

The University of San Francisco
**USF Scholarship: a digital repository @ Gleeson Library |
Geschke Center**

Hospitality Management

School of Management

2009

A Green Room Experience: A Comparison of Business & Leisure Travelers' Preferences

Michelle Millar

University of San Francisco, mmillar@usfca.edu

Seyhmus Baloglu

Follow this and additional works at: <http://repository.usfca.edu/hosp>

 Part of the [Hospitality Administration and Management Commons](#)

Recommended Citation

Millar, Michelle and Baloglu, Seyhmus, "A Green Room Experience: A Comparison of Business & Leisure Travelers' Preferences" (2009). *Hospitality Management*. Paper 10.

<http://repository.usfca.edu/hosp/10>

This Conference Proceeding is brought to you for free and open access by the School of Management at USF Scholarship: a digital repository @ Gleeson Library | Geschke Center. It has been accepted for inclusion in Hospitality Management by an authorized administrator of USF Scholarship: a digital repository @ Gleeson Library | Geschke Center. For more information, please contact repository@usfca.edu.

**A GREEN ROOM EXPERIENCE: A COMPARISON OF BUSINESS & LEISURE TRAVELERS'
PREFERENCES**

Michelle Millar
University of Nevada, Las Vegas
Las Vegas, Nevada, United States
Michellemillar1@me.com

and

Seyhmus Baloglu
University of Nevada, Las Vegas
Las Vegas, Nevada, United States
Seyhmus.baloglu@unlv.edu

ABSTRACT

To gain a better understanding of whether environmental consciousness of business and leisure travelers translates to like-minded preferences in the hotel industry, this study assessed the environmental attitudes of both types of travelers, their green behavior at home, and the importance they place on having different green attributes in a hotel. Results of an online survey indicated that business and leisure travelers are very similar when rating the importance of specific green attributes. They differ, however, in their environmental attitudes and green behavior performed at home. These results provide a clearer picture of the profile of the traveler that may prefer a green hotel room, as well as which green attributes are most preferred. Implications and limitations are discussed.

Key Words: Green hotels; environment; business travelers; green marketing; hotel attributes

INTRODUCTION

According to the 2008 National Leisure Travel Monitor survey, 85% of leisure travelers consider themselves environmentally conscious (Crocker, 2008). In a survey conducted by Deloitte, 34% of surveyed business travelers “seek out hotels that are environmentally friendly, and 38% have researched green lodging facilities” (Clausing, 2008, p. 22). If so many business and leisure travelers are concerned about the environment, then a likely conclusion to draw may be that their attitudes and preferences would center on travel products and services that are also friendly to the environment. It is unclear in the literature, however, if this is the case. To gain a better understanding of whether environmental consciousness of business and leisure travelers translates to like-minded preferences in the hotel industry, this study assessed the environmental attitudes of both types of travelers, their green behavior at home, in addition to the importance they place on having different green attributes in a hotel. If travelers do seek a hotel that makes an effort to reduce its impact on the environment, they are seeking an overall experience that meets their personal attitudes and lifestyle. If hoteliers recognize this, they can tailor their product (i.e. create a green experience) to attract those particular business or leisure travelers.

It is essential for hotel managers to understand who their customers are and what they desire when selecting a hotel (Lockyer, 2002). If hoteliers understand their customer’s preferences, and what services and attributes are most important to them when selecting a hotel, hoteliers can position their product (the hotel or hotel room) to target customers based on those preferences. In addition to identifying the most important preferences in relation to green hotel rooms, the results of the present study will also identify what type of business and leisure traveler prefers such rooms. Customers that are interested in green products or services, such as a green hotel room, are typically referred to as green consumers. Understanding the green consumer in the hospitality arena, despite the current popularity of the green consumer in the marketing arena, is relatively new (Kasim, 2004). The results of the present study will fill the gap created by this paucity of research, and will provide hoteliers with information about which green attributes they could or should promote in order to attract green consumers.

LITERATURE REVIEW

The study of hotel attributes is prominent in the hospitality and tourism literature (Dolnicar, 2002) however, only a few studies have been devoted to comparing business and leisure travelers and the importance they place on hotel certain attributes (Dolnicar & Otter, 2003; Knutson, 1988; Lewis, 1984a). In one of the earliest studies, Lewis (1984b) found significant differences between leisure and business travelers and attributes related to perception of the hotel. Business travelers perception of hotel attributes was much more critical than that of leisure travelers. Knutson (1988), also comparing business and leisure travelers, found that business travelers were less concerned about price than were leisure travelers, but leisure travelers were more concerned about safety and security issues. The study focused on frequent travelers of three hotel categories – economy, mid-price and luxury. Regardless of category, however, travelers rated clean/comfortable room, convenient location, prompt and courteous service, safe and secure environment, and friendly and courteous employees, as the most important attributes. Despite the plethora of research of general hotel attributes, the research on the importance of green attributes is relatively limited (Kasim, 2004; Watkins, 1994).

Attitudes are the most heavily researched topic in the social sciences (Churchill & Iacobucci, 2005; Um & Crompton, 1990; Yoo & Chon, 2008). According to Zikmund (2003), attitudes are often defined as: “an enduring disposition to consistently respond in a given manner to various aspects of the world; composed of affective, cognitive, and behavioral components” (p. 308). An affective component represents a person’s feelings about something, while the cognitive component represents the person’s knowledge of the object. The behavioral component is the intended action or expectation about the action, as a result of the feelings and beliefs. As Churchill and Iacobucci (2005) summarize, attitudes represent “a person’s ideas, convictions, or liking with regard to a specific object or idea” (p. 267). In essence, attitudes represent a person’s general evaluation, or like or dislike, of something. Attitudes are prominent in consumer behavior research because they are thought to lead to, or predict, actual consumer behavior. If a person likes, for example, an environmentally friendly hotel room, they would be more inclined to purchase such a room than if they did not like it.

Understanding the general public’s specific attitude towards the environment became prominent in the 1970’s (Dunlap, Van Liere, Mertig and Jones, 2000) and is now becoming prominent in the travel and tourism literature (Formica & Uysal, 2002). One of the first studies assessing environmental attitude in a tourism context was that of Uysal, Jurovski, Noe, and McDonald (1994), while one of the first related to leisure activity was a study conducted by Noe and Snow (1990). Uysal et al.’s (1994) results indicated that concern for the environment was influenced by trip behavior but not by demographic characteristics of tourists. Dunlap and Van Liere (1984) found similar results. Surveying visitors to national parks, Noe and Snow found park visitors in favor of conservation and preservation had strong environmental attitudes. Formica and Uysal (2002) used environmental attitudes as a segmentation tool of travelers to Virginia and determined attitudes a better segmentation tool than demographic characteristics.

Other studies have assessed ecotourist’s attitudes towards the environment (Fennell & Nowaczek, 2003; Wurzinger & Johannson, 2006); hoteliers attitudes toward the environment (Bohdanowicz, 2005; 2006); hotel guests’ attitudes towards a green lodging property’s overall environmental policy (Manaktola & Jauhari, 2007); attitudes influence on leisure time (Bjerke, Thrane, & Kleiven, 2006; Wolch, 2004); resident attitude toward tourism development (Jones, Jurovski, & Uysal, 2000; Kaltenborn, Andersen, Neillemann, Bjerke, & Thrane, 2008), and recreational behavior’s affect on environmental attitude (Jackson, 1987; Tarrant & Green, 1999). Attitudes alone, however, are not the best predictor of consumer choice. It is when attitudes are coupled with other attributes such as different behaviors, or such as the characteristics of a tourism destination or attributes of a hotel room, that the ability to accurately reflect consumer choice is enhanced (Um & Crompton, 1990; Yoo & Chon, 2008).

A consumer’s involvement with a product or service may affect the evaluation of that product or service (Lee & Lou, 1995). Involvement is most often defined as a person’s perceived personal relevance “of an object based on her or her needs, values and interests” (Lee & Lou, 1995, p. 22). In this case, a hotel guest’s involvement

with the product (environmentally friendly hotel room) will depend upon how important the guest perceives the room to be to him or her personally. Essentially, they assess whether the product will benefit them in some way, or help them to achieve their personal goals in life (Celsi & Olson, 1988). Celsi & Olson go on to further state that: “to the extent that product characteristics are associated with personal goals and values, the consumer will experience strong feelings of personal relevance of involvement with the product” (p. 211).

As applied to this study, if the environmentally friendly hotel room and its incorporated green attributes are important to the hotel guest because the guest feels the room is similar to his or her personal goals or beliefs, then involvement with the room will be high.

There are different types of involvement, discussion of which is beyond the scope of this study. One often-discussed type, however, that applies here is enduring involvement, which occurs when a consumer has a high level of expertise about the product category (Lee & Lou, 1995). If a potential hotel guest performs activities at home that are directly related to protecting the environment (i.e., recycling, use of energy efficient appliances), their level of enduring involvement with the environmentally friendly hotel room would be high because they have knowledge of the hotel room’s attributes (they are familiar with them at their home). “When personally relevant knowledge is activated in memory, a motivational state is aroused and is often manifested in overt behavior (e.g. participation, search behavior, memberships, affiliations, etc.)” (Kyle, Absher, Norman, Hammitt, Jodice, 2007, p. 400). Thus, high enduring involvement, measured by the guest’s involvement with protecting the environment at home, in theory, would lead to greater importance placed on the green attributes incorporated into the hotel room.

METHODS

The targeted sample for this study was business and leisure travelers who had spent at least one night in a hotel in the previous 12 months, and who were willing to stay in an environmentally friendly hotel. Data was collected utilizing an online survey company’s extensive database. Respondents were asked to rate their level of importance of having certain green attributes in their hotel room. Level of importance was measured using a typical 7-point Likert scale, with 1 = very unimportant, 4 = neutral, and 7 = extremely important. The scale was adopted from previous research that assessed importance of attributes to travelers (Bowen & Shoemaker, 1998; Clow, Garretson, & Kurtz, 1994; Gunderson, Heide, & Olsson, 1996). The final attributes that were used, identified from a pilot study and lodging experts familiar with green hotels, were recycling bins in the hotel lobby, recycling bins in the guest room, refillable shampoo dispensers, occupancy sensors used to control lighting in the room, key cards used to turn power to the room on and off, energy efficient light bulbs, a towel re-use policy, sheets changed upon request only, and green hotel certification.

Environmental attitudes of the travelers were analyzed using the New Ecological Paradigm (NEP) scale developed by Dunlap, Van Liere, Mertig, and Jones (2000). Dunlap and Van Liere (1978) developed the original New Environmental Paradigm Scale that has become the most widely used scale to measure environmental attitudes or environmental concern (Dunlap, 2008; Stern, Dietz, & Guagnano, 1995). The scale, redeveloped in 2000 as the New Ecological Paradigm (NEP) Scale, consists of fifteen statements about the environment. The statements focus on attitudes about “reality of limits to growth, anti-anthropocentrism, the fragility of nature’s balance, rejection of exemptionalism and the possibility of an ecocrisis” (Dunlap et al., 2002, p. 432). The statements relating to the limits of growth recognize that there are limits in the ecosystem to growth. The traditional view of anthropocentrism claims that man is “above” nature, and that nature is there specifically for man’s use and exploitation (Weaver, 2001b). Anti-anthropocentrism goes against this view. Statements in the NEP also cover issues that put man and nature in balance and on an equal playing field. The rejection of exemptionalism refers to the fact that people no longer believe that humans are “exempt from the constraints of nature” (Dunlap, 2008, p. 432). Finally, some NEP statements recognize that the notion of an ecocrisis, such as global warming, is prominent today.

Respondents rate their level of agreement with each statement using a 5-point Likert scale, where 1 = strongly disagree, 3 = neither agree nor disagree, and 5 = strongly agree. The higher the score on the NEP scale, the stronger the pro-ecological view.

Refereed Presentation made at the European Council for Hotel, Restaurant, and
Institutional Education Conference, 2009, Helsinki, Finland.

To measure level of involvement, respondents were asked to select all green activities, from a list of seven that they currently performed at home. There was also an opportunity for respondents to provide additional green activities. The list of seven included recycle cans and bottles; use energy efficient light bulbs; re-use plastic bags; recycle paper and cardboard; use low flow water fixtures; use cloth grocery bags; and, buy organic groceries. A total of all activities for each respondent was then calculated in order to create an index that was used to test the correlations between green activities performed at home and green behavior at home.

In addition to the means and standard deviations for importance placed on the attributes and attitudes, a series of t-tests were conducted to test for any differences between business and leisure travelers' attitudes, importance placed in the attributes, and level of involvement. Finally, correlation analysis was conducted between attitude and involvement, and importance placed on the attributes to determine whether there was any significant relationship between them.

RESULTS

Five hundred seventy one responses were collected. Of the 284 responses received from the business travelers, 119 (41.9%) of them were from women (for a summary of all demographics, see Table 1). The age of the respondents was fairly even. Twenty three percent of the respondents were 29 years old or younger, 23% were 30-39 years old, 29% were 40-49 years old, and 26% were 50 or older. Roughly half of the respondents (47%) earned an income of \$55,000 or less, with the most (31%) earning between \$35,001 and \$55,000. Thirteen percent of the respondents had a high school education or less. Thirty one percent had some college, while 15% had earned an associates degree, 29% a bachelors degree, and 12% a graduate degree or higher. Over half (59%) of the business travelers indicated that they were married.

Fifty-six percent of the leisure traveler respondents ($n = 287$) were female. Most respondents were age 50 and older (31%). Twenty five percent were between 40 and 49, while 24% were between 30 and 39. More than half (54%) of the leisure travelers' household income was \$55,000 or less. Education level varied among the respondents. Twenty four percent had a high school education or less, while 35% had some college. Only 13% of the respondents had an Associates degree, but 20% did have a Bachelor's degree. Most respondents were married (61%).

Table 1
Demographic Profile of Travelers

Demographic Category		Business Travelers n = 284		Leisure Travelers n = 287	
		Number	%	Number	%
Age	29 or younger	64	22.5	56	19.5
	30-39 years old	65	22.9	68	23.7
	40-49 years old	82	28.9	73	25.4
	50 or older	73	25.7	90	31.4
	Total	284	100.0	287	100.0
Gender	Male	165	58.1	124	43.2
	Female	119	41.9	163	56.8
	Total	284	100.0	287	100.0
Education Level	High School or less	37	13.0	68	23.7
	Some college	89	31.3	100	34.8
	Associates degree	42	14.8	37	12.9
	Bachelors degree	83	29.2	58	20.2
	Graduate degree or higher	33	11.6	24	8.4

Refereed Presentation made at the European Council for Hotel, Restaurant, and
Institutional Education Conference, 2009, Helsinki, Finland.

	Total	284	100.0	287	100.0
Household Income	<\$35,000	47	16.5	82	28.6
	\$35,001 - \$55,000	88	31.0	72	25.1
	\$55,001 - \$75,000	68	23.9	62	21.6
	\$75,001 - \$95,000	44	15.5	32	11.1
	> \$95,000	37	13.0	39	13.6
	Total	284	100.0	287	100.0

The mean scores and standard deviations for each environmental attribute for business and leisure travelers can be found Table 2. The primary purpose of this section was to make respondents familiar with the attributes they would find in the conjoint analysis scenarios. In addition, the responses were compared with the overall conjoint analysis results to follow as a form of validating the overall model. Although the attributes were well received by both business and leisure travelers, business travelers placed a higher level of importance on most of the attributes than did the leisure travelers. Business travelers rated the attribute “sheets changed upon request only for stays up to three nights” the highest with a mean score of 5.59 (on a scale of one to seven). Leisure travelers believed that recycling bins in the hotel lobby, with a mean score of 5.51, was the most important attribute. Both types of travelers rated the refillable shampoo dispenser the lowest with a mean score of 4.51. There were no significant differences between how the two groups rated each attribute.

Table 2
Business and Leisure Travelers’ Mean Scores for Individual Green Attributes

Environmentally Friendly Attribute	Business Travelers N = 284		Leisure Travelers N = 287	
	M	SD	M	SD
Energy efficient light bulbs in the guest room	5.40*	1.57	5.25*	1.48
Refillable shampoo dispensers	4.51	1.81	4.51	1.79
Recycling bins in the hotel lobby	5.52	1.52	5.51	1.44
Towel re-use program (i.e. place towel on hook if you wish to re-use it)	5.50	1.51	5.37	1.60
Sheets changed upon request only for stays up to three nights	5.59	1.51	5.41	1.52
Recycling bins in the guest room	5.20	1.67	5.11	1.62
Hotel is certified as a green hotel	4.91	1.58	4.76	1.61
Occupancy sensors used to control lighting in the room	5.20	1.59	5.04	1.58
Key cards used to turn power to the room on and off	5.10	1.56	4.90	1.62

Note. * Scale ranged from 1 = not at all important, to 7 = extremely important

Eight of the environmental attitude questions are structured so that agreement to the statements represents a pro-ecological viewpoint, while seven questions are structured so that a pro-ecological viewpoint is represented by disagreement with the statement. In order to assess internal consistency, however, these values were re-coded so that all high scores have the same meaning (Norusis, 2005). In this case, this indicates a higher mean value represents a higher pro-ecological attitude. Based on comparisons to previous studies utilizing the NEP scale, these mean scores are considered low (Lück, 2003). A mean score greater than four would represent a strong pro-ecological view. Results of an independent samples t-test determined that there were significant differences, $t(569) = 5.81, p = 0.000$, between business and leisure travelers’ environmental attitude. The overall mean for business

Refereed Presentation made at the European Council for Hotel, Restaurant, and
Institutional Education Conference, 2009, Helsinki, Finland.

travelers was 3.44 while for leisure travelers it was 3.18. A summary of business and leisure travelers' environmental attitude scores is presented in Table 3.

Table 3
Business and Leisure Travelers' Mean Values for the Revised NEP Scale (5-Point Scale)

Ecological Statement	Business Travelers N = 284		Leisure Travelers N = 287	
	M	SD	M	SD
We are approaching the limit of the number of people the Earth can support	3.13	1.06	3.14	1.10
Humans have the right to modify the natural environment to suit their needs*	3.19	1.03	3.29	1.06
When humans interfere with nature it often produces disastrous consequences	3.88	0.901	3.71	0.929
Human ingenuity will insure that we do NOT make the earth unlivable*	2.90	0.999	2.97	0.936
Humans are severely abusing the environment	3.88	0.950	3.84	1.01
The earth has plenty of natural resources if we just learn how to develop them*	2.22	0.937	2.25	1.01
Plants and animals have as much right as humans to exist	4.14	0.732	4.08	0.972
The balance of nature is strong enough to cope with the impacts of modern industrial nations*	3.61	0.965	3.52	0.931
Despite our special abilities humans are still subject to the laws of nature	4.11	0.732	4.10	0.693
The so-called "ecological crisis" facing humankind has been greatly exaggerated*	3.36	1.06	3.37	1.09
The earth is like a spaceship with very limited room and resources	3.38	3.70	3.25	0.974

Table 3 Continued
Business and Leisure Travelers' Mean Values for the Revised NEP Scale (5-Point Scale)

Ecological Statement	Business Travelers N = 284		Leisure Travelers N = 287	
	M	SD	M	SD
Humans were meant to rule over the rest of nature*	3.15	1.17	3.20	1.17
The balance of nature is very delicate and easily upset	3.70	0.943	3.60	0.922
Humans will eventually learn enough about how nature works to be able to control it*	3.27	1.05	3.21	1.00
If things continue on their present course, we will soon experience a major ecological catastrophe	3.64	0.990	3.59	1.04
Overall Mean	3.44	0.542	3.18	0.506

Note. *Items were reverse-coded for analysis.

Finally, the average environmental attitude scores were then compared with the mean scores of each attribute using a correlation analysis. Each green attribute was significantly correlated with the attitude scores, which indicates that the higher the environmental attitude score, the greater the preference for the green room attributes. See Table 4 for a summary of the results.

Table 4
Correlations Between Individual Attributes and Environmental Attitude

	Business Traveler	Leisure Traveler
	Attitude	
Bulbs	.431*	.398*
Shampoo dispenser	.309*	.264*
Bins in Lobby	.357*	.392*
Towel Re-Use Policy	.303*	.308*
Sheets on Request	.353*	.332*
Bins in Room	.332*	.346*
Green Certification	.320*	.379*
Occupancy Sensors	.238*	.388*
Key Cards	.328*	.274*

Note. * Indicates correlation is significant at the 0.01 level

All but three of the business traveler respondents performed at least one green activity at home. The most popular were recycling cans and bottles (85%), using energy efficient light bulbs (82.4%) and re-using plastic bags (82%). The activities with the fewest responses were using cloth grocery bags (37%) and buying organic groceries (27%). All but four of the leisure respondents indicated that they perform green activities at home. Eighty five percent of them re-use plastic bags, and 83% of them recycle cans and bottles. The use of energy efficient light bulbs was the next most popular activity (81%). As was the case with business travelers, buying organic groceries was the least popular (18%).

A correlation analysis was conducted between each variable and the green index (a summation of environmentally friendly activities performed at home) that was created previously. The results produced significant correlations with each variable, for both traveler-types, based on a p-value < 0.01. This indicates that the greater the number of green activities performed at home, the greater the preference for the green attributes. The results can be found in Table 5. In addition, an independent samples t-test identified significant differences, $t(569) = 2.35, p = 0.019$ between business and leisure travelers and the green activities they perform at home. Business travelers were more inclined to perform green activities at home than were leisure travelers.

Table 5
Correlations Between Individual Attributes and Involvement (Green Activities Performed at Home)

	Business Traveler	Leisure Traveler
	Involvement	
Bulbs	.261*	.402*
Shampoo dispenser	.222*	.289*
Bins in Lobby	.237*	.429*
Towel Re-Use Policy	.307*	.376*
Sheets on Request	.297*	.356*
Bins in Room	.206*	.329*
Green Certification	.188*	.309*

Refereed Presentation made at the European Council for Hotel, Restaurant, and Institutional Education Conference, 2009, Helsinki, Finland.

Occupancy Sensors	.226*	.332*
Key Cards	.188*	.339*

Note. * Indicates correlation is significant at the 0.01 level

DISCUSSION

Previous literature had claimed that business travelers might have more concern for the environment than do leisure travelers. That does appear to be the case in this study based on the environmental attitudes and involvement behavior of the business travelers. Although the differences were statistically significant between the two groups, mean scores for attitudes and involvement are so close together that, for practical purposes, they are the same. Both types of travelers were also similar in relation to the importance they placed on the green attributes. With the exception of a refillable soap dispenser, all of the green attributes were well received. Based on mean scores, the travelers preferred to have a recycling bin in the hotel lobby but not in the guest room. They preferred occupancy sensors to key cards to help control lighting in the room, and they felt towel and linen policies to very important. The incorporation of these attributes into a room creates an overall experience for travelers. It is an experience that may mesh with their personal lifestyle, especially if they have strong environmental attitudes and environmentally friendly behavior at home.

There are several practical implications based on these results. First, the purpose of this study was to identify which green hotel attributes travelers would most prefer in a hotel room, and to profile the customers that prefer them. Understanding guests (who they are and what they want) is essential to the success of a hotel operation. The results may help managers understand their guests in several ways. One is that it is now known what a traveler wants in a green hotel room. This information can help hotel managers and operators set up their green hotel room accordingly, begin to gather information on the cost of creating a room that is made up of those preferred attributes, and create a green-room experience.

The results also provide a clearer picture of the profile of the traveler that may prefer a green hotel room. Previous studies have shown that travelers are becoming more environmentally conscious, and now there is a glimpse of whom, specifically, those travelers are. For example, the results indicated that the more involved the respondents were at home, the greater their preference for the green attributes. The more activities a respondent selected, the more committed to, or involved with, he or she was in protecting the environment. This high level of involvement influences their decision making process for both products and services (Celsi & Olson, 1988). In this study, it may be that the respondents were more familiar with (i.e., had a high level of enduring involvement) the green hotel room attributes because they incorporated some of those same attributes into their daily lives. Their high level of involvement translated into preference for the green attributes.

A traveler's level of involvement may provide an insight into travelers, in particular the green traveler, that has been relatively untouched. This applies to the segmentation of travelers by hotel management. Managers of hotels have often been involved in the segmentation of their guests, and offered different products and services to those customers accordingly. Instead of focusing on gender or age, managers have the opportunity to tap into other qualities and characteristics that their hotel guests possess. As the hotel market becomes increasingly competitive, management must not only try to differentiate its product, but also try to attract new and different segments of the traveling population. Building a green hotel, or incorporating green practices into existing operations, is one way a hotel can differentiate itself. Understanding involvement or even attitudes enables hoteliers to identify the different segments that may be interested in their green hotel product. Identifying different segments, in turn, enables targeted marketing strategies.

Attitudes provide similar insight, and are one type of psycho-graphic variable that gets at the heart of describing who a person is, and what they think. Previous research has had mixed results with the influence of attitudes, however, on any sort of behavior (Dunlap & Van Liere, 1984; Formica & Uysal, 2002). According to Um & Crompton (1990), they are better predictors of preference; and, they are better predictors than are socio-demographic variables. While this study did not try to predict preference based on attitude, it does give a clearer

Refereed Presentation made at the European Council for Hotel, Restaurant, and Institutional Education Conference, 2009, Helsinki, Finland.

picture of those travelers, both business and leisure, that place importance on green hotel attributes. In particular, the business traveler appeared to have a stronger environmental attitude than did the leisure traveler.

That is not to say, however, that the leisure traveler does not care about the environment. Both travelers do, based on their environmental attitude mean score. As a result, hoteliers may choose to target business and leisure travelers whose attitudes about the environment are in sync with the experience the hotelier is trying to create with a green hotel room. They do not need to distinguish between the two, as has often been done in the past.

Finally, this study surveyed two major sectors of the travel industry – business travelers and leisure travelers. While hotel managers consciously decide which to target, there is not much literature about the differences between the two segments, other than the fact that business travelers spend more money, on average, than a leisure traveler does. In this study, the two groups were fairly homogeneous in terms of how much they liked or disliked the green attributes, but were different in terms of their environmental attitude and involvement. These results, at least for hotels offering an environmentally friendly product, suggest that hoteliers may not necessarily need to differentiate between the two types of travelers when marketing their green product. This suggests also that any type of hotel, whether leisure or business oriented, can incorporate green policies, or at least the green attributes identified in this study, and please both types of guests.

As with many studies, there are limitations to this one. Although measures were taken to ensure that the attributes chosen for this study were realistic and important, the list was not exhaustive. There are many attributes that pertain to the décor of a room (e.g., organic linens, or chemical-free paint) that were not incorporated into the study. There are also many green attributes that may pertain to a hotel property as a whole (e.g., efficient heating, ventilation, and cooling systems, or reclaimed water systems) that might be of importance to some hotel guests. Limitations also arise from the fact that the data was collected using an online survey method. As a result, the sample is somewhat biased. Internet users are typically better educated, earn a higher income, and are male. This may not be representative of, nor is it generalizable to, all travelers in the U. S. population, whose responses to this survey may be different. Social desirability bias also presents a potential limitation. Even though anonymity was ensured during the survey process, there was a lack of control over the participants' desire to respond the way they think they should as opposed to responding with their true beliefs. Level of involvement was measured by counting the number of environmentally friendly activities the respondents performed at home. While there is research stating that the more one partakes in an activity or has strong feelings towards an issue, the more he or she is likely to carry that activity into other parts of their lives, there is no previous research that specifically uses the activities presented in this study as a measure of that involvement. Finally, the sample included only business and leisure travelers that indicated they were willing to stay in an environmentally friendly lodging facility. This limits the extent to which the results can be generalized to the entire population of business and leisure travelers.

CONCLUSION

The purpose of this study was to gain a better understanding of whether environmental consciousness of business and leisure travelers translates to like-minded preferences in the hotel industry; the environmental attitudes of both types of travelers, their green behavior at home, and the importance they placed on having different green attributes in a hotel. Business and leisure travelers in this study were similar and positive in their ratings for green attributes, which is encouraging for hoteliers wishing to tailor their green product to attract those travelers seeking the green experience. While both business and leisure travelers have strong environmental attitudes and high levels of involvement, business travelers' attitudes and involvement were significantly higher than leisure travelers. This translates into greater preference for the green hotel attributes, and may also translate into other green behavior for business travelers. Again, this is another niche for hoteliers to tap into. Overall, travelers will seek a green experience that is similar to the one they already have at home. Hoteliers that understand this have the potential for a competitive advantage over other hotels offering a green product.

REFERENCES

- Bjerke, T., Thrane, C., & Kleiven, J. (2006). Outdoor recreation interests and environmental attitudes in Norway. *Managing Leisure, 11*(2), 116-128.

Refereed Presentation made at the European Council for Hotel, Restaurant, and
Institutional Education Conference, 2009, Helsinki, Finland.

- Bohdanowicz, P. (2005). European hoteliers' environmental attitudes: Greening the business. *Cornell Hotel and Restaurant Administration Quarterly*, 46(2), 188-204.
- Bohdanowicz, P. (2006). Environmental awareness and initiatives in the Swedish and Polish hotel industries – survey results. *International Journal of Hospitality Management*, 25(4), 662-682.
- Bowen, J., & Shoemaker, S. (1998). Loyalty: A strategic commitment. *The Cornell Hotel and Restaurant Administration Quarterly*, 44(5/6), 12-25.
- Churchill, G.A. Jr & Iacobucci, D. (2005). *Marketing Research: Methodological Foundations*, 9th Ed. Mason, OH: South-Western.
- Clausing, J. (2008, June 2). Survey: Boomers more likely to go green in business travel. *Travel Weekly*.
- Clow, K., Garretson, J., & Kurtz, D. (1994). An exploratory study into the purchase decision process used by leisure travelers in hotel selection. *Journal of Hospitality and Leisure Marketing*, 4, 53-71.
- Crocker, M. (2008, July 28). Among leisure travelers surveyed, nearly everyone professes to be green. Retrieved August 12, 2008 from <http://apps.travelweekly.com/Multimedia/consumertrends072808/index.html>
- Dolnicar, S. (2002). Business travellers' hotel expectations and disappointments: A different perspective to hotel attribute importance investigation. *Asia Pacific Journal of Tourism Research*, 7(1), 29-35.
- Dolnicar, S. & Otter, T. (2003). Which hotel attributes matter? A review of previous and a framework for further research, in Griffin, T. and Harris, R. (Eds.), *Asia Pacific Tourism Association 9th Annual Conference, Sydney*, 176-188.
- Dunlap, R. (2008). The new environmental paradigm scale: From marginality to worldwide use. *The Journal of Environmental Education*, 40(1), 3-18
- Dunlap, R. & Van Liere, K. (1978). A proposed measuring instrument and preliminary results. *Journal of Environmental Education*, 9, 10-19.
- Dunlap, R., & Van Liere, L. (1984). Commitment to the dominant social paradigm and concern for environmental quality. *Social Science Quarterly*, 65(4), 1013-1028.
- Dunlap, R., Van Liere, K., Mertig, A., & Jones, R. (2000). Measuring endorsement of the new ecological paradigm: a revised NEP scale. *Journal of Social Issues*, 56(3), 425-442.
- Fennell, D., & Nowaczek, A. (2003). An examination of values and environmental attitudes among ecotourists: A descriptive study involving three samples. *Tourism Recreation Research*, 28(1), 11-21.
- Formica, S., & Uysal, M. (2002). Segmentation of travelers based on environmental attitudes. *Journal of Hospitality and Leisure Marketing*, 9(3/4), 35-49.
- Gunderson, M., Heide, M., & Olsson, U. (1996). Hotel guest satisfaction among business travelers. *The Cornell Hotel and Restaurant Administration Quarterly*, 37(2), 72-81.
- Jackson, E. (1987). Outdoor recreation participation and views on resource development and preservation. *Leisure Sciences*, 9, 235-250.
- Jones, D., Jurowski, C., & Uysal, M. (2000). Host community residents' attitudes: A comparison of environmental viewpoints. *Tourism and Hospitality Research*, 2(2), 129-155.
- Kaltenborn, B., Andersen, O., Nellesmann, C., Bjerke, T., & Thrane, C. (2008). Resident attitudes towards mountain second-home tourism development in Norway: The effects of environmental attitudes. *Journal of Sustainable Tourism*, 16(6), 664-680.
- Kasim, A. (2004). Socio-environmentally responsible hotel business: Do tourists to Penang Island, Malaysia care? *Journal of Hospitality & Leisure Marketing*, 11(4), 5-28.
- Knutson, B. (1988). Frequent travelers: Making them happy and bringing them back. *Cornell Hotel and Restaurant Administration Quarterly*, 29(1), 83-87.
- Kyle, G., Absher, J., Norman, W., Hammitt, W., & Jodice, L. (2007). A modified involvement scale. *Leisure Studies*, 26(4), 399-427.
- Lee, M., & Lou, Y. (1995). Consumer reliance on intrinsic and extrinsic cues in product evaluations: A conjoint approach. *Journal of Applied Business Research*, 12(1), 21-28.
- Lewis, R. (1984a). Isolating differences in hotel attributes. *Cornell Hotel and Restaurant Administration Quarterly*, 25, 64-77.
- Lewis, R. (1984b). The basis of hotel selection. *The Cornell Hotel and Restaurant Administration Quarterly*, 25(1), 64-77.
- Lück, M. (2003). The 'new environmental paradigm': Is the scale of Dunlap and Van Liere applicable in a

Refereed Presentation made at the European Council for Hotel, Restaurant, and
Institutional Education Conference, 2009, Helsinki, Finland.

- tourism context? *Tourism Geographies*, 5(2), 228-240.
- Manaktola, K., & Jauhari, V. (2007). Exploring consumer attitude and behaviour towards Green practices in the lodging industry in India. *International Journal of Contemporary Hospitality Management*, 19(5), 364-377.
- Noe, F., & Snow, R. (1990). The new environmental paradigm and further scale analysis. *Journal of Environmental Education*, 21(4), 20-26.
- Norusis, M. (2005). *SPSS 14.0: Statistical procedures companion*. Upper Saddle River, NJ: Prentice Hall.
- Stern, P., Dietz, T., & Kalof, L. (1993). Value orientations, gender and environmental concern. *Environment and Behavior*, 25(3), 322-348
- Tarrant, M., & Green, G. (1999). Outdoor recreation and the predictive validity of environmental attitudes. *Leisure Sciences*, 21(1), 17-30.
- Um, S., & Crompton, J. (1990). Attitude determinants in tourism destination choice. *Annals of Tourism Research*, 17(3), 432-448.
- Uysal, M., Jurovski, C., Noe, F., & McDonald, C. (1994). Environmental attitude by trip and visitor characteristics. *Tourism Management*, 15(4), 284-294.
- Watkins, E. (1994). Do guests want green hotels? *Lodging Hospitality*, 70-72.
- Wolch, J. (2004). Beach recreation, cultural diversity and attitudes towards nature. *Journal of Leisure Research*, 36(3), 414-443.
- Wurzinger, S., & Johansson, M. (2006). Environmental concern and knowledge of ecotourism among three groups of Swedish tourists. *Journal of Travel Research*, 45, 217-226.
- Yoo, J., & Chon, K. (2008). Factors affecting convention participation decision-making: Developing a measurement scale. *Journal of Travel Research*, 47, 113-122.
- Zikmund, W. (2003). *Business research methods*. Mason, OH: South-Western.