

A Study on Perceptiveness and Revisiting Intention of Tourists for Green Hotels in Chennai City

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Abstract

Tourists are expecting that hotels have to give attention for conservation of environment and judicious use of natural resources and hotels are realizing transformation of tourists for green and they are involving in promotion of green practices in their operations. The tourists are agreed with green hotels conserve environmental resources, green hotels use environment friendly substances, green hotels reduce environmental degradation, green hotels give pollution free atmosphere, green hotels offer organic products, green hotels provide natural amenities and green hotels adopt humanistic design and 42.67 per cent of tourists realize medium level of perceptiveness for green hotels. Significant difference exists between perceptiveness of tourists for green hotels and their profile. Perceptiveness for green hotels is significantly, positively and moderately related with revisiting intention of tourists. Thus, green hotels should apply effective waste management practices and they must always use non conventional energy, In addition, green hotels should get green certification for their practices.

Keywords: *Green Hotels, Perceptiveness, Revisiting Intention, Tourists*

1. INTRODUCTION

Tourism is one of the main sector creating employment and income in most of nations including India that is highly depending on environmental and natural resources which consists of mountains, beaches, weather, clear air and water, landscape, natural structures and monuments (Patel, 2012). Among different elements of tourism industry, the hotel industry is creating threat to environment because of higher rate of consumption of water, energy and non durable products (Sudhagar, 2014). The hotel industry is main component for tourism activity in India that indiscriminately use considerable amount of resources which damages environment substantially (Mensah, 2006), but, due to its main purpose of offering quality and contented services and products, hotels utilize considerable quantum of resources that directly and negatively affecting environment (Masau and Prideaux, 2003).

Tourists are expecting that hotels have to give attention for conservation of environment and judicious use of natural resources (Le et al 2006) and hotels are realizing transformation of tourists for green and they are involving in promotion of green practices in their operations (Chen, 2014) in order to absorb more number of environmentally conscious tourists and enhance their competitiveness (Rahman et al 2012). The impact of environmental apprehensions on hotel industry is continuously and remarkably increasing and it has to enhance its sustainable green practices and operations (Baker et al 2013).

In present times, more number of hotels is adopting different innovative and green practices to enhance greenness in their operations in order to minimize harmful impacts on environment (Kunchornsirimongkon, 2018). Green hotel is kind of a hotel that adopts green or environmentally friendly practices in its operations to conserve environment and decrease cost of its operations (Ham and Han, 2012). Green hotels are sincerely following green guidelines and management practices and highly committing to environment and tourists. Perceptiveness of tourists is playing a major role in business performance of green hotel and their intention to revisit those green hotels. Thus, it is necessary to study perceptiveness and revisiting intention of tourists for green hotels.

2. REVIEW OF LITERATURE

Lee et al (2010) stated that consumers expressed their positiveness on green hotels. Protection of environment, green practices and conservation of natural resources of green hotels were appreciated by consumers and most of them had revisiting intention to green hotels.

Tierney et al (2011) found that guests had positive perception about green hotels and green hotels were involved in preservation of natural resources and reduced use of energy and minimized wastes.

Ogbeide (2012) revealed that guests were having positive perception towards green hotels. Green hotels adopted conservation methods for energy and water and minimizing waste and they used green materials and practices in their operations and most of guests were not ready to pay extra charge for green room and amenities.

Han and Chan (2013) concluded that tourists viewed that green hotels saved energy and water, used environment-friendly materials and did not use one time use consumables and it provided benefits to tourists and environment. Besides, tourists were holding positive perception about green hotels and encouraged their green practices and methods.

Noor et al (2014) indicated that attitude of tourists on eco-friendliness, features of green hotels and intention of tourists to stay in green hotels were positively and significantly related with each others.

Suki and Suki (2015) found that attitude, knowledge, perception and control on behaviour were influencing intention to return of consumers to green hotels and they were very much attracted by green programmes, practices and green amenities of green hotels.

Verma and Chandra (2016) revealed that guests had favourable perception on energy use efficiency, recyclable practices, use of non-conventional energy, organic food stuffs, green atmosphere and certification of green hotels and features of green hotels were significantly influencing revisiting intention of guests.

Agarwal and Kasliwal (2017) concluded that consumers were favourable for green practices, certification, reduction in use of energy and resources, recycling methods, disposal of wastes, green services and products and green atmosphere of green hotels and these features were significantly influencing their revisit intention.

Zainuddin et al (2018) indicated that consumers had positive perception on conservation of ecology, energy use, management of wastes, recycling, practices and pleasurable atmosphere of green hotels and they were ready to stay in future in green hotels.

Mishra et al (2019) found customers were having positive insights on green practices, green services, reduction of wastes, efficient use of energy, conservation of nature, protection of environment, organic food stuffs and recycling methods and these were affecting their revisiting behaviour.

3. OBJECTIVES OF THE STUDY

- i) To study perceptiveness of tourists for green hotels.
- ii) To find difference between perceptiveness for green hotels and profile of tourists.
- iii) To analyze relation between perceptiveness of tourists for green hotels and their revisiting intention.

4. METHODOLOGY

Chennai city is opted for the current study and tourists are selected by using convenience sampling method. Data are getting from 225 tourists by using structured questionnaire. Profile of tourists is studied through percentages and perceptiveness of tourists for green hotels is examined with the help of mean and standard deviation. The difference between perceptiveness of tourists for green hotels and their profile is inspected by using F-test and t-test. The relation between perceptiveness of tourists for green hotels and their revisiting intention is analyzed by employing simple correlation analysis.

5. RESULTS

5.1 PROFILE OF TOURISTS

More than half of tourists are coming from foreign countries (55.56 per cent) and more than half of tourist is belonging to male category (53.33 per cent). Nearly one third of tourists are in age between 41 and 50 years (32.00 per cent) and more than one third of tourists are under graduates (35.11 per cent). More than two fifth of tourists obtain monthly income of Rs.25,001 – Rs.35,000 (41.33 per cent) and four fifth of tourists are married.

5.2. PERCEPTIVENESS OF TOURISTS FOR GREEN HOTELS

The perceptiveness of tourists for green hotels is given in Table-1.

Table-1. Perceptiveness of Tourists for Green Hotels

Perceptiveness for Green Hotels	Mean	Standard Deviation
Green hotels conserve environmental resources	3.91	0.84
Green hotels use environment friendly substances	3.93	0.81
Green hotels reduce environmental degradation	3.87	0.88
Green hotels apply effective waste management practices	3.35	1.08
Green hotels give pollution free atmosphere	3.82	0.95
Green hotels always use non conventional energy	3.39	1.05
Green hotels offer organic products	3.85	0.92
Green hotels provide natural amenities	3.79	0.99
Green hotels possess green certification	3.32	1.11
Green hotels adopt humanistic design	3.76	1.02

The tourists are agreed with green hotels conserve environmental resources, green hotels use environment friendly substances, green hotels reduce environmental degradation, green hotels give pollution free atmosphere, green hotels offer organic products, green hotels provide natural amenities and green hotels adopt humanistic design, although, they are unsure with green hotels apply effective waste management practices, green hotels always use non conventional energy and green hotels possess green certification

5.3. PERCEPTIVENESS OF TOURISTS FOR GREEN HOTELS AND THEIR PROFILE

The tourists on the basis of level of perceptiveness for green hotels are given in Table-2. Based on Mean \pm SD, it is divided into low, medium and high. (Mean = 36.98; SD = 4.27).

Table-2. Tourists on the Basis of Level of Perceptiveness for Green Hotels

Perceptiveness for Green Hotels	Number	%
Low	54	24.00
Medium	96	42.67
High	75	33.33
Total	225	100.00

In the middle of 225 tourists, 33.33 per cent of them pointed out their perceptiveness for green hotels at high level and 24.00 per cent of them pointed out it at low level.

5.3.1. PERCEPTIVENESS FOR GREEN HOTELS AND CATEGORY

The combination between category of tourists and perceptiveness for green hotels is given in Table-3.

Table-3. Perceptiveness for Green Hotels and Category of Tourists

Category	Perceptiveness for Green Hotels			Total	t-Value	Sig.
	Low	Medium	High			
Domestic	17 (17.00)	49 (49.00)	34 (34.00)	100 (44.44)	4.570**	.000
Foreign	37 (29.60)	47 (37.60)	41 (32.80)	125 (55.56)		

Total	54 (24.00)	96 (42.67)	75 (33.33)	225 (100.00)	-	-
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(The figures in the brackets are percentages to total)

** Significant in 1% level

In the middle of 100 domestic tourists, 34.00 per cent of them pointed out their perceptiveness for green hotels at high level and 17.00 per cent of them pointed out it at low level. In the middle of 125 foreign tourists, 32.80 per cent of them pointed out their perceptiveness for green hotels at high level and 29.60 per cent of them pointed out it at low level.

The t-value is 4.570 and it implies that significant difference exists between perceptiveness for green hotels and category of tourists.

5.3.2. PERCEPTIVENESS FOR GREEN HOTELS AND GENDER

The combination between gender of tourists and perceptiveness for green hotels is given in Table-4.

Table-4. Perceptiveness for Green Hotels and Gender

Gender	Perceptiveness for Green Hotels			Total	t-Value	Sig.
	Low	Medium	High			
Male	34 (28.33)	45 (37.50)	41 (34.17)	120 (53.33)	4.842**	.000
Female	20 (19.05)	51 (48.57)	34 (32.38)	105 (46.67)		
Total	54 (24.00)	96 (42.67)	75 (33.33)	225 (100.00)	-	-

(The figures in the brackets are percentages to total)

** Significance at 1% level

In the middle of 120 male tourists, 34.17 per cent of them pointed out their perceptiveness for green hotels at high level and 28.33 per cent of them pointed out it at low level. In the middle of 105 female tourists, 32.38 per cent of them pointed out their perceptiveness for green hotels at high level and 19.05 per cent of them pointed out it at low level.

The t-value is 4.842 and it implies that significant difference exists between perceptiveness for green hotels and gender of tourists.

5.3.3. PERCEPTIVENESS FOR GREEN HOTELS AND AGE

The combination between age of tourists and perceptiveness for green hotels is given in Table-5.

Table-5. Perceptiveness for Green Hotels and Age

Age	Perceptiveness for Green Hotels			Total	F-Value	Sig.
	Low	Medium	High			
21 – 30 Years	10 (20.41)	18 (36.73)	21 (42.86)	49 (21.78)	5.126**	.000
31 – 40 Years	12 (18.18)	41 (62.12)	13 (19.70)	66 (29.33)		
41 – 50 Years	21 (29.17)	21 (29.17)	30 (41.66)	72 (32.00)		
51 – 60 Years	11 (28.95)	16 (42.10)	11 (28.95)	38 (16.89)		
Total	54 (24.00)	96 (42.67)	75 (33.33)	225 (100.00)	-	-

(The figures in the brackets are percentages to total)

** Significance at 1% level

In the middle of 49 tourists in age between 21 and 30 years, 42.86 per cent of them pointed out their perceptiveness for green hotels at high level and 20.41 per cent of them pointed out it at low level. In the middle of 66 tourists in age between 31 and 40 years, 19.70 per cent of them pointed out their perceptiveness for green hotels at high level and 18.18 per cent of them pointed out it at low level.

In the middle of 72 tourists in age between 41 and 50 years, 41.66 per cent of them pointed out their perceptiveness for green hotels at high level and 29.17 per cent of them pointed out it at low level. In the middle of 38 tourists in age between 51 and 60 years, 28.95 per cent of them pointed out their perceptiveness for green hotels at high level and 28.95 per cent of them pointed out it at low level.

The F-value is 5.126 and it implies that significant difference exists between perceptiveness for green hotels and age of tourists.

5.3.4. PERCEPTIVENESS FOR GREEN HOTELS AND EDUCATION

The combination between education of tourists and perceptiveness for green hotels is given in Table-6.

Table-6. Perceptiveness for Green Hotels and Education

Education	Perceptiveness for Green Hotels			Total	F-Value	Sig.
	Low	Medium	High			
Higher Secondary	3 (11.54)	16 (61.54)	7 (26.92)	26 (11.56)	5.650**	.000
Diploma	10 (22.73)	15 (34.09)	19 (43.18)	44 (19.56)		
Under Graduation	20 (25.32)	29 (36.71)	30 (37.97)	79 (35.11)		
Post Graduation	21 (27.63)	36 (47.37)	19 (25.00)	76 (33.77)		
Total	54 (24.00)	96 (42.67)	75 (33.33)	225 (100.00)	-	-

(The figures in the brackets are percentages to total)

** Significance at 1% level

In the middle of 26 tourists having higher secondary, 26.92 per cent of them pointed out their perceptiveness for green hotels at high level and 11.54 per cent of them pointed out it at low level. In the middle of 44 them having diploma, 43.18 per cent of them pointed out their perceptiveness for green hotels at high level and 22.73 per cent of them pointed out it at low level.

In the middle of 79 tourists having under graduation, 37.97 per cent of them pointed out their perceptiveness for green hotels at high level and 25.32 per cent of them pointed out it at low level. In the middle of 76 them having post graduation, 25.00 per cent of them pointed out their perceptiveness for green hotels at high level and 27.63 per cent of them pointed out it at low level.

The F-value is 5.650 and it implies that significant difference exists between perceptiveness for green hotels and education of tourists.

5.3.5. PERCEPTIVENESS FOR GREEN HOTELS AND MONTHLY INCOME

The combination between monthly income of tourists and perceptiveness for green hotels is given in Table-7.

Table-7. Perceptiveness for Green Hotels and Monthly Income

Monthly Income	Perceptiveness for Green Hotels			Total	F-Value	Sig.
	Low	Medium	High			
Less than Rs.25,000	11 (29.73)	11 (29.73)	15 (40.54)	37 (16.44)	6.036**	.000
Rs.25,001 – Rs.35,000	22 (23.66)	49 (52.68)	22 (23.66)	93 (41.33)		
Rs.35,001 – Rs.45,000	12 (16.90)	28 (39.44)	31 (43.66)	71 (31.56)		
More than Rs.45,000	9 (37.50)	8 (33.33)	7 (29.17)	24 (10.67)		
Total	54 (24.00)	96 (42.67)	75 (33.33)	225 (100.00)	-	-

(The figures in the brackets are percentages to total)

** Significance at 1% level

In the middle of 37 tourists earning monthly income of less than Rs.25,000, 40.54 per cent of them pointed out their perceptiveness for green hotels at high level and 29.73 per cent of them pointed out it at low level. In the middle of 93 tourists earning monthly income of Rs.25,001 – Rs.35,000, 23.66 per cent of them pointed out their perceptiveness for green hotels at high level and 23.66 per cent of them pointed out it at low level.

In the middle of 71 tourists earning monthly income of Rs.35,001 – Rs.45,000, 43.66 per cent of them pointed out their perceptiveness for green hotels at high level and 16.90 per cent of them pointed out it at low level. In the middle of 24 tourists earning monthly income of more than Rs.45,000, 29.17 per cent of them pointed out their perceptiveness for green hotels at high level and 37.50 per cent of them pointed out it at low level.

The F-value is 6.036 and it implies that significant difference exists between perceptiveness for green hotels and monthly income of tourists.

5.3.6. PERCEPTIVENESS FOR GREEN HOTELS AND MARITAL STATUS

The combination between marital status of tourists and perceptiveness for green hotels is given in Table-8.

Table-8. Perceptiveness for Green Hotels and Marital Status

Marital Status	Perceptiveness for Green Hotels			Total	t-Value	Sig.
	Low	Medium	High			
Unmarried	18 (39.13)	18 (39.13)	10 (21.74)	46 (20.44)	4.504**	.000
Married	36 (20.11)	78 (43.58)	65 (36.31)	179 (79.56)		
Total	54 (24.00)	96 (42.67)	75 (33.33)	225 (100.00)	-	-

(The figures in the brackets are percentages to total)

** Significance at 1% level

In the middle of 46 unmarried tourists, 21.74 per cent of them pointed out their perceptiveness for green hotels at high level and 39.13 per cent of them pointed out it at low level. In the middle of 179 married tourists, 36.31

per cent of them pointed out their perceptiveness for green hotels at high level and 20.11 per cent of them pointed out it at low level.

The t-value is 4.504 and it implies that significant difference exists between perceptiveness for green hotels and marital status of tourists.

5.4. RELATION BETWEEN PERCEPTIVENESS FOR GREEN HOTELS AND REVISITING INTENTION OF TOURISTS

The correlation analysis is employed to analyze relation between perceptiveness for green hotels and revisiting intention of tourists and the result is given in Table-9.

Table-9. Relation between Perceptiveness for Green Hotels and Revisiting Intention of Tourists

Particulars	Coefficient of Correlation
Perceptiveness for Green Hotels and Revisiting Intention of Tourists	0.53**

** Significance at 1% level

The correlation coefficient between perceptiveness for green hotels and revisiting intention of tourists is 0.53. It explains that both are positively and moderately related with each other.

6. CONCLUSION

The above results reveal that the tourists are agreed with green hotels conserve environmental resources, green hotels use environment friendly substances, green hotels reduce environmental degradation, green hotels give pollution free atmosphere, green hotels offer organic products, green hotels provide natural amenities and green hotels adopt humanistic design and 42.67 per cent of tourists realize medium level of perceptiveness for green hotels. Significant difference exists between perceptiveness of tourists for green hotels and their profile. Perceptiveness for green hotels is significantly, positively and moderately related with revisiting intention of tourists. Thus, green hotels should apply effective waste management practices and they must always use non conventional energy, In addition, green hotels should get green certification for their practices.

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