

Green Practices: The Experiences of Guests in Eco-Centric Hotels in the UK

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Submitted to the
Institute of Graduate Studies and Research
in partial fulfillment of the requirements for the degree of

Master of Science
in
Tourism Management

Eastern Mediterranean University
January 2020
Gazimağusa, North Cyprus

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ABSTRACT

Researchers in the past has concentrated on hotel guests' attitude and behavioural intention to adopt green practices, yet not many investigations have looked into guest perception. Also, despite the fact that researchers directed exploratory examinations about guest's preference, the actual opinion from a green hotel guest has been rarely being investigated. In lieu of that the main purpose of this study is to identify how guests perceive quality of green service practices implemented by green hotels in the United Kingdom, and identifying which of these themes were linked with higher and lower value for money ratings.

This research examines 10 eco-centric Hotel in UK from the perspective of the 1, 202 guests via mix content analysing of online review from TripAdvisor. The analyses were done using Leximancer 4.5. The result generated from the analyses reveal 7 themes which are: "Hotel Amenities", "Services", "Location", "staff", "Eco" (centric activities), "Value", and "recommend/revisit" (intentions). Concepts related to high value for money rating are food, room, friendly and helpful while concept related to low value for money rating includes bathroom, water, mattress, bed, room, comfort, Wi-Fi, shower, light, clean, facilities (for disable) and attentive (staff).

This research gave an in-depth perceptive to the experience of guest's in green hotel, more also the research reveals the linkage of the main concept with guests' value for money ratings and also recommendation and revisit intention.

Keywords: Green practises, Content analysis, Green hotel, Value for money, Service quality User generated content.

ÖZ

Geçmişte araştırmacılar, otel misafirlerinin çevre dostu ve sürdürülebilir uygulamaları ile ilgili olarak gelecek niyetlerine odaklanmışlardı, ancak pek çok çalışma özellikle çevre dostu otellerde konaklayan misafir algısına gereken önemi vermemiştir. Bu çalışmanın temel amacı, konukların Birleşik Krallık'taki yeşil oteller tarafından uygulanan çevre dostu uygulamalarının kalitesini nasıl algıladıklarını belirlemek ve bu temalardan hangilerinin para değerleri için daha yüksek ve düşük değerle bağlantılı olduğunu belirlemektir.

Bu araştırma, İngilterede bulunan 10 yeşil oteli, toplamda, 1, 202 konuk perspektifinden değerlendirerek, TripAdvisor'daki çevrimiçi incelemelerin karma içerik analizi yoluyla analiz edilmiştir. Analizler, Leximancer 4.5 yazılımı kullanılarak yapılmıştır. Analizlerden elde edilen sonuçlar yeşil otellerle alakalı konuk perspektifinden yola çıkarak toplamda yedi temayı ortaya koymuştur. Bunlar sırasıyla; “Otel Olanakları”, “Hizmetler”, “Konum”, “personel”, “Eko” (merkezî faaliyetler), “Değer” ve “tavsiye / tekrar ziyaret etme” (niyetler). Ödedikleri paranın karşılığı olarak yüksek değere eş değer olan konseptler; oda, arkadaş canlısı ve yardımsever (personel) olup, ödedikleri paranın düşük değere eş değer olan konseptler banyo, su, yatak, yatak odası, konfor, Wi-Fi, duş, ışık, temiz, tesisler (engelli konuklar için) ve özenli personel.

Bu araştırma, konukların yeşil otel deneyimine ve yeşil otellerle ilgili olarak konukların online incelemelerin sonucunda en çok bahsettiği kelimeleri ana tema olarak görselleştirmiştir. Buradan yola çıkarak çalışmadaki konseptlerin hangilerinin para

değerine karşılık olarak düşük ve yüksek değer taşıdığı bulunmuştur. Çalışmada ayrıca, bulunan konseptlerin hangilerinin konukların öneri niyetinde ve oteli tekrar ziyaret etme niyetlerinde rol oynadığı bulunmuştur.

Anahtar kelimeler: Yeşil uygulamalar, İçerik analizi, Yeşil otel, Fiyat karşılığı değer, Hizmet kalitesi, Kullanıcı tarafından oluşturulan içerik.

DEDICATION

To the Almighty God

ACKNOWLEDGEMENT

First and foremost, I give thanks to God almighty for the grace he has granted me. I offer my heartfelt appreciation to my supervisor. Prof. Dr. Huseyin Arasli for the endless support, for his patience, inspiration, eagerness, and exalted knowledge.

Also, I would like to offer my special appreciations to the rest of my thesis committee: Prof. Dr. Hasan Kılıç, Assist. Prof. and Assoc. Prof. Dr. Ali Öztüren for their help and for their guidance. I would also thank all my lecturers and the whole faculty staff for the knowledge and support I gained in this University.

Words are not able to express my gratitude to my family, for their help through the period of the program. I am grateful for their encouragements and contributions. I love you and I thank them for support me unconditionally throughout my life.

Lastly, I should mention that I have received many supports and help from my dear friends who are Mehmet Saydam, Bayo Olude and Emamabasi Jonah.

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Chapter 1

INTRODUCTION

1.1 General

Sustainable development is seen to be the standard of this period in time, there is an increased power on firms to follow and persevere through reasonable green practices to have the option to make viable progress. In spite of the fact that the lodging industry isn't located at the focal point of genuine ecological mishaps (Azarmi et al., 2018; Song and Yu, 2018), some lodging tasks, for instance, cleaning of clothes, housekeeping, and waste disposal have a negative effect on the environment as a whole (Gustin and Weaver, 1996). A lot of hotels today are actualizing basic and financially savvy green practices, for instance, recycling, reusing material, and decreasing waste.

Hotel operators are by all account not the only ones worried about ecological issues. Through time, hotel visitors have additionally gotten progressively mindful of these issues and hotels' green practices (Yi, Li and Jai, 2018). As per the 2010 North America Hotel Guest Satisfaction Survey, 68% of hotel customers know about hotels' ecological protection endeavors, and 73% state they have taken part in hotels' green practices (J.D Power and Associate, 2010) Because of the growth in mindfulness and propelled green technological advancements, for instance, nontoxic pest control, storm water frameworks, and energy-saving frameworks for properties, hotels can enhance their green practice (Yi, Li and Jai, 2018). The hotel business is acute-resources based therefore along these lines severely affects the natural environment.

Hotel businesses sector has been proposed to be the greatest destruction of the planet in comparison to the other service sectors (Rahman et al., 2012). In 2012, the USA hotels burned through \$8.2 billion on energy, made 7 million tons of waste, devoured 64 trillion gallons of water, and produced 23 million tons of CO₂ as said by the American Hotel and Lodging Association (AH and LA Sustainability Report, 2013, p. 2). This waste and CO₂ created by the lodging business prompts worldwide atmospheric change (United Nations Environment Programme, 2016).

Apart from America, a few nations in Continents like Europe, Middle East and Asia have likewise noticed negative effect on the environment caused by hotels businesses (Ernst and Young, 2008). For instance, inns expend 39 terawatt long periods of energy every year, and visitors can utilize around 440 liters of water for each day stay in Europe (Bohdanowicz, 2005). The normal use of waters in hotels is 466 liters for every night in Tunisia, Africa (Eurostat, 2009; as referred to in Gössling et al., 2012). In this manner, the actualization of green practices in hotels has become a worldwide problem (Graci and Dodds, 2008).

A hotel making a conscious decision to go green can help lessen negative environmental impact as well as decrease cost of operation and henceforth maximizing productiveness (Graci and Kuehnel, 2011). Consequently, numerous hotels in various regions of the world are trying out different green practices, from reusing projects to the acquisition of neighbourhood produce to following the Leadership in Energy and Environmental Design (LEED) confirmation norms (Berezan et al., 2014, 2013; AH and LA Sustainability Report, 2013). Past analyses related to the way Consumers respond to a hotel's green practices have been seen as inconclusive in past analysis.

Aftereffects of a global study of over 30,000 voyagers demonstrate that 79 percent of the explorers place a high priority on places executing green practices (TripAdvisor, 2013). Additionally, Berezan et al. (2014) affirmed that green practices are urgent factors in visitors' choosing of hotels. Then again, Stafford and Hartman (2013) points out that customers, to a significant degree, stay unfazed or are even unswayed to support green practicing environmental awareness since they believe green items to be second rate or overrated.

Also, regardless of whether a guest asserts that they are really concerned about the environment, they may not really follow up on their worries. In this manner, further examination is expected to comprehend visitors' genuine green experiences (Bloese et al., 2015). Besides, however past investigations throw more light on green hotel patterns, advantages of green practices, visitors' eco-accommodating aims, green promoting systems, green procedures, green image effect, and so on., not very many of them have analysed the effect of green practices on consumer satisfaction.

There has been an affirmation that green practices are to be sure connected with consumer satisfaction (Berezan et al., 2013, 2014; Lu and Stepchenkova, 2012; Robinot and Giannelloni, 2010; Slevitch et al., 2013). Nonetheless, an ample amount of information is lacking on how various types of green practices influence total customer satisfaction. Some environmental practices are viewed as an important part of hotel services and may have more impact on consumer satisfaction. In this manner, observe closely the effects of various green practices on consumer satisfaction is required. As an ever increasing number of shoppers currently go online to search for hotel data and offer an insight into their experiences as well, the present examination

endeavours to explore visitors' genuine encounters at green hotels and their effects on consumer satisfaction through review shared on the web (Yu, Li and Jai, 2017).

TripAdvisor was used as a stage to gather visitors' review on their green hotel experiences by researchers. As the biggest travel site on the planet, TripAdvisor works in over 44 around the world (O'Connor, 2010; TripAdvisor, 2015a). It has in excess of 200 million audits from voyagers across the globe and more than 115 new commitments posted each moment (TripAdvisor, 2015a). In April 2013, TripAdvisor propelled the GreenLeaders program, acknowledging hotels that put exertion into naturally amicable practices and making it simpler for explorers to discover and reserve a green accommodation.

1.2 Purpose and originality of the study

Numerous past research has concentrated on hotel guests' attitude and behavioural intention to adopt green practices, yet not many investigations have looked into guest perception. Also, despite the fact that researchers directed exploratory examinations about guest's preference, the actual opinion from a green hotel guest has been infrequently investigated (Yi, Li and Jai, 2018; Yi, Li and Jai, 2017). The purpose of this study is to identify how guests perceive quality of green service practices implemented by green hotels in the United Kingdom. The aftereffects of this investigation will help will help hotel managers or operators better understand guests' perceptions of green practices and integrate sustainability into their marketing strategies.

1.2.1 Objectives

- Identify the major concept from customer's review of green hotels
- Identify the concepts in respect to the customer's perception of higher and lower value for money ratings.
- Identify the return intention of guest to green hotel
- Identify the recommendation intention of green hotels

Chapter 2

LITERATURE REVIEW

2.1 Sustainability and Tourism

The definition of tourism was first conceptualized in 1905, According to E.Guyaer-Feuler, it is a result of increasing weather change and resting needs, the desire to recognize eye-catching beauties nourished by nature and art, the belief that nature gives people happiness, and in particular the development of trade and industry, and the consequence of perfect means of transport. It is expressed as an event specific to the modern age that allows nations and societies to approach each other more closely.

In Walter Hunziker's book *General Doctrine of Tourism*, tourism is defined as all of the events and interests arising from foreigners' accommodation and travel to a place, provided that it is not based on the purpose of earning money and does not turn into a permanent stay. The historical sources of tourism, diversity of cultural assets and natural resources (sea, sun, etc.) are considered as a whole. The uncontrolled growth of industry, the irregular settlement of cities, and the serious pollution of the environment cause the destruction of destination resources. In this context, due to global warming in different countries, they have been faced with nature and environmental problems (Perrings, 1994). In these conditions, the measures to be taken to protect the environment and the necessary interventions for the maintenance and promotion of quality life. Preparing the necessary regulations in the tourism sector is important for people's connection with the environment. In order for sustainable

tourism to develop under a single roof, it must be considered as a whole with the natural environment before designing the spaces (Guyer-Feuler, 1905).

Sustainable tourism is defined as a tourism idea that supports economic development with a positive approach that beautifies and preserves natural, social and cultural resources for a long time. Also, social awareness and protection of natural heritage areas should be developed and managed together with tourism planning, and there must be harmony between conservation and tourism development. If sustainability is not achieved, it is impossible for the tourism sector to maintain its existence in the long run (Hall, 1998; McKercher, 1993). The development of tourism in a country needs to be protected by economic growth, the movement of tourists to destination resources and to be conveyed to future generations in a conscious manner. Therefore, as the social and cultural resources are damaged during the development of tourism, sustainability concepts emerge and are advancing on a new route (Axelsson et al., 2013; Saarinen, 2006).

Sustainable tourism, a concept that is open to debate, is confused with the definition of ecotourism. Eco tourism, culture, health, travel, entertainment etc. While it is one of the tourism types, sustainable tourism affects all of the tourism applications in our time (Kapera, 2018). The determined sustainable tourism route emphasizes the transfer of natural resources for future generations without destroying, polluting, destroying and degrading. Eco tourism, responsible tourism, rural tourism, cultural tourism is a form of tourism that includes the concepts (Khanal & Babar, 2007; Wall, 1997; Gibson et al., 2003; Butcher, 2006; Mihalic, 2016; Bramwell, 1994; Girard and Nijkamp, 2009). Sustainable tourism development is defined as the activities carried out by planning and organizing touristic activities by ensuring the continuity of all resources

such as natural, ecological, cultural and biological (Welford, 2013; Chapinet et al., 2010). Sustainable tourism is defined as preserving all the valuable resources of the region, improving the quality of life and respecting the cultural integrity of the country while developing tourism (Wilkinson et al., 2010; Marans, 2015; Greenwood & Holt, 2014). Furthermore, the growth of economic development by preserving physical, human and cultural assets as a result of tourism activities is considered as the main target in the field of sustainable tourism (Opp & Saunders, 2013; Jorgenson et al., 2014; Pedrana, 2013).

If sustainable ecosystem, socio-cultural areas are protected, efficient use of renewable energy sources, continuation of productivity and economic development are provided, quality life and a healthy society are inevitable (Owusu and Asumadu-Sarkodie, 2016; Petinrin and Shaaban, 2015). The main axis of sustainable tourism lies in the thought of reducing environmental problems resulting from the intensity of activities in the tourism sector (energy and water consumption, waste generation, transportation, purchasing strategies and their impact on the host communities) (Azarmi et al., 2018; Shahzad et al., 2017; Jeon et al., 2013; Amiril et al., 2014; Schneider & Wallenburg, 2012). Therefore, for the successful integration of sustainable tourism, various stakeholders such as hotel enterprises, private sectors, food / beverage enterprises, transportation enterprises, tourist attractions, community owners and visitors should cooperate at a single point (Hage, Leroy & Petersen, 2010; Waligo, Clarke and Hawkins, 2013).

The basic approach in the development of tourism in the light of sustainable principles, the program of tourism projects, the aim of economic and social policies in the long process should be taken (Wood, 2002). The most important factor of the sustainability

of tourism depends on the development of conservation awareness along with the instinctive protection motive of conscious or unconscious people in order to create social awareness about the protection of historical, cultural and natural heritage spaces (Herremans & Reid, 2002; Garavan & McGuire, 2010). With sustainable tourism planning, tourism needs to be managed economically correctly, conservation of the attractions should be evaluated and a harmony must be achieved in terms of tourism development. Otherwise, many types of tourism will not be able to maintain their existence in the long run if sustainability cannot be maintained (Page & Thorn, 1997; Wiens, 2009).

While the tourists gain quality experience in sustainable tourism, the natural resources constituting the tourism destination points can be used for future visitors without polluting, consuming or destroying the places that are foreseen to be used for the future visitors, conservation of cultural and natural assets for tourists and local people and economic development model can be expressed as sustainable tourism with the responsibility towards nature and a social commitment intertwined with the local people, adopts the principle that today's tourists meet the needs of the regions that own the space, and foresees to develop future opportunities (Satterthwaite., 1997). In our time, eco-resort, eco-lodge, slow tourism, eco-tourism, green tourism concepts are associated with sustainable tourism (Croy & Hogh, 2002; Osland & Mackoy, 2004; Lowry & Back 2015; Setyaningsih et al., 2015; Dedeker, 2017).

The activities of tourism related enterprises on the basis of sustainable tourism (transport, energy and water consumption, waste status, purchasing strategies, and impacts on host communities) and the intensity of the number of tourists. Therefore, the successful implementation of sustainable tourism requires a wide range of

cooperation from different stakeholders such as the private sector, hospitality businesses, transport businesses, food and beverage businesses, tourist attractions, host communities and tourists (Vernon et al., 2005). In order to achieve sustainability, the tourism industry needs to follow more up-to-date issues (such as partnership, integration, community participation and environmental management) (Godfrey, 1998).

2.2 Hotel industry: A growing need for sustainability

Sustainability has reinvented every sector of the human existence and influence the way every industry goes about their businesses. Industrialization as being accounted to be a major factor for the growing influence of the concept “sustainability” across all sector which as a significant effect on the way industries conduct their businesses, goes about their activities with purpose/ intent of reduces waste , conservation of energy, fostering healthy environmental practices (Rahman et al. 2012), cost reduction/financial gain maximisation, maximization operational efficiency/ efficacy (Graci & Kuehnel, 2011), enhancing business image positively (Jeong and Jang 2010), tactical strategy for business differentiation (Pizam, 2009) gaining competitive advantages (Geerts, 2014) and so on. Since the 1970s the concept called “sustainable practice” has experienced steady acceptance and rapid growth (Hsieh, 2012) particularly because of its benefits. Sustainable practices as become a household name in any socially responsible organisation so much so that Sustainability has evolved to be an important concept to consider by strategic manager to design and deployment of strategic plan for an organisation.

The hospitality industry is recorded as one of the industries that has experienced exponential growth speed and also ranked as one of the biggest industry in the world

(UNWTO, 2015a). It was stated that “In 2014, International tourist arrivals (overnight visitors) reached 1.14 billion with a growth of 4.7 percent compared to that in 2013” (UNWTO, 2015b). Tourism globally was projected to step up in 2015 approximately by about 3-4 per cent (UNWTO, 2015b). In the whole of the tourism sector, the hotel sector is noted to be resource intensive which as a result has an immerse effect on the environment (Yu, Li & Jai 2017).

In the tourism sector it was proposed that the hotel sector poses the greatest threat to the environment according to Rahman’s et al., (2012) report. Although the activities in the hotel sector could be very harmful to the environment but in respect to all other sector outside tourism, it poses lesser threat and it is not positioned at the crux of major environmental challenges (Gustin & Weaver, 1996). More also Gustin & Weaver, (1996) further stated that regardless of the fact that the hotel is not positioned at the crux of major environmental challenges a couple of activities along its value chain adversely affect the environment such activities include; waste disposal, laundry and housekeeping. “It was recorded in 2012 that hotels in the USA used up 64 trillion gallons of water, accumulated about \$8.2 billion on energy spending and 23 million tons of CO₂ was generated” (AH and LA Sustainability Report, 2013, p. 2).

Global climate change has been contributed to by the hotel industry especially as a result of the waste they generate and also the level of CO₂ that is produced in the industry (United Nations Environment Programme, 2016). Other nation particularly in Europe Asia and in the Middle East have identify the negative effect some of the activities in the hotel industry have on the environmental health (Ernst and Young, 2008). According to Bohdanowicz (2005) report it was stated that hotels could use up to 39 terawatt hours of energy in a year and hotel guest occupant has the probability

of using up 440 litres of water in one night. Water usage in Tunisia, Africa was recorded at an average of 466 litres of water for a single night. (Eurostat, 2009; as cited in Gössling et al., 2012). In lieu of this it is expedient to deploy sustainable practise, in fact it was stated by Graci & Dodds, (2008) that implementation of green practices in the hotel industry as emerge as a global interest. Deploying sustainability strategies via adopting green practices in hotels will help mitigate negative environmental consequences and can be used as a driving tool for maximization of operational cost (Graci and Kuehnel, 2011). As a result of this a lot hotel around the world has infused diverse green practices into their operations which ranges from imbibing recycling practise, to the buying product locally, to imbibing the standards of green policy makers.

2.3 The green concept

The concept “green” was coined in a context to represent actions/activities that mitigate or reduce the negative effect on the environment which includes activities such as recycling, promoting reusing, eco-purchasing and so on (Namkung & Jang, 2013). A green hotel is an eco-friendly or eco-centric organisation which pattern its operation to promote the flourishing of the natural environment and mitigating ins adverse effect (Han et al., 2010). Also referencing Rahman et al. (2012), who defined green hotels as an eco-sustaining organisation structured in a manner that will help the organisation achieve its environmental goal via the reduction of waste, conservation of energy and foster healthy environmental via its operation.

Furthermore, the Green Hotels Association (2015) define green hotel as an organisation with environmental friendly consciousness throughout its process flow, whose leadership are enthusiastic about implementing strategies to save water &

energy, reduce solid waste also maximising cost effectiveness, with a goal of preserving and protecting the ecosystem. Green Hotel has high propensity towards environmental conservation activity throughout its work flow, we will further state that an eco-centric hotel has ecological consciousness centred around its strategic plan. In the process of organisations trying to deploy effective strategies to ensure sustainability via green practices other green concepts such as greening organisation through human resource practices, leadership and so on have gained attention of researchers in recent years.

2.4 Green practices in the hotel industry

Energy conservation schemes, conservation of water schemes, waste reduction strategies are the focal operational crux of green hotels (Liu and Sanhaji, 2010). Green hotels like Intercontinental Hotel Group has adopted a system that helps them enhance their green performance which includes the implementation of a Green Engage system that helps the hotels monitor, measure and report their carbon footprint (energy), water usage, waste generated with the aim of proffering recommendations for better sustainability schemes (IHG, 2015). The adoption of this kind of system has enabled hotels to get up to 25% savings as regards energy usage in an average hotel. (Ju, Li & Jai 2015). Within the period of 2013 and 2014 it was recorded that the Green Engage System helped achieve about 4.2% reduction in water waste and about 3% of carbon footprint (IHG, 2014).

Other groups such as Hilton, developed an adapting and evolutionary system to attain sustainability via drawing patterns and identifying areas with the highest level of effect on the ecosystem. Examples are waste generation, water usage, carbon emission and energy usage. The knowledge from this system can help them develop new policies,

identify areas in which partnership will be needed to effectively ensuring sustainability, develop programs to foster efficiency in their process flow, also for monitoring, sustainability performance measurement and reporting (Hilton, 2015). Annual the Hilton hotel group recycle approximately 14,000 Ib of their Kitchen Oil and reduce food wastage by about 150 tons (Garrett, 2012). In 2009, via the use of the sustainability scheme they were able to achieve 14.1% reduction in of water usage at \$550 million, about 14.5% reduction in energy usage, also about 20.9% reduction in carbon emission, and 27.6% reduction in waste disposal (Hardcastle, 2016).

Starwood and Marriott initiatives have made them cut the list of the top green hotel group. Their primary sustainability strategy is hinged on minimization (which include the usage of water and energy) also enhance their in-house environmental quality. According to Marriott (2015) they use environmental and energy tactical plans to cut down on the consumption of waste, water and energy in their hotels. Starwood was able to achieve water saving of about 153 million gallons of water, 662,000 kW saving as regard electricity cons, 871,000 therm of natural gas, and 190,000 gallons of cleaning supplies during the period of 2009 and 2012 (Brown, 2015). Marriott uses flower gardens but due to its green initiate they changed to California grass which enable them to cut down on water usage by 15 % (Heisterkamp, 2009).

The focal reason for going green in the hotel sector is not only geared towards fostering an eco-centric organisation sphere but it is also to help organisation maximize the cost of doing business via reduction in the usage of some business resources, curbing the usage of environmental threaten materials or substituting eco-dilapidating materials for environmental friendly alternatives. In respect to the report by American Hotel and Lodging Association, hotels have the capacity of saving an approximate of 209

gallons of water via the deployment of water-saving environmental scheme (Brodsky, 2005). More also the report by Gerston (2002) identify diverse cost effective schemes such as; 1) saving 1.9 million gallons of water per annum, through installation of solenoid valued for \$200 on a 400 LB ice machine 2) installation of Ultralow water closet flushing system in the toilets can save up to 180,000 gallons of water per annum. 3) deployment of effective environmental friendly laundry system can help save about 30 gallons for each room on a daily basis.

In the research work by Teng et al. (2012) they identified seven areas in which energy can be conserved and also identified areas in which carbon reduction can be achieved in the service sector: buying, energy, communication, waste, water, architecture, and management's involvement/dedication. Eco-friendly practices by green hotels which was mention in other review includes; energy usage maximization, water saving, bio-diversity/ eco-system, reduction in pollution caused by noise, eco-friendly building system and construction, eco-friendly meals and food wastage reduction, green orientated purchasing system and value chain, management of waste, energy conservation, environmental training and sensitisation for both employees and customers, partnership with eco-centric organisation and visitor's room aerating system quality (Hsieh 2012).

Practise like this help green hotel achieve their sustainability goal exploring innovative ways of conducting business for example giving priority environmental friendly during purchase (e.g. biodegradable materials, reusable product and so on), recycling, removal of throw-away packaging and forming alliance with local businesses to bolster their green resolve (Bohdanowicz, 2006; Erdogan and Baris, 2007). This sum up the fact that green practices does not only include the basic green

practices (e.g. linen and towel reuse) but it run throughout the value chain involving sophisticated and technical programs such as energy maximization, waste disposal/recycle water conservation and green structures (Ogbeide, 2012).

Many in the hospitality and tourism organizations have identify with and endorsed green practises furthermore some in the industry have adopted this practices e.g. the American Hotel and Lodging Association. The most used green plan and program in the world is the Greenleaders program initiated by TripAdvisor, this program was launched in the USA in April, 2013 (Tuppen, 2014). Research conducted by the United Nations Environment Program in (2013) stated via their data that more than 6000 hotels, ranging from independent hotels to big hotel chain, have imbibe the green leading hotel certifications since it was establishment. organisations ranging in status have also encourage eco-friendly practices in addition to green projects at the grassroots level.

The state of Florida, for instance, in 2004 the Florida Green Lodging Program introduced a scheme to preserve and safeguard the natural resources of Florida. Furthermore, in 2015, the Florida Department of Environmental Protection confirmed that about 322 designated Green hotels are in Florida. It is not enough to focus on implementing green practices, but there has to be a strong commitment to it, a strong monitoring/evaluating system and guest awareness. According to the Tsai et al, (2014) research which he stated that while hotel executives are acquainted with green methods and methodology, it may not be known to hotel guests. Knowledge extracted from the research by Baker et al (2014) tells us that knowledge of green hotel system and procedures by guests has its own beneficial effect on their reservation choices. In lieu

of this information, hotels need to encourage their green attempts to raise awareness of green practices to their visitors.

Previous studies show that hoteliers/hotel employee play significant role in increasing eco-friendly practices among customers, and the research suggested that different methods can be deployed by management of hotels to encourage green initiatives of hotels. As suggested by previous research work green orientation and training for guest is very vital. Chan's (2013) research enables us know that the internet is also thought to be an efficient channel for hotels to provide their visitors with relevant green information. Likewise, study conducted by Geerts (2014) demonstrates that green certification can help visitors acknowledge and validate the environmental initiatives of hotels that eco-friendly. Furthermore, Kim & Kim (2014) suggests that when introducing and promoting green procedures to their guests, hoteliers should use validated and authorized sources with a positive framed green oriented message.

Hotels can mention, for instance, a collaboration with the United States Environmental Protection Agency in their green programs which could include to boost the confidence of visitors or a collaboration with other non-governmental validated organisation such as Go-green tourism in the UK. Chou's (2014) studies suggest other strategy which include teaching hotel staff through the organization of environmental policy conferences and the provision of eco-specific and enhancing job training, because if the staffs are conversant with the current organisation's green practices, they can assist customers become more conscious of these methods. It is highly important to know the attitude of guest in the hotel towards the distinct method adopted by the green hotel method, Barber (2014) said via is research that hotel guest seek distinct advantages

and showing distinct habits preferences in disposition to green hotels (e.g. so customers may prefer organic food when accessing quality in green hotel).

Hunter's (1997, 2002) studies also classified green practises into light and dark green concepts. Hunter (1997) pointed out that, the difference between the two kinds is in their level of environmental protection advocated: light greeners ("weaker") and dark greeners ("stronger"). Study by Hunter (2002) leads to the knowledge that the Light greeners are focusing on keeping adequate quality of the environment in hotels. Hunter (2002) study, on the other hand, demonstrates that the dark greener place greater significance on defending the natural environment and strongly promote multiple methods that are environmentally friendly.

Harris et al., (2002) research, demonstrates that green practitioner who are dark greeners tend to encourage different green methods in order to minimize the adverse environmental impact of hotels. In addition, the research by Berezan et al. (2014) explores the motivations of visitors to engage in green activities and their best green practices highlight the fact that a lot of customers are willing to pay a more for a green hotel. Although hotel has used discount as a bait to engage customer. Towel reuse receives the widest recognition from visitors among multiple green methods. The results indicate that the best green practice is to participate in recycling, it is very rampant and anticipated in many hotels and visitors are acquainted with it in their everyday lives, whereas, customers prefer reusable shampoo bottles, towel reuse, energy-saving bulbs and linen reuse policies, also card system to controlling energy usage and green hotel certification, this is according to the Millar and Baloglu 2011 research. Thus, visitors demonstrate distinct preferences and attitudes to distinct green methods that hotels have introduced.

2.5 Quality service

Service quality as a concept was made in relationship to the theories of customer satisfaction suggested in the Americas and Europe (Fisk et al.,1993). Oliver (1981) referenced service quality as the continuation of the buyer's assessment of an item or service obtained. Satisfaction then again, is an impermanent response of the customer to that specific product or service. Wyckoff (1984) called attention to the fact that service quality would be the higher degree of excellence after meeting the customers' expectations, or the degree of authority over factors that could be accomplished when seeking a higher degree of excellence. Intangible is the definition of Service-quality and results in changes to proprietorship much after the service has been conveyed.

Customer satisfaction would be seen as an indicator of Service quality, which can be seen as the final item created by the service. Parasuraman et al. (1985) saw service quality as the consequence of examinations between the actual performance of the services and the consumers' expectation. The concept of service quality = perceived services–expected services was used to extra definitions. Service quality assessments incorporated the consequences of the service, yet in addition the methods by which it was conveyed too. Zeithaml (1988) depicted quality as the greatness of an item or administration dictated by the client. Quality assessments thusly incorporate positive con-documentations.

Gronroos (1984) stated that service quality might be partitioned into various segments. The first would be interior characteristics not be promptly perceptible by the user or customers. These incorporate offices for carriers, railways, media transmission, retail establishments, amusement parks and hotels. The performance or use of these places

would be reliant upon the level of maintenance carried out. Absence of appropriate support or readiness brings about low service quality encounter for the customers or users. Service quality is viewed as a centre component affecting consumer loyalty and satisfaction (Hansen & Bush, 1999). Anderson et al. (1994) indicated that enhancements in service quality would most likely increase the fulfilment of the service beneficiaries that may help improve the re-purchase possibilities on conceivable thought of re-purchasing. Service quality has consistently been a significant factor in keeping up the upper hands of the foodservice segment (Cheng et al., 2012). Previous research additionally found that new updates to service quality would improve fulfilment and re-purchase intentions of customers in the food service segment (Kim et al., 2009), which at that point helps business performance and sustainable advancement of the organization.

This research likewise demonstrated that service quality improvement would be a key order for sustainable management of green hotel. Service quality must be evaluated during the procedure of service expert vision, frequently when customers come in contact with employees during the procedure. Consumer loyalty for administration quality depends on examinations between the client's view of real services got and their expectations for the talked about service. Being that service has heterogeneity, intangible nature and simultaneous nature of service, Parasuraman et al. (1985).

Marketing and consumer behaviour consider consumer satisfaction and service quality as important concepts. Lots of firms are now committing impressive energies to understanding and tracking satisfaction and service quality as they are considered as essential measures of the organizations' performance and eventually become the driving force of profits in the future (Anderson et al., 1994; Han & Ryu, 2006). While

the conceptualizations of customer satisfaction and service quality are seen as indistinguishable in the writing, two essential parts of these factors in marketing and consumer behaviour literature are : (1) From a general perspective, service quality entails comparison of excellence in overall services time goes on (Bitner and Hubbert, 1994; Parasuraman et al., 1988; Taylor and Baker, 1994); and (2) consumer satisfaction is the post-purchase, transaction-explicit assessment process for products/services dependent on expectations before buying (Kotler, 1991; Oliver, 1997; Parasuraman et al., 1988).

As seen in lots of studies, service satisfaction and quality have been found to essentially clarify social goal. Cronin and Taylor (1992) examined the easygoing relationship between satisfaction, intention and quality. They found that service quality is a huge indicator of consumer satisfaction in shaping behavioural intentions. Ting (2004) inspected customer practices in a service setting and found that service quality predicts consumer satisfaction in the process of making decisions. Steady with these discoveries, in a restaurant setting, Han and Ryu (2006) discoveries showed that service quality influences satisfaction, and satisfaction completely mediates the quality on intention to revisit and be engaged in positive word-of-mouth behaviour.

Also, in their integrative way to deal with understanding frame of attitude-behaviour relationships, Bansal & Taylor (1999), in building up a specialist organization exchanging model, found that service quality is a significant impact on mentality toward exchanging and satisfaction, to such an extent that including service quality and fulfilment in their model was fundamental to the exact foresight of a person's intention. In their work, both quality and satisfaction (mediator) contributed to decline

in intention to switch. Given this proof, it appears to be fitting to consolidate service quality and satisfaction into a model.

2.6 Customer satisfaction and perception of green hotels

Green practices are becoming a pivotal drive for hotel innovation and value chain. Researchers over the last few decades have gained increasing interest in green practices in the hospitality industry due to the attention hotels has given to ensuring green sustainable practice. Even in the wake of this development only a handful of studies have focused on guest perception of green hotel. Customer satisfaction is important for hotels' business growth especially due to the service orientation of the industry (Ren et al., 2016). Customer satisfaction was defined as “a mental idea that includes the sentiment of prosperity and joy that outcomes from acquiring what one trusts in and anticipates from an engaging product and additionally administration” (WTO, 1985; Pizam & Ellis, 1999; Lu & Stepchenkova, 2012,). Diverse research work has indicated the hole between visitors' dispositions/consumer loyalty and their real choices to soak up green culture (Barber, 2014; Kasim, 2004; Manaktola and Jauhari, 2007; Ogbeide, 2012). Albeit most audit on green practices has being certain, there is as yet a hole between visitor observation and the acknowledgment of the training. The hole is as a divergence in result among researcher.

Lee et al. (2010) review that, guest retention and customer's positive perception could be influenced by green hotel image. Further research shows that guest with great affinity for green practice are willing to pay more for hotels that are eco-centric (Kang et al., 2012). In fact, researcher like Kasim (2004) came to the conclusion that the most tourists are predisposed to the acceptance of hotels' pro green practises, like conservation of water, conservation of energy, and recycling.

Contradicting report such as that of Manaktola & Jauhari (2007) shows that hotel customers are not willing to sacrifice luxury and comfort during their lodging period instead of the adoption of green practises. On like Kang et al., (2012) report, the report of Manaktola & Jauhari (2007) shows that respondent believe that hoteliers should pay 50% if not 100% of the cost implication tied to green initiatives. Ogbeide, (2012) reported that although respondents are predisposed to hotelier's water conservation scheme but they do not accept showerhead with low pressure because they feel it is not in their jurisdiction to carry the responsibility of the cost of water. With all the advantages of green practices to the environment and the overall human existence, green practices is not a priority for guest in hotel choice selection, according to Manaktola & Jauhari, (2007) attribute such as location, pricing, cleanness, etc. takes important consideration in hotel selection.

Although Choi et al. (2014) reported that willingness and preference of guest towards eco-centric behaviour during visit can be influenced by extrinsic rewards and intrinsic rewards. Choi et al define extrinsic rewards, as external factors such as money, gifts and intrinsic rewards as internal factors such as self-satisfaction. They highlighted that extrinsic rewards, are more effective than intrinsic rewards. Schubert et al. (2010) also highlighted the influence of demographics on perceptions and attitudes proposing that the younger generation are more concerned about the impart for their activities on the environment but Hu et al., (2010) review that older people exhibit more eco-centric behaviour and show more sentiments in visiting green oriented organisation. Some study throw gender into the ring, with the notion that women exhibit more environmental consciousness than men and they tend to accept green practices than men (Dipietro et al., 2013; Grønhøj & O'lander, 2007; Schubert et al., 2010).

Although Hu et al. (2010) research showed that there was no major disparity between both male and female in relation to the support of green oriented practices of restaurants. The view of perception and the disparity in customer perception of green hotel putting Hunter's classification of green practises consideration will affect the customer's view on satisfaction.

Herzberg's motivation-hygiene hypothesis introduces 2 concepts which are "satisfaction" and "dissatisfaction" and further divided it into subsets classified as 'satisfiers' and 'dissatisfiers' which are two ideas that can be independent of each other" (Herzberg, 1966; Herzberg et al., 1959; as referred to in Lu and Stepchenkova, 2012). Satisfaction will be increase by the presence of satisfier. Although the presence of "satisfiers", will not necessarily guarantee satisfaction, but the absence will lead to dissatisfaction. More also, Lu & Stepchenkova (2012) gave an insightful analysis into the idea of consumer loyalty in eco-accommodation and the research reveal an aggregate of 26 lodging qualities.

2.7 Relationship between service quality and customer satisfaction

Some diverse conversations about ecological or green issues in economical and political settings started during the 1970s (Stipanuk, 1996), the title has immediately ascended as an important point of consideration in academics and companies. Extended endeavours have been made by hotels to lay focus on environmental management by adding green activities in their procedure.

The intentions inciting hotels to join green practices are not just for meeting legislative guidelines and getting economic advantages yet in addition for making viable green correspondence with customers for fine-tuning hotels' and fulfilling their stakeholder's

desires (Manaktola and Jauhari, 2007). As per Hsieh (2012) imparting environmental responsibility is very strong when utilizing promotions and sites, and along these lines, proficiently improves hotels' image and catapults customers' buying intentions. Explicit instances of green activities used in the hotel business are recycling, reuse of towels, no-housekeeping demand by a visitor, energy sparing by supplanting all bulbs with LED bulbs and utilizing movement sensors, utilization of environmentally acceptable showerheads, and so on.

As hotels address cooperation in green exercises and fabricate image due to being socially responsible through marketing plans, guests have likewise gotten progressively mindful of, and intrigued by, environmental issues (Gao et al., 2016). A survey in 1994 demonstrated that about 70% of respondents were eager to remain in hotels concerned about the environment; be that as it may, under 30% of them concurred with any cost increment coming about because of the techniques (Watkins, 1994). Conversely, an ongoing report by Kang et al. (2012) gave proof that the more significant level of environmental concern a hotel pronounces, the more elevated level of clients' ability to pay an excellent exists.

Albeit straightforwardly contrasting the two outcomes is troublesome, it is sensible to deduce that, in general, clients' view of hotels' inclusion in environmental issues has changed in the previous two decades. Alongside customers' advanced impression of environmental issues, numerous researchers focus on examining clients' valuations of a company's ecological exercises and such exercises make an incentive for firms from customers' points of view. The writing recommends that lodgings' green activities gain profit by customers' enthusiastic reactions (Hu, 2012), a hotel's green image influences, well, customers' conduct expectations (Lee et al., 2010).

2.8 Literature on online review

Basuroy, Chatterjee, & Ravid, 2003; Fang et al., 2016 studies, all share the opinion that clients read internet product reviews to make informed buying choices in order to reduce uncertainty and risk. The concept of online reviews can be sourced from research carried out by Casado-Díaz, Andreu, Beckmann & Miller, 2018; Mudambi & Schuff, 2010, as peer-generated product assessments published on online platforms that can play an essential role in client feeling and firm results. The 2016 research by Xie, Zhang, Zhang, Singh, & Lee share the opinion that among electronic word of mouth (eWOM) indices, review quantity and valence are the most observed and play the most essential roles in user decision-making.

The findings made by researchers Touminen, 2011; Ye, Law, & Gu, 2009, all encourage Review volume, which refers to the number of online consumer reviews, can help predict travel product sales. Previous studies have looked from two angles at the effect of the review quantity. Firstly, Liu's 2006 research, gives the basic insight that review volume can boost user awareness. Increasing customer awareness is a prerequisite for businesses to generate income, "this was taken from studies by Duan, Gu, & Whinston, (2008) "because users have limited data before selecting a product, particularly in internet markets "also drawn from Mahajan, Muller, & Kerin, 1984 research," and high-view brands tend to be acknowledged by customers.

Secondly, research done by Zhang, Zhang, Wang, Law, & Li, in 2013, gives another understanding, that review volume can show the popularity of a product. Online reviews can indicate a level of consensus among customers; therefore, high-valuation products tend to encourage peer identification (Elliott, 2002), which helps to increase

eWOM's persuasiveness and product popularity (Khare, Labrecque, & Asare, 2011). Studies conducted by Litvin, Goldsmith, & Pan (2008) give an idea that, through the average eWOM scores, Review valence can express the emotions of travellers.

Schuckert, Liu, & Law, (2015) studies indicate that favorable reviews can improve peer impression and product assessment while adverse reviews have unfavorable impacts on the anticipated quality of the product. Review valence is obvious and has an easy reach. It can be gotten from Browning, So, & Sparks, (2013); Goh, Heng, & Lin, (2013), that when faced with plenty of information, travellers tend to use valence to save time and make better decisions. Tirunillai & Tellis, 2012 research, indicates that several studies have shown a good relationship between review valence and traveller satisfaction or purchase intentions. For example, research by Ye, Law, Gu, and Chen in 2011, found that a 10% increase in review ratings can enhance traveller booking intention by more than 5%.

2.8.1 Online travel reviews

Researchers' surveys, Ayeh et al., (2013); Kang and Schuett, (2013); Xiang and Gretzel, (2010), all contribute to the reality that internet apps in various types, such as blogs, microblogs and social networks, give travellers the chance to post internet travel experiences with videos, pictures as well as reviews. Phillips et al., 2017 mention the fact that the strength of these social media websites is fast paced in recent times. From Vermeulen and Seegers research in 2009, it can be deduced that internet review websites are transforming as unbiased travel data is moving up in demand. Findings by Chung et al., (2015) reveal that tourists are now not only looking through data, but are also always sharing their travel experiences on review websites as co-creators or co-distributors.

Research by O'Connor (2008) portrays the fact that these reviews generated by the users come from the authentic encounter of tourists themselves and provide vast and trust worthy data. Ye, et al, (2009) study; Sidali, et al., (2008) research; Xie et al., (2011) research, all agree and show that internet reviews have a hand in the choices of travelers, as tourists tend to refer to them in provisions for travel.

Leung et al., (2013) research reveals that reviews generated online by users are used very often as recent sources of information for research. The research carried out by Levy et al., (2013) uses reviews on the internet to check client accommodation experiences and comprehend their complaint behaviour. Therefore, this study's researchers choose to look at online reviews so as to appropriately comprehend the genuine experiences of guests at green hotels distinguish the connection of green practices and guest satisfaction.

2.8.2 Impact of online reviews

To begin, the study conducted by Gretzel and Yoo (2008) exposes that there are distinctive correspondence platforms where tourist can view data about touristic visit, where to hold up, where to go for sightseeing and food to eat during travels, 75 % of tourists in search of travel data think of online reviews. Today, the Internet's simple access permits more individuals to write reviews online. Also, private electronic devices quicken internet reviews distribution. As opposed to traditional word of mouth, study carried out by Hart and Blackshaw (2006) demonstrates that internet reviews are seen as electronic word of mouth and have a greater impact on distribution.

Studies by Ye et al., (2009), suggest that consumers support that the most precious feedback stem from actual social media clients, making internet reviews more beneficial and reliable than business website data. Research done by Ye et al., in 2009,

shows that, online reviews have a significant aftermath on customers' hotel selection. Studies by Li & Bernoff, 2008; Xiang & Gretzel, 2010, certainly show that, during their decision-making phase, people are relying more on internet sources like private blogs, forums, and review sites. It is commonly seen that both favourable and negative internet reviews have a huge impact on the preferences of clients.

Research by Buzinde et al., (2010) gives more data that individuals are more likely to post a retaliatory internet evaluation when they are unhappy with the quality of service. Studies undertaken by Smyth et al., (2010), claims that, adverse reviews have been shown to have more effect than favourable reviews and directly impact the choices of customers. Studies carried out by Spark and Browning (2011), likewise show that clients are bound to weigh antagonistic surveys.

Online surveys not only impact clients, it also imparts the organizations. Individual electronic gadgets enable individuals to have more opportunities to post either positive or negative of their service encounters by on websites, third-party review sites, TripAdvisor, Facebook and so on. Research conducted by Henning-Thurau et al. in 2004 shows that these reviews can boost or reduce the image of the company and constantly affect company profitability.

Research conducted by Vermeulen and Seegers in 2009 discovered that internet reviews raised awareness of the hotel and positively imparted the preference for hotel choice. For lower known hotels, the effect is stronger. Moreover, past studies indicate that internet reviews by growing bookings can elevate the likelihood of hotels. For instance, study conducted by Sparks and Browning (2011) stated that positive reviews

enhanced consumer reservation intention. Studies by Ye et al. (2009) stated that a 10% rise in the internet review rate could lead to a 4.4% rise in sales and hotel profit.

Chapter 3

METHODOLOGY

This investigation has based on both qualitative and quantitative investigation on green hotels in the UK. We collected the data on the TripAdvisor to gauge tourist real experiences, the data was collect using systematic random sampling.

3.1 Method of the research

According to Altınay and Paraskevas (2008) data creation process is depends on the concept of the study, a study design based of existing theory and hypothesis are created is call deductive research approach while when a study is design to gain a new perspective or affirming a theory via reviewing the literature and also analyzing data is call deductive research.

3.1.1 Deductive approach

Deduction approach help researcher move from one subject to an alternate or from known component to a component not known. In regards to the deductive methodology, the examination is proceeding with the recognized way of thinking and the data examination will show the relationship between the result and models. In addition, this technique continues from ‘general’ to explicit subjects. Additionally, this technique is known as ‘Top-Down strategy’ and connected with ‘quantitative analysis’ (Spangler 1986).

3.1.2 Inductive approach

Inductive method is rooted on the bases of analyzing and investigating a specific truth which points build ways of thinking or thoughts as indicated by the gathered insights

or data (Altinay and Paraskevas, 2008). Inductive technique considers any subject from explicit to the general. In the writing, this procedure rang base. Likewise, this methodology is termed as ‘qualitative analysis’.

3.2 Research approach

The research approach that will be used for the purposes of this research will be the qualitative and quantitative analysis. This method is referred to as mix-method, according to Denzin (1978) mix-method are acknowledged as triangulation method. The demographic information was analysed using qualitative analysis. Online content review was analysed via qualitative approach. According to this approach, researchers begin research with specific observation, this are adopted to produce hypothesis/theories and conclusions, which Ivankova Creswell & Plano Clark (2007) termed “working from the ‘bottom-up, using the participants’ views to build broader themes and generate a theory interconnecting the themes.”

This approach will help generate meanings from the research in order to identify patterns. For the purpose of this research adopted a qualitative research method for this study. According to Bogdan & Biklen (2003) and Denzin & Lincoln, (2000), qualitative research methods are very helpful in knowing/uncovering the meaning that people or a person attach to events they experience. Silverman (2005), also stated that qualitative methods are critically in studying how people observe and explain or describe their lives. This approach will better encapsulate the life experience of the correspondent in reference to their perception during their visit to Green Hotels in United Kingdom.

3.3 Sampling method

There are different ways to sample via probability and non-probability sampling, according to Altinay and Paraskevas (2008), there are different approach that can be adopt. Probability method includes;

- “Clustering sampling”
- “Stratified sampling”
- “Systematic sampling”
- “Simple random sampling”.

While non-probability methods, include (Altinay and Paraskevas, 2008):

- “Quota sampling”
- “Judgmental sampling”
- “Convenience sampling”
- “Self-selection sampling”
- “Snowball sampling”.

We adopted a probability sampling in systematic sampling. Systematic sampling is a strategy which is straightforwardness since it is an occasional systematic process of data collection, this is done by determining each n th individual from the focused populace. This strategy is generally done by choosing the principal subject arbitrarily and afterward picking each n th example. The number n is known as the inspecting part, and is dictated by separating the objective populace size by the necessary example size.

3.4 Sampling site

TripAdvisor website, was the source of the data used for this research, TripAdvisor is considered to be the largest online travel social platform globally (Lu and Stepchenkova, 2012). The platform enables travellers to post reviews their experience with various service they have received from organisation be it tourism attractions, hotels and restaurants (TripAdvisor, 2015a). Notwithstanding audits, explorers can post their statistic data, trip attributes and evaluations for the organizations they have involvement in.

To advance feasible travel, TripAdvisor started the GreenLeaders program in 2013. Lodgings businesses which are keen on bolstering their reputation through the environmental friendly practices can Join via completing the TripAdvisor GreenLeaders' Survey and get an identification showing the degree of eco-friendly practice they engage in. 4 identification levels currently exist which are: 'bronze, silver, gold and platinum' as exhibited in table 2. More than 20,00 applied completed the TripAdvisor scheme sine it was initiated (Harrison, 2014).

Table 1: Green practise categorization (Yi, Li and Jai, 2018).

Categories	Descriptions
Towel reuse	The hotel changes guest towels only upon request or every few days, rather than everyday. This helps to reduce energy use, water, and chemical use, and it results in less greenhouse gas emission.
Linen reuse	The hotel changes linens only upon request or every few days.
Recycling	The hotel uses recyclable products, paper, glass, metal, plastic, or cardboard. Placing

	recycling bins in each guest room is also considered a recycling practice.
Guest training	The hotel provides educational information for its guests to help them understand the hotel's green practices
Energy	The hotel uses energy star qualified appliances or any equipment for the energy conservation system such as energy-saving heating and cooling temperature systems.
Water	The hotel implements a water conservation system.
Purchasing	The hotel uses locally produced food ingredients or biodegradable products
Waste	The hotel has a waste conservation program.
Site	The hotel has facilities or equipment such as a solar system and a green roofing system. This practice is categorized if the hotel had integrated a property management plan to protect the environment such as nontoxic pest control, a local garden, a reflective surface roofing system, or a storm water management system
Education and innovation	The hotel educates guests on environmental issues, asks guests feedback on green practices, and has recognized green certifications and innovative equipment or facilities used for green practices such as charging stations for electronic vehicles
General green practice	It refers to a brief statement that the hotel is eco-friendly.

The survey was structured with the help of both national and international green industry experts. We noticed that different affiliate with regulatory bodies and organisation which varies from region to region. In the United Kingdom regulatory body includes; UK Green Building Council's, Carbon Trust, International tourism partnership and the United Nations Environment Program. Table 1 show the list of green practices used by Tripadvisor so categories hotels in their Greenleader program. Green hotels are categorized into bronze, silver, gold and platinum based on their ability to adhere to the greenleaders program in their operation.

Table 2: Tripadvisor green program categories (Tripadvisor, 2013)

Level	Evaluation
Green Partner	Meet minimum green practise requirement
Bronze	Must meet up with 30% of the GreenLeader evaluation system
Silver	Must meet up with 30% of the GreenLeader evaluation system
Gold	Must meet up with 50% of the GreenLeader evaluation system
Platinum	Must meet up with 60% or more of the GreenLeader evaluation system

3.5 Data collection

We sampled 10 hotels from TripAdvisor in the UK for this examination (Table 3). The 10 sample are in the category of the "Platinum" badge of the TripAdvisor GreenLeaders scheme. which signify the highest eco-friendly practitioner on the platform and are the most mainstream green lodging, as indicated by the 'TripAdvisor Popularity Index.' (TripAdvisor, 2014). According to TripAdvisor, (2013) the most elevated level of interest in ecologically friendly activity, lodge must achieve the requisite requirement of the TripAdvisor GreenLeaders scheme, more also they must

accomplish sixty percent grade or more on the Greenleader Survey. The 10 hotels have executed a variety of green practices ranging from fundamental essential such as 'linen and towel re-use' to implementing advance practice such as installation of 'solar panel' and so on.

The choice of the ten green hotel guarantees that the research got adequate and rich data on visitor experience and observation on quality service. Systematic random sample was the sampling technique used in the collection of the data from the 10 hotels. For our sampling first subject is the first comment show on the comment section and the sampling fraction is 10. The research adopted this to avoid bias because the comment on each reviews of the hotels differs. This issue could be because of the popularity and time frame the hotels have been on TripAdvisor GreenLeaders Program.

A total of 1202 comment was collected out of 12,030. The data collection period for this research was from October 2019 to November 2019. The visit date span of guest span from December 2015 to November 2019.

Table 3: Sampled hotels from TripAdvisor in the UK

Name		Hotel class	Total number of comment	Sample size	Location
1	Hotel A	4	1,131	113	Bournemouth England
2	Hotel B	4	1,907	191	Mawgan Porth England
3	Hotel C	3	1,440	144	Wark England
4	Hotel D	4	476	48	Llandudno Wales
5	Hotel E	4	507	51	Rugeley, England
6	Hotel F	3.5	486	49	Lymington England
7	Hotel G	2	1,588	159	London, England
8	Hotel H	5	663	66	Benderloch, Scotland
9	Hotel I	4	1,972	197	Appleby, England
10	Hotel J	3	1,860	186	London, England
		3.6	12,030	1,202	

3.6 Data treatment

The content analysis has increased awareness as a viable technique to translate the rapidly growing web communication platforms. According to Zhang and Cole, (2016), both quantitative and qualitative exams can be used to process literary information. Content review can be analyzed with “structured quantitative or unstructured qualitative strategies.” And According to Krippendorff, (2012), these include process involve separately, verifying words or phrases and estimating the discernible qualities of the content or understanding what is composed and making generalization on the latent implications of the information. The mixed method content review approach help consolidates the two types of strategies to capture extraordinary and larger segments of user generated content. Web audits using Leximancer, which transform the literary information of the characteristic language into semantic examples (Wu et al., 2014).

3.7 Data analysis

Leximancer is an application that analyses the nature of text and displays data extracted from data generated. This application at the point of give graphically interpretation to the principle ideas contained inside the writings and gives information as regards the ideas are their relationship. According to Wu et al., (2014), Leximancer pursues quantitative systematic approach depending on ‘Bayesian factual hypothesis utilizing calculations and utilizing nonlinear elements. The analyses process three primary functional which are: ‘words, ideas and themes’.

The application utilizes a two-organize analytical way to deal with extricating co-event data to lead both theoretical and social investigations (Sotiriadou, 2014). Leximancer hence quantifies the nearness of rehashed ideas and the manners in which these ideas are semantically related this concept are used to create a graphical portrayal as an outcome. As in Brochado et al. (2017) the outcome of the present examination's account (for example subjective) examinations further show which source records (for example Web surveys) contain specific subjects (Tkaczynski et al., 2015).

Leximancer is appropriate for exploratory and prescient investigation, successful for enormous volumes of information and Fast Identification of ideas in a text (Sotiriadou, 2014). Leximancer is viewed as an increasingly objective expository application that is not predisposition to researcher’s subjectivity (Isakhan 2005). Leximancer is dependable as there is insignificant manual mediation from the researcher. It is reasonable for a positivistic methodology. This software can accelerate the examination procedure of a research especially for large data, making it simpler for researcher to try different things with various codes, test various speculations about

connections and draw graphs of developing hypotheses. Also, obviously relevant, explicit and philosophical contemplations regularly drive the decision of software. Logical contemplations save the analyst's time, information, cash and different assets are the advantages of the application (Brochado et al., 2017).

Chapter 4

RESULTS AND DISCUSSION

4.1 General

This research examines 10 eco-centric Hotel in UK from the perspective of the 1, 202 guests' via analysing online review from TripAdvisor. The main aim of this research is to identify how guests perceive quality of green service practices deployed by eco-centric hotels in the United Kingdom. To support the main aim, the first objective is to identify the major concept from customer's review of green hotels also to identify the concepts in respect to the customer's perception of higher and lower value for money ratings, as well as to find out the revisit intention and positive word of mouth of the guests to such hotels. The result gives us an in-depth view into the lived experience of guest in green hotels, to understand driver for satisfaction and also identify what influences dissatisfaction.

This understanding will help both hotel developers, planners, government, policy makers and hotelier association like shareholders to understand diverse guests' perceptions on different satisfaction, needs and expectation in green hotels. Berezan et al. (2014), stated that enhance product marketability if they know what consumers are looking for or what satisfy them. Focusing on satisfiers in service offer and zeroing out dissatisfaction triggers will make service more sellable and it will enhance market effectiveness and efficiency for organisation to competes advantageously (Lu & Stepchenkova 2012).

A recent study found out that not all eco-friendly services influence customer's satisfaction (Yi, Li & Jai 2016). Similarly based on the data generated from online reviews of 10 eco-centric hotels from TripAdvisor, the result reveal 7 themes which describe the perception and experience of guests in green hotels. The result also shows that eco-friendly practice was not the first service quality expectation of guest. The themes generated from the result are: "Hotel Amenities", "Services", "Location", "staff", "Eco" (centric activities), "Value", and "recommend/revisit" (intentions). Although green practice was not the top of mind service quality dimension of guest's, it was shown to be a major contributing factor in shaping the customer's experience.

This finding also agree with Lu & Stepchenkova (2012); Yi, Li & Jai (2016) and Yu, Li & Jai (2017) assertion that Green comment are minimal in relation to the total comment for hotels. This result show that as much as guest are interested in environmental sustenance, self-satisfaction, empathy, assurance comes first in service quality in green hotels. although, the result also identify that green service also form the guest experience despite the fact that it accounts for a small proportion of the overall quality service experience. Shown in figure 1 is the synopsis (summary of the result), which encapsulate the whole experience of the guest.

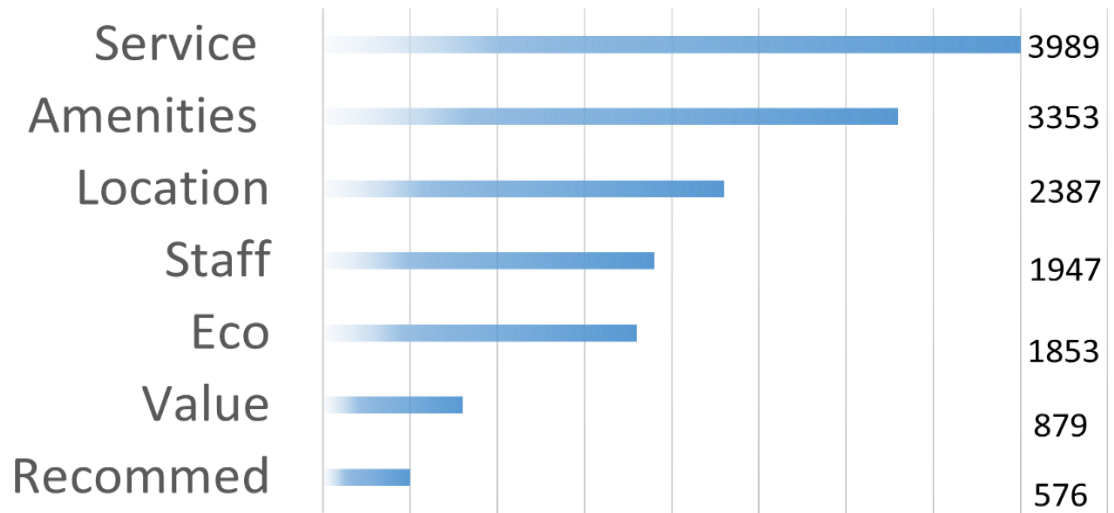


Figure 1: Synopsis of result

Figure 1 shows the synopsis of the result; the result analytically reviews the theme's hits. Identifying service being the theme most important to guest.

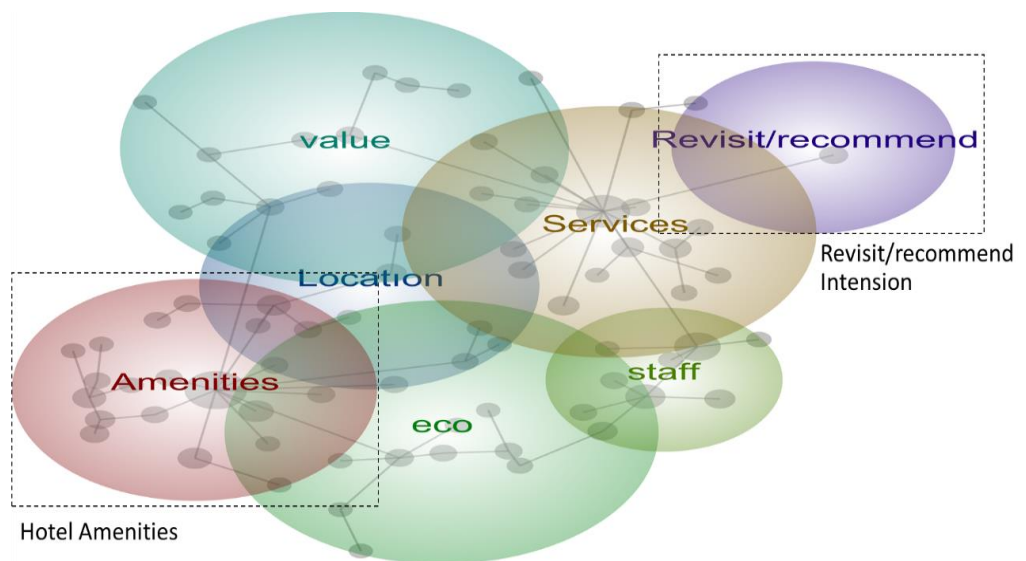


Figure 2: Conceptual Map

4.1.1 Demographic distribution

The demographic distribution of the data is shown in table 4 and table 5.

Table 4: Demographic Profile of online reviewer

GENDER	FREQUENCY	PERCENTAGE
Male	509	42.3
Female	693	57.7
TOTAL		100.0

Table 5: Geographical Distribution of online reviewer

Country	Frequency	Percentage
Gibraltar	1	0.1
Finland	2	0.2
Malta	1	0.1
Switzerland	3	0.2
Singapore	3	0.2
Lebanon	1	0.1
Poland	2	0.2
Canada	17	1.4
South Africa	3	0.2
Netherlands	3	0.2
Panama	1	0.1
Denmark	6	0.5
Norway	5	0.4
Sweden	3	0.2

Austria	3	0.2
UAE	6	0.5
Latvia	1	0.1
Turkey	3	0.2
New Zealand	12	1.0
Tunisia	1	0.1
Ireland	4	0.3
Greece	1	0.1
Ecuador	1	0.1
Brazil	9	0.7
Paraguay	1	0.1
Estonia	1	0.1
USA	51	4.2
Spain	17	1.4
Portugal	10	0.8
China	2	0.2
Belgium	11	0.9
France	31	2.6
Australia	22	1.8
Luxemburg	1	0.1
Italy	14	1.2
Germany	31	2.6
United Kingdom	918	76.4
Total	1202	100

4.2 General description of green hotel experiences

According to Hansen & Bush (1999), customer satisfaction and loyalty is driven by quality of service, so as stated by Anderson et al. (1994) when service quality is improved customer satisfaction is improved and this may lead to futurist behaviour (revisit/recommendation intentions). In lieu of this it is essential to measure service quality from customer's point of view. One of the foundational scale of service quality measurement was that of Parasuraman et al. (1988) which measures service quality using 22 which they further divided into the 5 "tangibles", "reliability", "responsiveness", "assurance", and "empathy". But in response to Carman's recommendation (1990) for developing service quality scale in respect to industrial context. Several researcher as develop different scale one of which is a scale developed by Lee & Cheng (2018) called "GLSERV" used in measuring service quality in green hotels.

The scale has six dimensions which are: "reliability", "empathy", "environmental communication", "green energy saving", "assurance", and "tangible", which was derived from 25 items. Prior to that a more similarly research was conducted by Lu & Stepchenkova (2012) which shows 26 attributes of customer satisfaction indicators in eco-friendly lodge such as: amenities, accessibility, rates and customer service. The deployment of leximencer for analysis gave this researcher a more in-depth review and a further exploration of customer's perspectives as recommended by Sotiriadou et al. (2014). Given us a more balance view of the dynamism of the service quality in green hotel. In that equal attention should be given to both tangibles and intangibles. In regards to other research one dimension cannot adequately measure tangibility (such

as hotel amenities such as room, food and so on) in service quality of green. If tangible is mention as much as the intangible part of their experience.

The result from the analysis review 7 theme as aforementioned which was divided into 2 phases which are determinant and resultant. Furthermore, the 7 theme was divided into 86 concepts seed which are interconnected to form the conceptualized frame work of this research work. The outcome of the research shows its uniqueness by capturing the intangibility and tangibility of service from the customer’s perspective. The outcome further validates the research work of Gilmore & Pine, (2002); Yuan & Wu, (2008) that the inferred that the hospitality industry is seen as the more experience-based service industry.

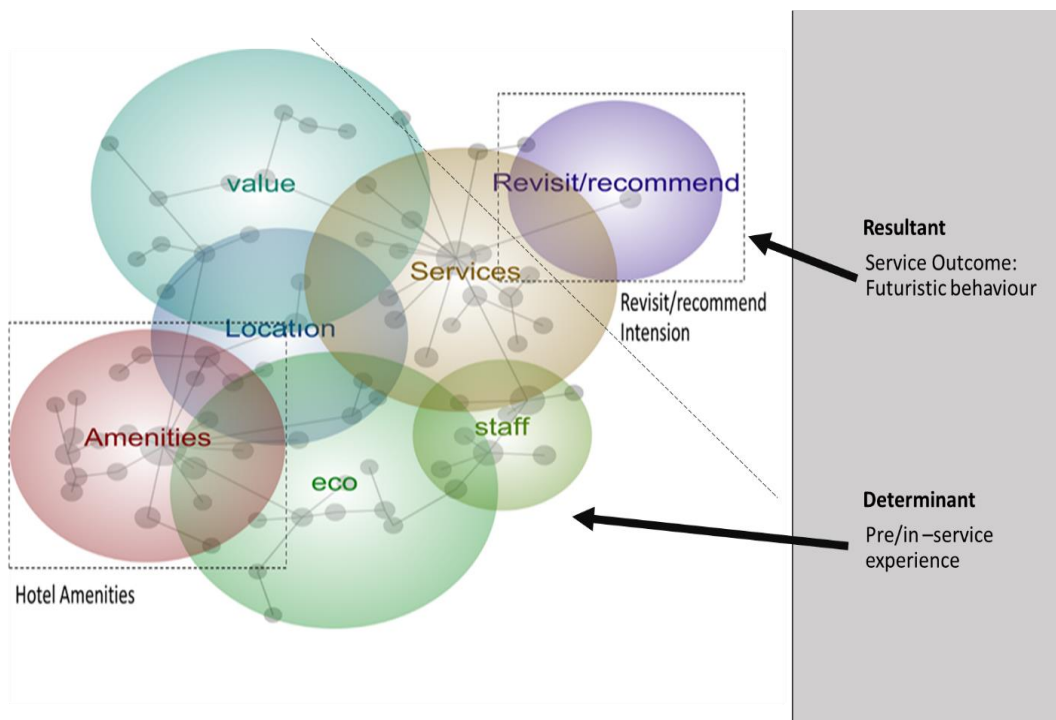


Figure 3: Concept map with result and determinant definition

percent), “Experience” (count = 301; relevance = 12 percent), “best” (count = 294; relevance = 12 percent), “delicious” (count = 224; relevance = 10 percent), “local” purchase (count = 209, relevance = 8 percent), “guest” other guests (count = 208; relevance = 8 percent), “table” (count = 160; relevance = 6 percent), “dining” experience (count = 154; relevance = 6 percent), “delightful” (count = 66; relevance = 3 percent), “interesting” (count = 69; relevance = 3 percent), “professional” staffs (count = 74; relevance = 3 percent).

The above result shows the shows the relevance of the service theme to the green hotel industry. The most relevant concept in this theme is food. Food was also identified as the second most mention concepts in the research. The service theme encompasses food (tangibles), dining experience (intangibles), Visiting experience (intangibles), perception of staff interaction (intangibles).



Figure 5: Intersection of staff on both the theme “Staff” and “Service”.

Although staff was not categorised as service but the action and inaction of staff effect the quality of service. The result also shows that food is the second biggest concept in green hotels. A lot of concept are connected to food, for instance, where it is sourced (locally or otherwise), the whole dining experience was also referred to by guest. Taste of the food does not only account for dining experience other concepts such as ‘table’, ‘guest’ also affect the dining experience of the guest.

The service experience shows a multi-dimension relationship which encompass an interplay of staff response, dining experience, tangibles, intangibles, evaluation of worth and outcome (futuristic behaviour). Examples of comment on service concepts by guests:

“The food was fantastic and very filling as I said the service was excellent and the restaurant staff were attentive! A customer I seen had a baby and asked a waitress where the baby change facility was the waitress took the babies bag from her and showed her where it was! That is what I call service.”

“She, too, was friendly and helpful. *Noteworthy*, too, was a young trainee named *Veronica*, who was both upbeat and efficient. *Lastly*, and perhaps most significantly, the lone *British-sounding* staff member who worked the dining room, name unknown by this writer, deserves a tip of the cap for her personable and most professional service.”

“*Our voucher* deal included dinner on one night and the food was fabulous. As a vegetarian I was delighted to see 3 choices for both mains and starters and the food was imaginative and tasty. *Breakfast* in both morning was lovely.”

“The highlights of our visit were undoubtedly the food and drinks, from breakfast through lunch to the 8 course tasting menu, the excellent service and the calibre of all the staff who were so friendly and efficient.”

Some of concept are overlapping due to relationship with other theme. Concepts such as “best dining” are linked with location. Furthermore, concept such as “visit”, “experience”, “Interesting” are closely related to the Theme Value.

Other guests appear to have a great impact on the guest experience at the green hotels their activities could influence other guest, although it is not a crucial satisfier or dissatisfier indicator. (example; "...It was a great experience, we also met some great people...").

Amenities Theme: The second biggest concept is the Amenities Theme include concepts like room, comfortable, clean, bed (mattress and pillow), shower, bathroom, facilities, free (Wi-Fi), floor, view, water, towels, problem, style, light, Complimentary (services), drink, fresh use, and lack. Previous research such as that of Yi, Li & Jai (2016); Yu, Li & Jai (2017) and Lee & Cheng 2018 due to the perspective from green practises didn't show room as indicator for satisfaction. Although "LODGSERV" scale proposed by Knutson et al. (1990) and the study by Lu & Stepchenkova (2012) reveal that room is an indicator for service quality. But the finding fail to identify the importance of the room to service quality in green hotels.

The result show under the hotel amenities according to leximancer are as follow; "Room" (count = 2,503; relevance = 100 percent), "clean" (count = 673, relevance = 27 percent), "comfortable" (count = 613; relevance = 24 percent), "drink" (count = 604; relevance = 24 percent), "bed" (count = 579; relevance = 23 percent), "view" (count = 474; relevance = 19 percent), "shower" (count = 353; relevance = 14 percent), "bathroom" (count = 335, relevance = 13 percent), "free" (count = 215; relevance = 24 percent), "Use" (count = 235; relevance = 9 percent), "floor" (count = 215; relevance = 9 percent), "water" (count = 209; relevance = 8 percent), "facilities" (count = 199; relevance = 8 percent), "towel" (count = 100; relevance = 4 percent), "complimentary" (count = 84; relevance = 3 percent), "light" (count = 673, relevance

= 27 percent), “style” (count = 81; relevance = 3 percent), “luxury” (count = 77; relevance = 2 percent).

All concepts under amenities are closely linked to the room, making the room the most relevant concept spoken about in this theme. Room as a tangible is vital to service quality in green hotel. Other hotel amenities in relation to tangibles are highly related to the room such as shower, water, bathroom, lightening, view (view from the room) and also bed such as mattress, pillow and linens. Moreover, eco-friendly activities were also shown to be as an influencer in the comfortability of guests stay in the hotel. Guests lack of awareness of green practices could also influence the perception of guest’s example from comment include:

“...Eco-lighting in dining room meant that we could not easily see what we were choosing from the buffet breakfast”.

A guest with adequate awareness of green practice might not be satisfied by the inability of the hotel to execute green practices to the letter. example from comment include:

“...the bathroom tube had a leakage so anytime we take our bath the whole bath is flooded, this is anti-water conservatory practice”.

Attention should be paid to every detail of the room because it effect could be vital to the quality service perception of guests. More also room shows high value for money rating from the research and it has the ability to influence customer’s futuristic behaviour. Example of comments in the Theme include:

“The toiletries in the shower room were all organic and made and purchased locally (use of locally sourced/ homegrown products being a feature of the hotels green and sustainable policies) *Room* was spotless with a very comfortable bed and plenty of towels, including bath sheets.”

“The room I thought was badly planned, not enough plugs & you could only watch TV from the bed or bath & the 'Eco' lighting system left a lot to be desired, it meant having all the lights on 'bright' in the room even in the daytime if you wanted a shower, no separate lights for the shower room/ loo, yet they thought about a muted light so that you could find your way to the loo during the night! I really did struggle getting enough light to put in my contact lenses the LED lights in the ceiling were just not bright enough, luckily I had a bright torch in my bag. I did enjoy having the bath in the bedroom & being able to watch the news while having a soak.”

“The rooms are clinically clean, couldn't pick a fault. The only down side for me is with the shower being a wet room the water often escapes from the shower part and ends up flooding the hole wet room, so when you need to go back in later for the toilet it can be very wet. I'd recommend putting extra towels on the floor!”

Some of concept are overlapping due to relationship with other theme. Concepts such as “drinks” and “complimentary” are related to location. more also concepts such as “view”, “facilities”, “style”, “problem”, “style” and “comfortable” are related to Eco (centric activities).

Location Theme: Many researcher identifies location as an integral part of customer satisfaction. The theme further agrees Manaktola & Jauhari, (2007) research that takes location is important consideration in hotel selection, this result proves to be particularly interesting due to its effect on other theme. The result highlight that location for service delivery is highly important in guest perception and it cut across every aspect of the hotel value chain. Location of the hotel is as important as location of where service is received and location of tangibles.

Location was highly expressive in their comments as major concept to consider. location is show to be the third theme the guest considers in the other of priority. It run through all the process flow which include processes like purchasing (represented as “sourced”) to location of service received by the guest which was showcase in

concepts such as “complementary”, “dining” and “reception”. More also location of tangibles is also as important as intangible service received for customers. No concept under Location stand in isolation without relating with other concept to mould the perception of the guest., which imply that the location of service delivered is very essential in influencing the perception of the guest.

Theme revealed under the theme location include: Area, full (capacity), sourced, drinks, facilities, conservatory, lack, garden, reception, complimentary, fresh, people, car, and dining.

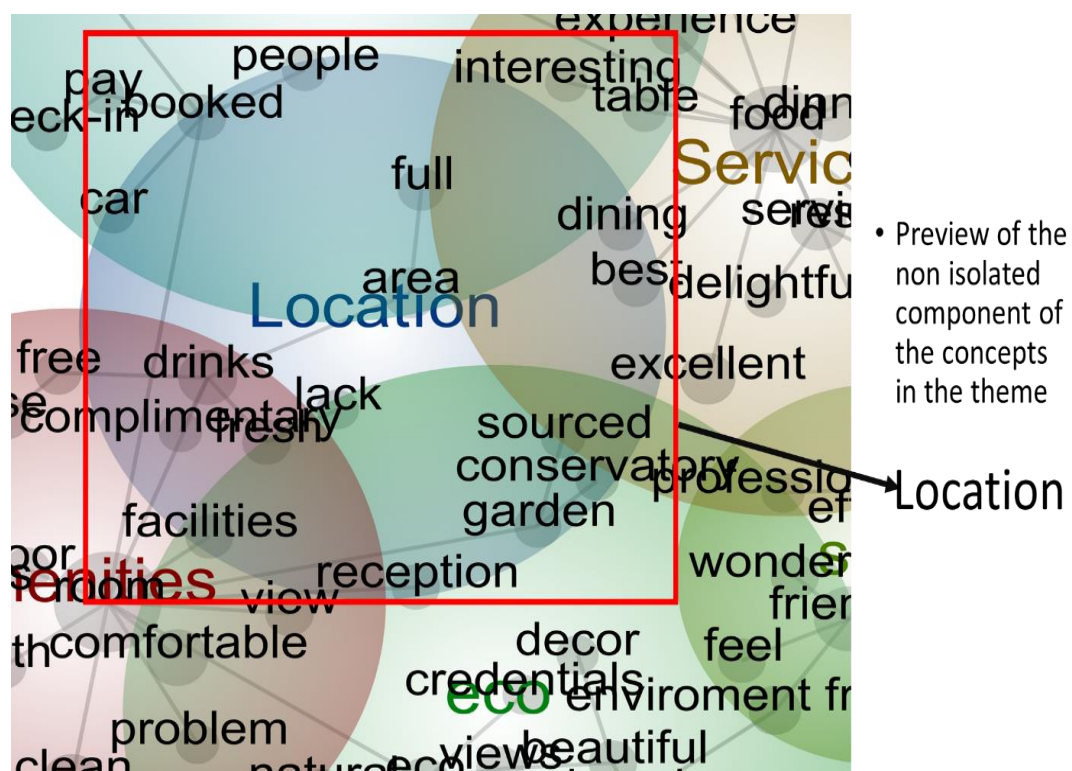


Figure 6: The interjection of location with other theme

Examples that show the interrelationship between location and other concepts includes:

“In the room was a **TV**, tea/coffee etc, complimentary fresh fruit and water and our son was given an activity pack (too young for him but a nice thought) of a colouring pack, capri-sun, twix bar and stickers. There was plenty of space in

a wardrobe, dressing table and a series of drawer units. We ate in the restaurant in the evening, we booked on arrival and there was no problem accommodating us.”

“We visited **Bournemouth** for a couple of days and chose this fine hotel to stay in. After quite a journey, we received a warm welcome at the reception and a glass of complimentary quality oak wine that we enjoyed outside in the warm weather. The staff were absolutely lovely and helpful in every way.”

“An excellent concept offering good value for money. The rooms are very modern if on the small side (bed only accessed from one side) but if you accept that this helps keep the price reasonable then in my opinion it's worth it. No coffee/tea making facilities in the room but free costa coffee/tea available in the bar area.”

The concepts we will review under the theme location is; “Area” (count = 893; relevance = 36 percent), statement that best describe the usage and the guest’s perception include:

“Would be difficult to beat in terms of location and a general attention to detail. Would stay here again.”

“The 24 hr coffee/tea accessibility was great, the bed was quite comfortable, and the location was good for exploring the east side, with good access to several Undergrounds.”

More also external factor surrounding the environment have been seen to influence the perception of guest which was highlight in comments like:

“It is the perfect location for a stay in **London** as there are 2 tube stops within 5-10 mins walk either way. We actually came to **London** to watch a couple of **West End** shows but **Covent Garden** hotels were super pricey! So we decided to stay here instead which was perfect.”

“I would recommend the chips from the fish and chip shop in central **Mudford! Walk** down **Argyll Road** and sit at the end of the road by the water. Great view to munch chips with.”

Staff Theme: Staff, friendly, attentive, professional, wonderful, efficient, helpful, feel and environment friendly, the result under the theme show the relevancy to green hotel as follows; “Staff” (count = 1,418; relevance = 87 percent), “Friendly” (count = 936,

relevance = 37 percent), “Helpful” (count = 437; relevance = 17 percent), “feel” (count = 275; relevance = 11 percent), “efficient” (count = 117; relevance = 5 percent), “Attentive” (count = 114; relevance = 5 percent), “environmental friendly” (count = 112; relevance = 5 percent). The result also shows that staff is the third most relevant subject. All the theme under staff are highly connected to the staff, this result is in concert with other study (e.g. Chan & Baum, 2007a, 2007b) which also shows the crucial importance of service: customer service in its classical sense via staff’s actions and inaction, which is the crux of ecotourism. Environmental friendliness was shown to be a crucial attribute staffs should possess in a green hotel. This is crucial because it typifies the ethos the organization should portray. A typical example of guest perception on the staffs:

“When we left on Sunday I was almost sad to say goodbye to Katerina. Both her and George had gone over and above what I would have expected. They made my husband and I feel so special.”

“If you are looking to treat yourself or another or both as I did.... then The ... will tick the box. Plus, they have environmental -friendly and guest-friendly staff!”

“Customers clearly finished their courses but staff walking by oblivious at times not paying attention.”

“I stayed in this hotel with a friend for my birthday, the staff went above and beyond from the second we walked in. The atmosphere from start to finish was just amazing, the staff were constantly smiling and chatting to us making sure we had everything we needed, and if we didn’t they made sure we did. All the staff are a credit to the hotel.”

“The really outstanding aspect of the hotel are the staff - whoever recruits them should be given an award! With all the in-house activities available the weather becomes less of a factor in the overall enjoyment.”

The concepts seed for **ECO Theme** includes; view, eco, conservatory, use, garden, eco-friendly, decor, beach, natural, credentials, lack, decor, eco-friendly, sourced, beautiful and reception. As highlighted by Jeong & Jang (2010), stating that of green

practice can enhance business image positively was established in the result. This result also shows that not only does green practise enhance image it, has the ability to shape the experience of customers. The Eco Theme interrelate with 4 other theme which are location, Staff, Hotel amenities and services. Indicating that it is basic operational requirement for hotel.

Which also agree with Robinot & Giannelloni (2010) finding which state that green practices are perceived as "fundamental" as opposed to "an addition to" by visitors. At the point when green practices are seen positively by hotel visitors, these practices contribute just feebly to the increment in satisfaction; in any case, if these practices are seen ominously by visitors, they bring about solid disappointment. Although the interrelation also further consolidates the fact that it influences every aspect of the hotel. So, it is necessary that green practise be executed effectively.

More also the basic green practice such as linen reuse, recycling, energy conservation upon which these hotels are classified as “greenleader” were not prominent although they exist in guest comment, the green practices that influenced the guest’s perspective was more related to concepts such as garden, eco-oriented decoration/designs/style, conservatory and the ambience of the environment that project natural and friendly. Eco (ecological fostering practice) as a seed concept was seen to have direct linkage to views (tangibles E.g. beach, décor and so on), and comfortability of room. This is could be because visitors can see them as a feature of hotels' green projects.

Another explanation is that these classifications have increasingly prompt and direct effects on visitors' encounters during the lodging period. Appreciation of nature and direct contact with the environment were findings consistent with ecotourists' (e.g.,

Eagles,1992; Kerstetter et al., 2004; Lu & Stephenkova 2012) which was also reflected in this research.

The result shows that; “eco-friendly” (count = 57; relevance = 2 percent), “eco” (count = 328, relevance = 13 percent), “(eco)-credential” (count = 60; relevance = 2 percent), “conservatory” (count = 68; relevance = 3 percent), “beach” (count = 174; relevance = 7 percent), “garden” (count = 208; relevance = 8 percent), “beautiful” (count = 261, relevance = 10 percent), “decor” (count = 60; relevance = 2 percent), “natural” (count = 77; relevance = 3 percent), “lack” (count = 60; relevance = 2 percent).

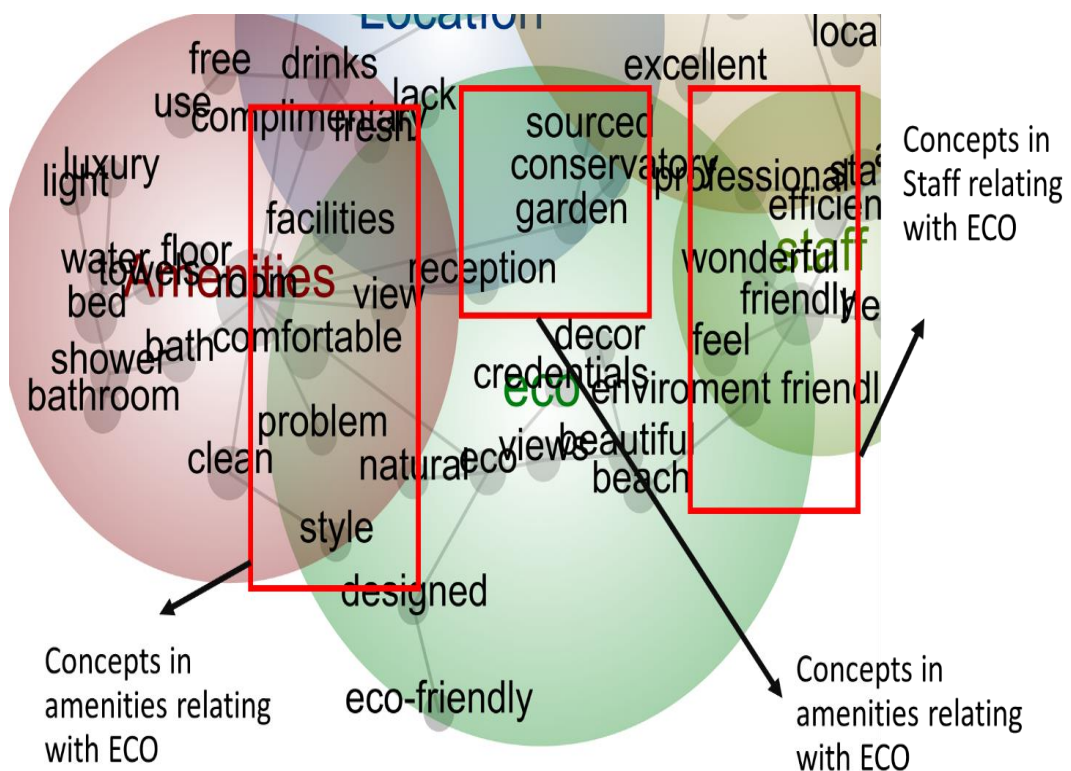


Figure 7: Concept map revealing Eco and its relationship

Typical example of the usage of the theme ECO includes:

“The eco-friendly style also compliments the stunning beach and cliff views of the sea... a moss and lichen garden of driftwood and stone with hot tubs and a reed filled natural pool... and then there is the spa... calm and stylish, with quiet

relaxation areas and treatment rooms. A warm pool and wet sauna to relax after a hard day trekking, walking or surfing. The room was stylish and functional with small touches including the unique local toiletries.”

“If you stay here, make sure you stay long enough to use all the facilities (including the fabulous outdoor natural reed pool, sauna, indoor pool, meditation and relaxation rooms and steam room - all of which you are able to use even if you do not book a spa journey. The gardens have far reaching views across the cove and coastline and a handy path down to the beach and coast path. This place is right on the *South West Coast Path* for any hikers too.”

“The natural reed bed swimming pool looked very exciting & reminded me how important for the senses, especially as we get older, to feel water on your skin other than a chlorinated pool, the sea or a bath! How rare these days are opportunities to get in a lovely fresh water pool. There is a very serene atmosphere at the ... perhaps because of the great use of space & natural light & dramatic ambient light in intimate areas or maybe the breathtaking views of beautiful *Mawgan Porth* beach below, each one seems quite different & inspiring framed by different apertures in the building”

“I also admire the green/eco sustainable approach, more **UK** businesses should follow.”

“The hotel offers a very nice combination of luxury with a genuine eco touch.”

The green concept was seen to have span through all major theme and was influential in shaping guest perspective on the green hotels.

Value Theme; According to Chen, (2008) Value for money was define as an exchange; what customers “get” and give “pay” (e.g. money for service) From the guests’ point of view, green hotels gain more competitive advantage if they offer higher value for money than their main competitors do. A positive experience that resulting from the value for money spread a satisfactory state of affair and positive behavioural intention. The themes revealed under the theme value are; Expensive, value, worth, money, bad, disappointed, Advance, poor, expensive, check in, car and pay.

The statistical result shows as follow; “Value” (count = 184; relevance = 7 percent), “worthy” (count = 166, relevance = 27 percent), “expensive” (count = 88; relevance =

4 percent), “money” (count = 136; relevance = 5 percent), “bad” (count = 58; relevance = 2 percent), “disappointing” (count = 129; relevance = 5 percent), “advance” (count = 57; relevance = 2 percent), “expensive” (count = 335, relevance = 13 percent), “poor” (count = 96; relevance = 4 percent), “check in” (count = 221; relevance = 12 percent), “car” (count = 88; relevance = 4 percent) “pay” (count = 87; relevance = 3 percent).

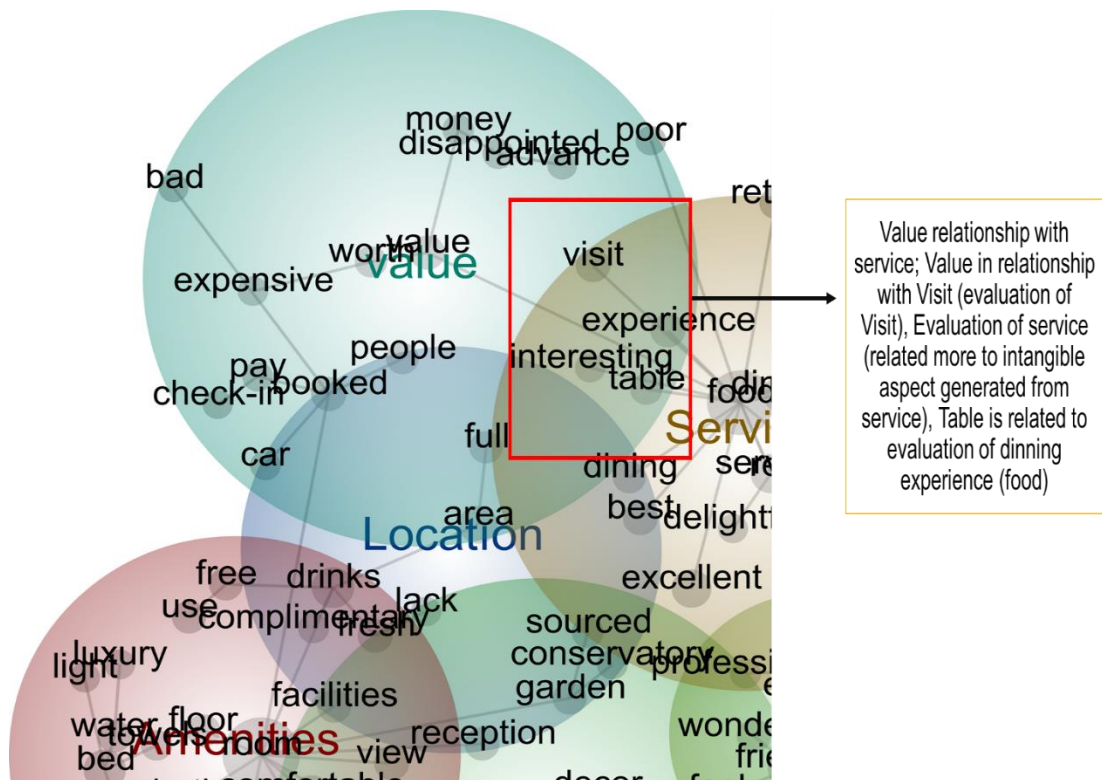


Figure 8: Value relationship with service

Table 8 shows the Value relationship with service; Value in relationship with Visit (evaluation of Visit), Evaluation of service (related more to intangible aspect generated from service), Table as a concept is related to evaluation of dining experience (food). All concepts under the theme are linked to either the assessment of food, location, room, service, amenities and people(guests) in relation to money evaluation. The result

also shows that a good percentage of negative comment were related to money (price). Typical example of the usage of the theme value includes:

“I booked this hotel for two nights as I wanted to stay in the same hotel as my colleagues. I was very pleasantly surprised as I didn't expect such nice, clean and modern hotel for the price we paid. It is a great value for the money especially given the location.”

“*Overall* a terrific stay and good value for the money we paid. We also received a couple of extra's included in the deal, a gin fizz cocktail and small bottle of lakes distillery gin to take home. If you are in need of a couple of days' rest and relaxation, this is the place to go”

“I live in *Cornwall* and thought I had heard a lot of good things about the scarlet so chose to stay here for my *Wife's* birthday treat. We did have a good time but that was more due to our desire to do just that than anything else. It is expensive here, we knew that when booking so were not in the slightest surprised or offended by the cost.”

“The main road next door was very noisy. I'd happily stay again - if it was a LOT less expensive.”

“*Overall*, relaxing, indulgent, expensive, but worth every penny. We will be back.”

Revisit/recommend (intension) Theme: This theme is the only futuristic behaviour (resultant) of service captured in this research. This aspect not being reveal in any research work as pertaining to service quality. In performance measurement most hotel uses revisit intention as a parameter for performance measure in relation to customer satisfaction (Harris & Mongiello, 2006). The concepts under the theme are; Recommend (recommendation Intention and Revisit intention) and enjoyable The result shows from the analysis using leximancer are as follow; “Recommend” (count = 517; relevance = 21 percent), “enjoyable” (count = 70, relevance = 3 percent).

Typical example of the usage of the theme Revisit/recommend (intension) includes:

“Our room overlooking the carpark was very well appointed and lots of nice finishing touches. I can recommend this hotel to every one of all ages, we will almost certainly return. **Thank** you for making our brief stay so enjoyable.”

“We will definitely go back in the future and we've also recommended the ... to friends and family who will absolutely appreciate the efforts that are being made here. A thoroughly enjoyable stay. (We got a look at the lodges during our tour - very impressive!)”

“A few days spent at ... is absolutely relaxing due to its peaceful atmosphere and being looked after with such care. *Thank* you all. I would absolutely recommend a stay.”

“*Food* was exquisite and chef prepared something especially for us when we requested it. *Situated* within easy walking distance of central *Bournemouth*. We would certainly recommend and stay again ourselves.”

Table 6: Recommendation and revisit intension rate

	FREQUENCY	PERCENTAGE
Recommendation Intention (eWOM)	157	20.6%
Revisit intention	248	13.1%

The futuristic behaviour such as recommendation and revisit intention rate was shown to be low which may be because of guest wanting to visit other hotel or tourist destination more also is could be as a result of a need to improve hotel amenities. The premium price of the hotel could also be a contributing factor.

4.4 Value for money rating

The second objective of this research work is to critically explore customer’s perception of higher and lower value for money ratings in relation to green hotels. The analysis shows that the guests that rate green hotels highly relate their positive experience towards concept such as room 61%, food 43 %, comfort 41% friendly 32%, View 30%, clean 25% service 21%, helpful 17%, environmental friendly 12%, and ‘eco’ credentials, 8%. The high value for money rating also include concepts such as

food, room, and a lot of service concepts such as friendly helpful, more also comfortability was also paramount to the guest.

Concepts likelihood to co-occurrence with low value for money are bathroom experience 52%, mattress 38%, water 26%, bed 23%, Price 20%, room 18%, shower 16%, light 11%, guest 10%, Wi-Fi 8%, restaurant 7% facilities (for disable) 6% and attentive 5%. The concept related more to the hotel amenities are: bathroom, water, mattress, bed, room, comfort, Wi-Fi, shower, light, and clean. More of the low value indication are related to tangibles Price was also an indicator for customer for low value for money ratings. And also some eco practice were faulted by guest such as light intensity, water conservation practice and so on. Example of low value rating are:

“No plug by the bed and if a disabled person were to stay in the room they couldn’t even see out the window or open it. 152 for 2 single beds pushed together that slide away from the wall when you sit-up in bed.”

“More importantly if I were a disabled guest, never, ever book this hotel. **Secondly**, if you are not think twice about booking this opportunistic, financially focused venue. **Sadly**, it doesn't stop there.”

Chapter 5

CONCLUSION

5.1 General

Current study examined 10 eco-centric Hotel in UK from the perspective of the guest's via analyzing 1,202 online review from TripAdvisor. With the objective of identify the major concept from customer's review of green hotels, putting into prospect the concept of satisfaction and dissatisfaction. Identify the concepts in respect to the customer's perception of higher and lower value for money ratings, Identify the return intention of guest to green hotel and Identify the recommendation intention of green hotels.

5.2 Theoretical contributions

There is a big gap in literature, due to the fact that only few research has been done about service quality in green hotel. Firstly, this research adds to the literature of quality service in the green hotel. This research further gives insight to the topic for further researcher to build on in other to improving service quality in this sector. Secondly, this research explores another demographic (geographical location) which has not been explored by other research work in respect to the topic. The result also gives us an in-depth view into the lived experience of guest in green hotels in the UK, to understand driver for satisfaction and also identify what influences dissatisfaction. Leximancer's s software was use for the analysis to show the themes of guests' stay experiences. Among these themes demonstrated to be more substantial in compare to other themes. Furthermore, current investigation contributes to the literature by

pinpointing the main concepts associated with “higher” as well as “lower” assessments of green hotels’ value for money. The theme related to high value for money includes ‘service’, ‘eco’, ‘staff’, while ‘location’ and ‘value’ were related to low value for money.

The hotel amenities theme could be classified as low value for money and high value for money rating. The Hotel amenities concept possess some theme which are low value for money indicator such as bathroom, mattress, and shower on the other hand it has high value for money indicators such as comfort, view and room. Certainly, content analysis exposed two guest’s sections contain different reports in their comments in relation to green hotel experiences, as a result the reviews shared through TripAdvisor by the two sections include different themes. Concepts that influence recommendation intentions and revisit intention (Futuristic behaviors) most are service, hotel amenities and value.

5.3 Implications for managers

In relation to this study, current research results ensure green hotel owners/directors/decision makers profounder vision into how hotel guests perceive green hotel services in relation to its quality, as revealed with their reviews on TripAdvisor. Understanding user generated content which serve as a pointer to guests’ experiences will enable green hotels to classify the important features essential to accomplish positive post-service behavior and to diminish negative behavior. Consequently, hotel guests’ generated review offer a cost-effective technique for green hotels to gather response from their customers but also afford them a chance to find out techniques to make positive post-purchase plans.

In addition, in this study we determine that green hotels have consensus on the commitments of hotels' green practices, however hotels ought to discover best ideas of service encounter for their green endeavors to diminish guest dissatisfaction.

The outcome of this research add to the hospitality literature by showing different perceptions of guests in green hotels. The main themes of this current research reveal that guests are pleased with eco-service practices as well as eco-certification seen as positive and effective characteristic among the green practices in over-all. On the other hand, although green hotel guests accommodate in green hotels, there is still an inconsistency between the customers as well as hotels on how green practices ought to be employed and succeeded. It can be seen as well as understood that how green hotel guests pay attention on "hotel amenities" and "service" containing concepts like room, comfortable, clean, bed, shower, bathroom, facilities, free, floor, view, water, towels, problem, style, light, Complimentary, drink, fresh use, and where "service" theme contain food, excellent, delicious, dining, restaurant and experience. It is obvious from the themes and concepts that lodging visitors need to room that is comfortable, clean room, and excellent dining service.

These inclinations of guest are also found to be outcomes from various other research and it gives clear recommendations on the most effective green practices and how the degree of green practices ought to be managed. In this way, lodging manager should remember that they have to give options hotel guest depend on the guest preference for certain green practices. These endeavours can lessen the guest's objections to some green practices.

Wi-Fi in the green hotels appeared vital item in hotel amenities of the green hotels. Nowadays, various hotels provide Wi-Fi in public spaces such as the lobby or have need of guests to utilize cable to connect to the Internet in their accommodation zone. Currently, most of the hotel guests utilizes smartphones as well as laptops, so in-room Wi-Fi is essential (Heo and Hyun, 2015). Consequently, green hotel owners or managers should provide Wi-Fi in bedrooms in utmost level to avoid guest displeasure.

The findings of this research demonstrated that hotel's green service practices have a great influence on guests' evaluation. According to Travelocity (2009) showed that 59% of guests pay attention on hotel green practices a noticeable as well as crucial characteristic of their lodging choice. In addition, Eco theme (e.g. environmental friendly, comfort, natural) mention quite frequently by guests', we understand that this feature can further improve guests' experiences in green hotels if implemented appropriately.

The concepts seed for ECO Theme includes; view, eco, conservatory, use, garden, eco-friendly, decor, beach, natural, credentials, lack, decor, eco-friendly, sourced, beautiful and reception. As highlighted by Jeong & Jang (2010), stating that of green practice can enhance business image positively was established in the result. This result also shows that not only does green practice enhance image, it has also the ability to shape the experience of customers. The Eco Theme interrelate with four other theme which are location, Staff, Hotel amenities and services. Indicating that it is basic operational requirement for hotel. Which also agree with Robinot & Giannelloni (2010) finding which state that green practices are perceived as "fundamental" as opposed to "an addition to" by visitors. At the point when green practices are seen positively by hotel

visitors, these practices contribute just feebly to the increment in satisfaction; in any case, if these practices are seen ominously by visitors, they bring about great disappointment. Although the interrelation also further consolidates the fact that it influences every aspect of the hotel. So, it is necessary that green practice be executed effectively.

Most of the customers are fascinated about the hotel environmental practices (Han et al., 2009) which in this study eco theme was one of the main theme of the study. Green practices may lead hotelier to decrease operational expenditures, for instance, the price of utilities as well as water consumption (Graci and Dodds, 2008), This can be explained by 'win-win' process for both green hotels as well as customers. Furthermore, green hotels may implement innovative cost saving practices to advance their sustainable as well as eco-friendly acts.

acts can be accordingly; "reutilize old beds as well as mattresses" (Millar and Baloglu, 2011), "beginning of a linen reprocess program in all rooms (Baker et al., 2014), "control the consumption of the water such as set up of low flow showerhead and faucet aerator" (Bohdanowicz, 2006) protecting or saving the hotelier energy such as shift to LED, cease central heating or air conditioning automatically when guestrooms are unoccupied, also set up a central water heater) with solar panels", "diminish excess usage by implementing re-use policies such as recycling paper, cans, as well as food waste", projecting as well as installing a mechanism to hearten administrators as well as staffs to take on sustainable as well as environmentally friendly practices to improve their perceived consciousness of sustainability (Butler, 2008); lastly "hearten hotel guests involvement in green practices by giving some price cut to eco-friendly guests" (Jang et al., 2015).

The second biggest concept was the Amenities Theme which include concepts like, comfortable, clean, bed, shower, bathroom, facilities, floor, view, water, towels, problem, style, light, complimentary, drink, fresh use, as well as lack.

For example, Hilton hotels enthusiastically supports the notion of a hotel that modernized to converted as a green hotel. The hotel newly announced eco-room; 97% of its supplies are ecological as well as eco-friendly. The materials contain pure cotton as well as fabric, a minimal utilize of chrome and metal, also wood for all furniture as well as grounds (Green Hotelier, 2005). The guestrooms are also prepared with energy- and water-efficient technologies. Most of the hotel customers select to accommodate in such environmentally-friendly, which are linked with a green image on justification of the natural planned and good-looking appearance, and with better-quality air feature that is predominantly beneficial to allergy victims (Green Hotelier, 2005).

In the study, décor/decoration of guestrooms has appeared as a concept. Considering the tangibles of the green hotels, it is recommended to the green hotel directors to invest as well as improve hotel decor containing both interior/exterior architect, utensils as well as equipment utilized to deliver service as well as physical amenities. In consistence with Zeithaml and Bitner (2003), in the tourism sector where guests visit the hotel to receive the services, the tangibles should be overemphasized.

In the current study, result shows that; “Food” (count = 2,178; relevance = 87 percent) as well as restaurant” (count = 539, relevance = 22 percent) appeared in the concept map which shows both concept is an essential for green hotel guests consideration. Therefore, physical atmosphere, service, as well as food quality insights directly contributing to satisfaction recommendation (Han and Hyun, 2017). Therefore, green

hotels decision makers or its managers should provide impeccable services as well as increasing distinctive new menu items would make a reliable image of the restaurant and increase its reputation of green hotels.

Last but not least, Green human resource management practices offer a useful approach for establishments to improve human capital that can boost the environmental issues as well as long-term growth of the organization (Jaramillo, Sossa, & Mendoza, 2019; Roscoe, Subramanian, Jabbour and Wong, 2019; Wong, & Boon-itt, 2018; Tang, Chen, Jiang, Paille and Jia, 2018;). For that reason, green hotel managements should pay great endeavors to encourage employees to implement eco-friendly practices in their day-to-day roles.

Green hotel decision makers or management can organize recruitment, orientations, training, or incentivisation to improve the employee's sensitivity toward green practices in the green hotels (Arda, Bayraktar, and Tatoglu, 2019; Roscoe, Subramanian, Jabbour and Wong, 2018). Employment of ecologically sensible workers as well as creating a constant, effective training and assessment organism can stimulate sustainable consciousness through the different purposes of the organization. Mentioned practices may provide that sustainable consciousness is entrenched in the attitude as well as can turn out to be traditions of staff who works in green hotels overtime.

5.4 Limitations and future studies

This study has a few limitations should be considered. This research work only considered 1202 online generated review from the green hotel with best green practise "platinum" where chosen so in lieu that, this outcome should be interpreted carefully

especially when considering hotels with lower standard of green practise. So future research should cut across all badges of green practise. So as to be able to generalize.

Secondly, the data for this research was collected from one platform on social media, future research should consider different social media platform such as Facebook, Twitter, Instagram and other social media platform.

This research work was carried out in the United Kingdom, so this result cannot be generalized because other culture may have different tradition, perspectives and so on. Future research should consider other geographical location in their study so as to be able to compare and contrast. New research in this sphere of research should adopt qualitative methodology and gain more depth to this finding from the guest's perspectives.

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