

GREEN HOTELS AND ENVIRONMENTAL PRACTICES: THE CHALLENGE OF TRAVEL BEHAVIOUR CHANGE

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A hotel with a sound green image can achieve cost reduction from the use of energy and water, appeal to investors, attract and retain highly motivated employees and cultivate guest loyalty, thereby securing top market share and position. From the other hand, as climate change is expected to affect tourism more than most other economic sectors, it should be in the tourism sector's own interest to make a considerable contribution to emission reductions, even though there is also a clear ethical and moral dimension with regard to the human suffering caused by climate change. This paper shows that hotels use cleaner technologies in their operations in order to attract green consumers and so policy makers need to consider the effectiveness of promoting changes in travel behaviour due to sustainable reasons. Their managers are convinced that the concepts of tourism and environment are interrelated because tourism can't be developed without the natural environment.

Keywords: *sustainable; tourism; green consumers; environment; hotel management; travel behaviour*

INTRODUCTION

The successful creation of a green image would not be feasible if emotional and functional benefits of green products and services were not effectively communicated. A green hotel image gave rise to favourable behavioural intentions by hotel guests (Lee, Hsu, Han & Kim, 2010). This is well anticipated by the report of Green Hotelier (2005), that, for example, 83% of English holidaymakers would choose a hotel with a green award, and the American public is likely to pay 6% more for green travel products and services. Then, how can hoteliers ensure that a green image is embedded holistically in a hotel and enjoys guest satisfaction and loyalty? The answer would lie in a green positioning strategy, since positioning calls for the creation of an image. An overall green image should be built on cognitive and affective green images. In the context of a hotel, a functional attributes based green positioning strategy is developed by communicating attributes and benefits of green products/services. Green hotel image becomes a powerful operational tool in attracting and retaining more guests. Incorporating (functional and emotional) green positioning into hotel operations is prerequisite for the creation of a green hotel image.

One of the identification trade mark of a tourism business as environmentally responsible is the “Green Key”. “Green Key” is an international prize, an international ecologic mark of quality that concerns tourist facilities and encourages hotel businesses, as environmental responsible businesses, to make such choices at tourist facilities management to contribute to the environment protection, conservation of natural resources and promotion of sustainability. The “Green Key” program is coordinated by the Foundation for the Environmental Education (FEE) and it is followed by countries all over the world. National coordinator for this program in Greece is the Hellenic Association of Nature Protection.

To improve social and environmental performance across the entire tourism sector, both innovation and adoption are critical. Tourism enterprises often lead new approaches, but mainstreaming needs government legislation: self-regulation and ecocertification are ineffective. Improved sustainability in urban hotels, for example, has been driven by regulations for planning, impact assessment, pollution control, biodiversity and heritage conservation, building construction, energy and water efficiency, recycling, and so on. Voluntary private initiatives contribute principally by leading regulatory change (Buckley, 2012).

Purpose

The goal of this paper is to search if attracting green consumers is a reason for hotels for using cleaner technologies in their operations and also to identify the effectiveness of promoting changes in travel behaviour due to sustainable reasons.

LITERATURE REVIEW

The study of Prayag, Dookhony-Ramphul & Maryeven (2010) aimed to identify tourism stakeholders' perceptions of sustainable tourism development and the impacts of hotel development. The findings indicated that hoteliers acknowledge that hotel development can have negative environmental impacts, but they also believe that government and the private sector should share the role of managing such impacts (Authors, 2016). To promote environmental sustainability in the hotel industry may therefore require more public-private sector partnerships, initiatives and sharing of best practices among hotel companies. The government's emphasis on Environmental Impact Assessment for proposed hotel development and the new Hotel Development Strategy that recommends that hoteliers adhere strictly to Pollution Prevention Guidelines may have contributed to hoteliers' increased concern for the environment. The

findings show high levels of agreement with statements such as ‘Government and hoteliers should encourage a more integrative approach to environmental quality management’ and ‘Government and hoteliers should further strengthen efforts for environmental conservation’. Hence, self-regulation alone is not always sufficient for adequate environmental protection. A shared role between members of the private sector, with some form of government intervention and direct control, tends to be the most appropriate solution for environmental protection (Briguglio & Briguglio, 1996).

Along with tourism policy, self-regulation by hoteliers should be further encouraged and rewarded, as a means of reducing the environmental impacts of tourism. Some hotels, for example, have already adopted energy and water conservation measures, such as laundering linen only at visitors’ request. Others, such as Le Touessrok and Le Prince Maurice, have been awarded ISO9000 and Green Globe certification, which may explain why high levels of agreement were obtained from hoteliers about the positive environmental impacts of hotel development (Prayag et al., 2010).

Bed & Breakfast “B&B” operators should do more than just rely on word-of mouth in order to broaden their market to potential visitors. Several ideas relating to “promotion channels” are offered as follows (Chen, Lin & Kuo, 2013):

(1) Cooperate with clients who have blogs in English to attract more visitors from international markets. Blogs are informal; however, decision making behaviour is often influenced by reference groups (Reid and Bojanic, 2006). Thus, potential social connections through blogs should be valued (Huang, Chou & Lin, 2010).

(2) Focus on websites. In the past, guests booked B&B rooms by phone or fax to B&B owners, or even by wandering past accommodations on the road. At present the Internet is one of the most popular ways for visitors to make reservations (Huang, 2008). Customers’ satisfaction with the information provided by the B&B website appears to be the most powerful determinant of customers’ intentions to use the website again (Jeong, 2004). Moreover, even

though the website may initially be very attractive, it must also be maintained so that it may be distinguished from the websites of competitors. Audio, video, or 360° photography are strongly recommended (Lituchy and Rail, 2000). If the content is not seen as interesting, useful, visually attractive, and most importantly, up-to-date, customers will quickly lose interest and leave the site. Since many B&B owners are intimidated by unfamiliar online technology, more training or consulting with an affordable price is necessary (Lituchy and Rail, 2000).

(3) Connect with B&B associations or tourist bureaus to ensure the legality of the B&B operations. In Taiwan, there are many illegal but attractive B&B properties. However, only B&Bs listed in the recommendations of B&B associations or tourist bureaus offer assured levels of quality. In other words, a B&B license is a critical quality attribute not only when customers choose among accommodation alternatives but also when they contemplate revisiting (Wu and Yang, 2010).

(4) Network with the broader travel and leisure industry in a variety of ways in order to broaden marketing channels and acquire rare market resources. Via networking strategies, Taiwan's B&Bs may attract traditional tourists and promote themselves to other markets, including senior travelers, incentive tour travelers, business groups, and those traveling to attend festival events (Huang, 2008). Especially, senior citizens are one of the largest prospective segments for hospitality industry. They not only possess a relatively large share of all discretionary dollars, but also tend to travel more often, and stay away longer than any other age group (Huang and Tsai, 2003). Accordingly, senior citizens may boost weekday and return business.

The conclusion of the research of Yaw (2005) refers that hotels that had significant numbers of guests coming through tour operators faced regular visits by inspectors from the tour companies who wanted to ensure that the hotels maintained certain environmental standards that were more easily met if cleaner technologies were used

in their operations, see. Attracting green consumers was indicated by the majority of the respondents as a reason for using cleaner technologies in their operations. This points to the business logic that is driving the use of cleaner technologies in hotel operations. But, what means clean technologies? Cleaner technology in tourism involves “sustainable resource use, which includes increasing efficiency of resource use, minimization of waste and reduction of over consumption, the substitution of environmentally-benign inputs and equipment wherever possible, and the safe disposal of waste where the latter is unavoidable...” From their activities in recycling, energy conservation, wastewater treatment, and so on the hotels/resorts in the study are reducing their footprints on the environment, contributing to the sustainability of the industry and very importantly for organizations that exist for profit, helping to enhance the profitability of their operations. The study found that investment by hotels in the use of cleaner technologies could be relatively modest in comparison to overall capital investments. It was found that a hotel could make its operations more environmentally friendly by merely checking for and correcting leaks in the plumbing. It can go on to the stage of retrofitting the entire plumbing of a property to facilitate the use of solar heaters for the hot water supply.

Use of financial incentives is considered a potentially effective instrument for the largest number of impacts by the stakeholders interviewed. However, this could be explained by the ability to easily customize this instrument for a wide range of different issues. The stakeholders also classified tradable building permits and zoning among the potentially most effective instruments examined in this study, particularly when dealing with large-scale urbanization, visual pollution, seasonal environmental loads and changes in social structure. Eco-taxes, user fees, quotas, eco-labels and changes in property rights are believed to be most effective in seasonality issues, improving the accommodation quality and controlling unregistered accommodation. Furthermore, instruments such as user fees, financial incentives, eco-labels and changes in property rights can enhance the

quality of tourism products, while eco-taxes, eco-labels, and quotas might improve the destination image and quality (Logar, 2010).

The research of Dief & Font (2010) contributes to the organizational greening and green marketing literature by increasing the understanding of how personal and organizational values are associated with Green Marketing Strategies (GMS) proactivity in a developing country. Organizational context and demographic variables are more important in explaining GMSs than personal and organizational values. The results support the influence of organizational values on marketing managers' environmental behaviour, but not the influence of personal values. Proactive green companies are genuine in implementing GMSs voluntarily, aiming to distance themselves from social critics and to clear feelings of guilt. Such orientation was most common in international chain hotels, implying the importance of formal structures in fostering ethical environments by the use of such formal tools as codes of conduct and training.

In both theoretical and policy terms, the key issue highlighted by the paper of Barr, Shaw & Coles (2011) is therefore how an approach can be developed to reflect the settings in which behaviour is undertaken. In turn, this necessitates mapping the relationships between pro-environmental actions and the wider social practices that are embedded within different sites of consumption. This clearly necessitates a move beyond static and de-contextualised segmentation models.

Three segments of tourists were constructed based on their total score of pro-environmental behaviour on past vacations (Dolnicar & Leisch, 2008). Profiles for Small, Medium and Large Environmental Footprint Tourists were developed and differences between them tested using bivariate statistics. Results indicated that the segments were distinctly different in travel-related variables, socio-demographics and media behaviour, thus making them viable

segments for marketing action based on Kotler's (1997) criteria for the evaluation of the managerial usefulness of segments.

Climate change and the change of travel behaviour

The first barrier – dismissal of alternative transport modes to air travel – can be seen as a structural or psychological barrier (Hares, Dickinson & Wilkes, 2010). For many holiday destinations, access by air travel is the only realistic option. Therefore, tourists may consider that they have no choice but to continue flying when they go on holiday. However, the impacts of holidays on climate change can still be reduced, even when air travel is involved, if tourists take fewer holidays of longer duration (hence fewer flights), and travel shorter distances to the destination. If UK tourists were to take more holidays in the UK and less overseas, or even take their holidays in Western Europe, this would open up a number of transport options, such as train and coach, which have less impact on climate change.

However, as the second barrier illustrates, the participants in these focus groups were very much against making changes to their travel behaviour. The participants attached a very high importance and value to their holidays and were reluctant to consider adapting them for climate change reasons. The third barrier – responsibility lies with others – may help explain this unwillingness to change travel behaviour. The participants were not prepared to accept personal responsibility for the impacts their holidays have on climate change. Instead, they put forward a number of denial mechanisms for why responsibility lies with governments, businesses and other countries, rather than with the individual.

The results from the research of Barr, Shaw, Coles & Prillwitz (2010) demonstrated that those who are most conscious about the environment accept that flying is contributing to climate change and are willing to accept taxes to mitigate against this; but they are not actually willing to reduce their flying habits significantly. In contrast, those individuals fundamentally contested the science and basis for

taxation and this is their basis for not reducing their flights, despite their commitment to home-based environmental issues. In both cases, neither group wished to reduce flying and this illustrates that even when individuals are committed to environmental issues, even when on holiday, one of the most damaging parts of that holiday is viewed as less of a problem.

The research of Miller, Rathouse, Scarles, Holmes & Tribe (2010) has shown a low level of awareness about the impacts of the tourism industry and appropriate response options. Where there was greater awareness, this tended to be on the tangible impacts such as littering rather than the intangible impacts of global warming. Respondents were resistant to change their behaviour unless other people and developing countries changed, often expressing a sense of entitlement to enjoy their holidays as they chose, unencumbered by the need to think about the impacts it was having. The research identified drivers and inhibitors for each of the four behaviour goals, revealing potential to encourage more domestic holidays and more sustainable travel methods, while encouraging people to travel less, combine travel and to undertake different activities seems certain to face greater resistance. Respondents seem to place greater responsibility on government to address the problem than any other group, including themselves while politicians needed to set an example through their own behaviour and show leadership, instead of hypocrisy.

The challenge for policy, at the very least, is therefore to understand how issues like climate change are framed by consumer-citizens in relation to different forms of practices, acknowledging that as an issue it can raise important questions about current levels of consumption and thus the response efficacy of individuals (Barr, Gilg & Shaw, 2011). In short, policy makers need to consider the effectiveness of promoting changes in behaviours (such as reducing the number of flights taken) without first tackling the underlying

assumptions of the social practices on which such behaviours are based (such as the importance of tourism consumption).

First, these findings suggest that if we want to understand the contributions entrepreneurship can make to sustainable development we must be willing to look beyond those entrepreneurs motivated primarily by self-interested profit seeking. Failing to do so confines the field to the narrow study of win–win approaches and opportunities dependent on market incentives. As a consequence, the field has been slow to appreciate the unique contributions of entrepreneurial activity that does not conform to these assumptions, such as the distinct ability of sustainability entrepreneurs to balance activities that benefit self, other people, and nature. In addition to win–win approaches, this study explored the largely neglected role of trade-offs in achieving these outcomes. A somewhat surprising finding from this is that the interpretive scheme conventionally associated with entrepreneurship can actually be detrimental to the success of organizing sustainability-driven enterprises. This could help to explain why conventionally designed enterprises have a difficult time embodying sustainability values. This suggests the entrepreneurial expertise required for venture success differs depending on entrepreneurial motives, and therefore that the field of entrepreneurship research more generally is likely hampered by entrenched assumptions about the values and motives that drive entrepreneurial activities (Parrish, 2010).

As Read (2013), mentioned, there are also steps that can be taken to significantly improve the index score or \$-value of a holiday. Manipulation of input variables shows that the following changes make a significant positive difference:

1. Choosing a shorter-haul or flight-free holiday.
2. Choosing a hotel where there is less leakage from the local economy.
3. Choosing a hotel with significantly less non-recycled waste per guest-night.
4. Choosing significantly fewer, but longer, holidays.

5. Increasing daily discretionary spend.

There is an explicit intent of Gössling, Hall, Peeters & Scott (2010) in an effort to advance a serious dialogue on the ability of the tourism industry to deliver its share of emission reductions over the next 30-40 years. This, however, requires a fundamental re-thinking of the tourism system. As climate change is expected to affect tourism more than most other economic sectors (KPMG 2008), it should be in the tourism sector's own interest to make a considerable contribution to emission reductions, even though there is also a clear ethical and moral dimension with regard to the human suffering caused by climate change (Global Humanitarian Forum, 2009). Current proposals by tourism stakeholders to mitigate the contribution of tourism to climate change are focusing almost exclusively on technological solutions, which may, or may not emerge, emphasizing the importance of a precautionary principle in dealing with uncertainty (Costanza, 2000).

Despite adopting the rhetoric of sustainability, tourism policies almost universally follow pro-growth paradigms, where annual visitor growth that results in absolute emission increases is considered an indicator of success and a proxy for wealth transfer to poor local populations. In the light of the discussion presented here, there is urgent reason to reconsider such strategies and develop tourism systems with a stronger focus on energy use and emission avoidance. Organizations that advocate tourism as a sustainable development mechanism need to develop a greater understanding of the implications of climate change for the sustainability of tourism destination markets, products and services. It is also incumbent on these organizations to develop defensible plans to demonstrate how emission reductions, consistent with their pronounced 'aspirational' or 'visionary' targets, can be achieved. These plans should also include precautionary principles with regard to technological progress and alternative pathways to success. Until such time, it is

difficult to consider many forms of international tourism sustainable (Hall, Scott & Gössling, 2013).

Bramwell & Lane (2013) refer that at the book *The politics of climate change* (2009) Anthony Giddens contends that “for better or worse, the state retains many of the powers that have to be invoked if a serious impact on global warming is to be made”, so that to more fully address climate change “the chances of success will depend a great deal upon *government* and *the state*” (p. 91, emphasis in the original). He calls for future action from what he terms the “ensuring state”, where the state acts as a facilitator to stimulate and support the many groups in society that must drive forward the required policies, and where it also ensures that definite outcomes are achieved. The state has to take an ensuring role in the sense of being “responsible for monitoring public goals and for trying to make sure they are realized in a visible and acceptable fashion” (p. 69). Giddens identifies a wide range of tasks for the “ensuring state”, including: a) helping us all to think ahead, b) keeping climate change at the top of the political agenda, c) encouraging and cooperating with businesses and consumers to encourage them to alter their behaviour, d) managing climate change risks in the context of other risks, e) acting to counter business interests which seek to block climate change initiatives, f) developing an appropriate economic and fiscal framework for moving towards a low-carbon economy and g) integrating climate change policies at local, regional, national and international scales.

Since the onset of enquiries into environmental consciousness, the issue of ‘context’ has been a crucial framing device in understanding the ways in which individuals interpret and act towards the environment (Owens, 2000). However, context has often referred to individual circumstance an exploration of how individuals have formed their identities and practices. In this paper, we have attempted to emphasise the importance of social and spatial context through the sites of practice in which individuals perform. These sites of practice not only frame different trajectories of behaviour, as one might

expect, but they also expose individuals to the unsettling contradictions and conflicts that emergent issues like climate change reveal. To this extent, the citizen stands at a fork in the road; there is the opportunity to face up to the challenge of climate change within contexts of consumption and to explore the ways in which social marketing strategies can be adapted to deal with issues such as flying and other carbon intensive activities (Barr, Gilg & Shaw, 2011).

Nicholls (2006) has concentrated on the potential impacts of climate change on tourism and outdoor recreation in Europe. The relationship between climate change, and recreation and tourism, is of a two-way nature, however, and tourism in particular is a major contributor to global warming due to the greenhouse gas emissions associated with tourism activity. To maximize its effectiveness, future recreation, tourism and climate change research must be carried out using an inter-disciplinary approach and by a broader range of scientists than have previously participated.

METHODOLOGY

Sample

The particular research project is an on-going research and up to now data has been gathered from a random sample of 62 managers of 62 tourist companies that provide sport tourism in Greece.

According to the findings of this research, 40 (64.5%) of the participants were males and 17 (27.4%) were females (missing values 8.1%) with a mean age of 39 (s.d. = 0.812). The educational level of the participants was grouped into three categories: 8 (12.9 %) had elementary/high school education, 32 (51.6 %) had university level education and 16 (25.8 %) had post-graduate level education (missing values 9.7%). They expressed interest in future tourist training 82.3% and half of them had already taken some education on tourism issues.

Questionnaire

The questionnaire is based on the scale of sustainable tourism of Kilipiris (2006) and it has 63 questions. It is consisted of five parts: the first part includes questions related to the profile of the enterprise, the second part is about changes that they have made and are towards to sustainability, the third part is about the promotion of sports, the fourth part includes questions related to environmental issues and how they might impact their activity and the fifth part is about the profile of the person who is answering the questionnaire.

The questionnaire was proven reliable for the measures of attitudes and behaviors of enterprises in relation to sustainable development and Cronbach α was used to test it $\alpha=0.84$. The content validity of the questionnaire was determined by a panel of experts which consisted of 6 academics and practitioners in the fields of sport tourism, tourism professionals and management research.

Procedure

The questionnaire was designed in Google forms and was sent to enterprises through mail, Facebook or their webpage.

Results

The majority of enterprises did not have a green certification (80.6%), while only 12.9% answered that they had (missing values 6.5%). According to the answers given by the companies, the lack of a strong incentive is the main reason why they did not receive green certification (33.9%), followed by the lack of knowledge about certification and its procedure (17.7%), the acquisition cost with a percentage of 12.9%, the lack of time for dealing with certification issues for the 3.2%, while 3.2% did not mention a specific reason (missing values 16.1%). As mentioned above only 12.9% have been certified and promoted it through selective marketing to attract environmentally sensitive tourists. In the second part of the questionnaire, they were asked about their beliefs for tourists' sensitivity and use of a practical guide about "sustainable business behavior" (table 1) and to choose the green practices they apply (table 2).

Table 1. Questions regarding tourists' sensitivity about sustainability and use of practical guide.

Questions	Yes - %	No - %
Are tourists/customers informed upon their arrival for the importance of natural environment?	58.6	41.4
Do you know or would like to know a practical guide about "sustainable business behavior"?	89.8	10.2
Do you believe that your customers/tourists are sensitive about environmental issues?	63.8	36.2

The respondents also referred to sustainable changes that they have made to save resources and protect the environment. They answered in a 5-point scale questionnaire about sustainability changes as seen at table 2 (I already act - 5, I would like to follow in the future - 4, I followed in the past - 3, I do not like to follow - 2, I do not follow - 1). Some others do not follow at all green practices due to the cost of this change (63.6%).

Table 2. Green practices about sustainability change.

Green practices	Mean	SD
Replacing energy-intensive lamps with new technologies.	4.46	1.111
Recycling waste.	4.54	0.983
Landscape restoration.	4.00	1.316
Use of ecologic cleaners.	3.96	1.684
Use of organic products.	4.02	1.555
Prefer of local market products.	4.63	1.046
Service and promotion of authentic traditional food and beverages.	4.07	1.514
Building insulation.	3.59	1.584
Using products from recycled materials.	3.54	1.712
Water resources management / recycling water (through tanks).	3.22	1.685
Towel and linen policy for the room.	2.67	1.848
Using biofuels at enterprise's vehicles.	2.02	1.543
Use of photovoltaic.	2.56	1.697

Also, tourism is not believed to have a negative influence on the environment (78%). The results have shown that companies in Greece do not differ because of breadth and have a positive position towards sustainability. In addition, 98.3% believe that the issue of environmental protection concerns businesses themselves and only 1.7% do not believe in this. 88.1% would like to be informed and action has already been taken regarding these issues.

Entrepreneurs were asked for their beliefs on the following statements regarding the environment and sustainability. The answers were given on a 5 Likert scale where 1 declared the absolute disagreement and 5 was the absolute agreement on the statements. Table 3 below shows the mean and the standard deviation of each statement..

Table 3. Mean scores and standard deviation of statements about environment and sustainability.

Statements	Mean	St.D.
The more attractive in terms of interest an area is, the more environmentally endangered by the increased number of visitors	2,97	1,242
We are obliged to deliver to the next generations the natural environment and natural resources as we inherited them	4,60	0,897
Tourism and environment are interconnected concepts because tourism can't be developed without natural environment	4,53	0,941
The need for a tourist environmental policy is imperative as the environment, apart from our own life,	4,58	0,801

decisively affects the viability of tourist destinations and businesses		
It is well known that the short-term pursuit of profit sometimes goes against the environmental protection	4,17	1,062
Tourism businesses should understand that environmental protection is a prerequisite for long-term survival. This will increase the satisfaction of tourists and ensure the well-being of businesses	4,67	0,825
We should all respond to the need to protect the environment, for example by diversifying some of our daily business activities	4,53	0,863
Working with sensitivity to the natural environment, it will directly benefit your business, your customers and your staff	4,41	0,899

Conclusion

The adoption of green practices in their operations as well as the promotion of the local products, although they proved to be high cost and constitute a suspending consideration, at the same time are an objective for most of them. However, all the companies and their executives are convinced that environmental protection will determine the viability and longevity in this business area. Most of

the entrepreneurs who participated in this research signaled the necessity to protect the environment and also consider that tourism is not harmful to the destination if there is awareness of both the enterprises and the visitors. Everyone agrees that environmental protection is a concern for all stakeholders, whether they are businesses or tourists as well as the state. To promote environmental sustainability in the hotel industry may therefore require more public-private sector partnerships, initiatives and sharing of best practices among hotel companies. The government's emphasis on Environmental Impact Assessment for proposed hotel development and the new Hotel Development Strategy that recommends that hoteliers adhere strictly to Pollution Prevention Guidelines may have contributed to hoteliers' increased concern for the environment. The present findings have shown high levels of agreement with statements such as 'Government and hoteliers should encourage a more integrative approach to environmental quality management' and 'Government and hoteliers should further strengthen efforts for environmental conservation'. Hence, self-regulation alone is not always sufficient for adequate environmental protection. A shared role between members of the private sector, with some form of government intervention and direct control, tends to be the most appropriate solution for environmental protection (Briguglio & Briguglio, 1996).

When entrepreneurs were asked for their beliefs on the environment and sustainability, they said that high traffic to attractive tourist destinations was not a danger to the environment. They considered it an obligation of all to deliver to the next generations unspoiled the natural environment and natural resources as they themselves inherited. They are convinced that the concepts of tourism and environment are interrelated because tourism can't be developed without the natural environment. They believed in the necessity of a tourism environmental policy as the environment decisively affects the viability of tourist destinations and businesses. They did not deny that the short-term pursuit of profit sometimes harms the environmental protection. However, the environmental protection is a prerequisite for the long-term survival of businesses, which helps to increase the satisfaction of tourists and thus ensures the well-being of businesses. They all agreed that they must respond to the need for

environmental protection by diversifying, for example, everyday business activities. Operating in this direction, they believe they will directly benefit their businesses, their staff and their customers. This is with accordance to the conclusions of Yaw (2005) who referred that hotels that had significant numbers of guests coming through tour operators faced regular visits by inspectors from the tour companies who wanted to ensure that the hotels maintained certain environmental standards that were more easily met if cleaner technologies were used in their operations.

They also felt that their customers are sensitive to the environmental issues. Moreover, they were positive about having a practical guide about "sustainable business behavior". About half of them reported that when tourists arrive in the area, they receive some information about the importance of the natural environment. Choi and Murray (2010) examined the direct relationship between: a) attitudes towards the environmental sustainability of tourism and support for tourism; and b) the impact of tourism in general. Their results have shown that attitudes towards environmental sustainability do not affect support for tourism. The participants of their survey referred that they believe that the natural environment of a community should be protected and proper ethics and standards should be ratified through education and more generally through the development of educational programs.

Therefore, an emotional-benefit-based position strategy is also needed to complement functional positioning. To implement emotional-benefit-based green positioning, advertising should be affective enough to induce the public to believe that it makes a difference in improving the environment by patronizing a green hotel. Planning for sustainable tourism is not merely a technical matter. Planners, policy makers and academics first need to understand past and current issues and developments, power structure and culture in the governance of a destination in order to develop and implement plans and policies successfully. By doing this, they may be able to find ways and means to change and manipulate the power structure, culture and key factors so that sustainable tourism development and implementation can be viable. With careful planning of the participatory process, groups of stakeholders can strongly influence tourism policy at the strategic and delivery levels.

In this context, the mission and value of academic studies concerning the limits of growth may be seen to lie in evaluating and providing perspectives on the sustainable and ethical use of nature and culture in both global and local development process (Authors, 2016). Less tourism may not lead to improved global sustainability, but if demand from tourists is not less, then it must be different. The entire tourism sector must be developed and must be managed with it thus does not destroy the natural and socio-cultural environment, it is an obligation and responsibility of the tourism economy of anywhere in the world.

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