmental sustainability.

For the hospitality industry Energy Control has a special role. Saving energy not only helps the planet, but it also has a very positive effect on both the bottom line and the positive way in which guests view the property. Many guests prefer to stay at energy friendly properties versus those that are not able to demonstrate and promote their green status. There are several ways that help an accommodation control their energy consumption. For example, a hotel can adopt key cards to control devices in guest rooms. Besides, the installation of windows and curtain fabrics are able to take advantage of sunlight and avoid energy losses.

Although green living involves us cutting back on our energy use, it does not mean we have to compromise our lifestyle and detach ourselves from gadgets or electronics. In fact, we can use smart gadgets to make sustainable changes. The hospitality industry is also catching on and adapting advanced technology to improve the guest experience and to be environmentally responsible. In addition to greener methods such as encouraging guests to reuse towels or highlighting local cuisine in their restaurants, many hotels have implemented a mobile experience. Physical hotel keys, as we know them, will soon be a thing of the past. Hotels nowadays are incorporating a range of new technologies to allow them to go "keyless". Rather than manually checking in and out and being given paper documents, guests can simply use an app or even text the hotel throughout their stay. Moreover, advanced smart appliances and home automation devices are essential requirements in the hospitality industry. Automatic lighting, temperature sensors, smart TVs, alarms and room service can be automatically controlled by a smartphone with a single click. In future these smart appliances are expected to have a greater influence in the hospitality industry.

In addition to a reuse and recycle strategy, energy control measures and high technology

appliances, a hotel should engage in other green policies. For instance, joining in several charity activities; priority buying of organic, fair trade, cruelty-free guest amenity products whenever possible; or providing discounts to eco-oriented groups. By taking such actions, hotels have a chance to obtain an environment saving purpose as well as promote a positive attitude of tourists.

4. Conclusion

Sustainable development is not just a trend but has become an urgent requirement nowadays. Most countries, especially developed countries, are interested in environmental protection, including the tourism environment, safety and health for the community. Although the Vietnamese hospitality sector is taking steps to become greener in order to restrict the negative impacts of lodging's daily activities to the environment, the efforts of greening is growing slowly due to several difficulties. On the other hand, the greening hospitality sector is a vital approach for the development of sustainable tourism and the market for environmentally friendly hotels is becoming more popular in Vietnam. Despite many attempts, the green transition in the lodging sector in Vietnam is being taken on slowly. This study sets out to develop a conceptual model that explains how environmentally friendly activities of a hotel can affect tourists' attitude towards green hotels. The results have confirmed the positive relationship between hotel guest belief and all green practices. There are two relationships to consider: (i) the use of high-tech innovation strongly increases tourists' attitudes toward green hotels; and (ii) tourist attitudes are the least affected by reuse and recycle activities. Based on research result, it suggests that the hotelier should be employ new technology appliances as well as launch plenty of environmentally friendly policies in order to obtain a positive attitude from their customers.

The research helps to clarify questions as to whether environmentally friendly actions of green hotels can affect the attitude of tourists, in other

words whether travellers are interested in such actions. For practical meaning, green hotel managers, particularly in Vietnam, should better understand customer attitudes. Based on the list of green attributes, hoteliers will know what characteristics are important to their customers and choose environmental protection activities to be prioritized. In order to practice environmental protection in an organized and oriented way, hotel businesses at first must construct overall plans and research and apply detailed practices in line with the financial capacity and relevant conditions. Besides, a department or specialized staff are required in to be charged with managing and evaluating green activities. Second, strengthening the collaboration with local communities through several activities such as supporting infrastructure development, recruiting locals... are measures that must be focused on. Especially, for those who are awarded green labels, they need to proudly display detailed information about their specific green actions and collaborate with governments at all levels in sustainable propaganda to tourists.

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