



PERCEPTION AND INTENTION OF HOTEL EMPLOYEES ON ENVIRONMENTAL FRIENDLY PRACTICES

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ABSTRACT

The level of the perception and participation of the employees also make advantage or disadvantage to the hotel to be green hotel. The objectives of this research were to study the employees with different demographics (gender, age, position) will have different perception and intention on environmental friendly practices, and to study the significant relationship between perception and intention on environmental friendly practices. The samples were 400 hotel employees in Bangkok area. Statistics explored by descriptive statistics, independent sample T-test, One Way Analysis of Variances (ANOVA) and Pearson Product Moment Correlation Coefficient.

Results showed that the majority of the respondents were female, age between 20 – 30 years old and were supervisor. The overall perception and intention of hotel employees on environmental friendly practices was found at a high level in all areas. It was found that there were significant difference between age and position toward perception and intention on environmental friendly practices at the level of 0.05, and there was a significant relationship between perception and intention on environmental friendly practices at the level of 0.01.

KEY WORDS: Hospitality Management, Perception, Intention, Friendly Practices, Green Hotel, Green Management

INTRODUCTION

Nowadays, we can find many different environmental activities and environmental practices. In this research, the researcher was interested in the implementation of green environmental programs in hotels business follow 4 factors are energy saving, water saving, waste reduction and environmental caring programs by focus to hotels in Bangkok. Hotel should learn and know that their employees have the perception about these policies or not and they have intention on environmental friendly practices to help the green policy success or not before promote to customer or tourist. The level of the perception and intention of hotel employees on environmental friendly practices also make advantage or disadvantage to the hotel to be green hotel.

CONCEPTUAL FRAMEWORK

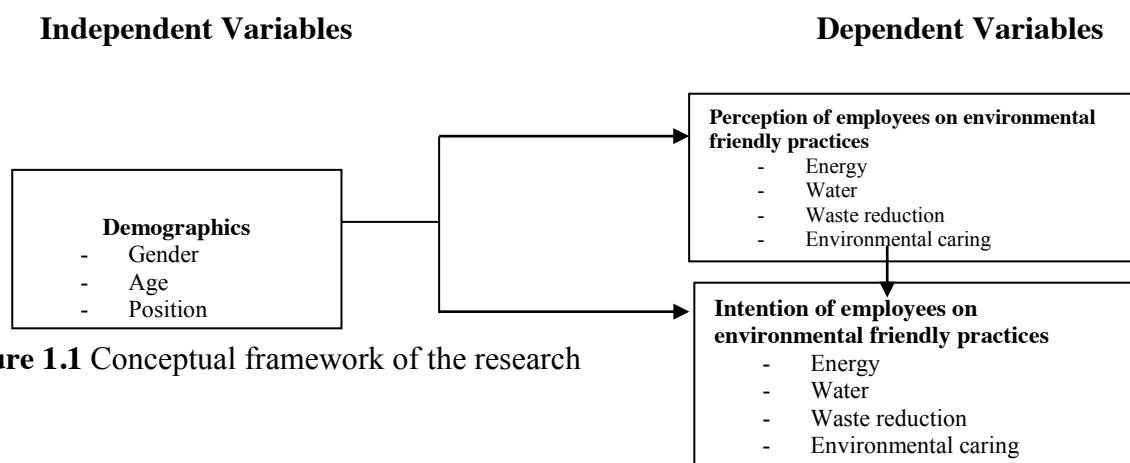


Figure 1.1 Conceptual framework of the research



HYPOTHESIS

1. The employees with different demographics (gender, age, and position) will have different perception on environmental friendly practices.
2. The employees with different demographics (gender, age, and position) will have different intention on environmental friendly practices.
3. There is a significant relationship between perception and intention of hotel employees on environmental friendly practices.

LITERATURE REVIEW

Perception and Intention on Environmental Friendly Practices

Perception

Perception can be defined as the procedure regarding an individual person's managing and interpreting any information to meaningful description by using his/her senses, sight, hearing, smell, touch and taste. Furthermore, perception has strong influence to inspire the individual to express different actions (Kotler, Bowen & Makens, 2006).

Intention

The sense of responsibility has potential to inspire the employees intention on environmental friendly practices in environmental friendly activities. Therefore, these activities open their opportunities to join with environmental resilience as well as gain various benefits for life, health, and economy (Turner, 1997). For example, responsible of employees may choose green hotels that aim to preserve environment. Furthermore, their practices during work in hotels are to contribute to green activities of the hotels such as recycling activities, reuses, reduce energy and water consumption, and support local organic food.

METHODOLOGY

Population and sample sizes

The population of this research comprised employees in Thai employees, aged less than 20 – 60 years old from all large, medium and small hotels licenses of operation in Bangkok Metropolitan area. The population selects from 704 hotels in Bangkok and the employees around 54,593 employees (National Statistical Office, 2014). In this research, sample size was determined by using Krejcie and Morgan Table (Krejcie and Morgan, 1970). The sample size and the number of questionnaires to distribute are 400 sets.

Instrument

The researcher used questionnaire as an instrument for this research. The information gathered was important for the evaluation of employee's perception and intention on environmental friendly practices. The questionnaire comprise of four sections consist of 4 parts: 1) Part 1: Demographics Data 2) Part 2: General Perception about environmental friendly practices of employees in their hotels 3) Part 3: Perception of employees on environmental friendly practices and 4) Part 4: Intention of employees on environmental friendly practices.

Data Collection

The information and data in this research study are both primary and secondary data. The researcher used the secondary data by studied and applied the information from libraries, books and periodicals, and internet. The primary from the researcher did the survey about perception and intention of employees from the hotels in Bangkok on environmental friendly practices in their hotels. The researcher distributed questionnaire to the respondents and the results were processed through SPSS program.

Analysis of Data



To present and description of demographics of the samples, the researcher used descriptive statistics (Frequency, Percentage, Mean and Standard Deviation).

To testing the hypothesis: the employees with different demographics (gender, age, and position) will have different perception on environmental friendly practices. The comparison of the mean difference between the variables was applied, if there were 2 groups analyzed by t-test. If there were more than 2 groups used F-test (one-way Analysis of Variance).

To testing the hypothesis: the employees with different demographics (gender, age, and position) will have different intention on environmental friendly practices. The comparison of the mean difference between the variables was applied, if there were 2 groups analyzed by t-test. If there were more than 2 groups used F-test (one-way Analysis of Variance).

To testing the hypothesis: here is a significant relationship between perception and intention on environmental friendly practices. The researcher used Pearson's Product Moment Correlation Coefficient.

RESULTS

Table 1
Number and percentage of demographics data of employees from hotels in Bangkok Metropolitan Area

Personal Information	Frequency	Percent
Sex		
Male	155	38.8
Female	245	61.3
Total	400	100.0
Age		
Less than 20 years old	4	1.0
20 – 30 years old	166	41.5
31 – 40 years old	160	40.0
41 – 50 years old	58	14.5
51 – 60 years old	12	3.0
Total	400	100.0
Position		
Middle Management/Department Head	76	19.0
Junior Management/Manager	58	14.5
Supervisor	119	29.8
Operator/Staff	133	33.3
Temporary	14	3.5
Total	400	100.0

Table 1 shows that 245 respondents or 61.3% of the respondents were female and 155 respondents or 38.8% of respondents were male. The majority of the respondents age between 20 – 30 years old with 166 respondents or 41.5% who responded to the survey. The majority of the respondents are operator/staff with 133 respondents or 33.3% who responded to the survey.

Table 2
Overall perception and overall intention of employees on environmental friendly practices

Overall perception of employees on environmental friendly practices	\bar{X}	S.D	Results	Overall intentions of employees on environmental friendly practices	\bar{X}	S.D	Results
Energy saving	3.77	0.82	high	Energy saving	4.10	0.79	high
Water saving	4.07	0.80	high	Water saving	4.18	0.86	high



Waste reduction	4.05	0.84	high	Waste reduction	4.09	0.86	high
Environmental caring program	4.06	0.80	high	Environmental caring program	4.06	0.88	high
Overall perception	3.99	0.75	high	Overall intention	4.11	0.80	high

As presented in Table 2, about overall perception of employees on environmental friendly practices, the respondents agreed in high level on perception of employees on environmental friendly practices ($\bar{X} = 3.99$, S.D = 0.75). The highest score is water saving, the respondents agreed in high level on water saving factors ($\bar{X} = 4.07$, S.D = 0.80). Next, environmental caring program, the respondents agreed in high level on environmental caring program factors ($\bar{X} = 4.06$, S.D = 4.06). About waste reduction, the respondents agreed in high level on waste reduction factors ($\bar{X} = 4.05$, S.D = 0.84). And the last about energy saving, the respondents agreed in high level on energy saving factors ($\bar{X} = 3.77$, S.D = 0.82).

Overall intentions of employees on environmental friendly practices, the respondents agreed in high level on intentions of employees on environmental friendly practices ($\bar{X} = 4.11$, S.D = 0.80). The highest score is water saving, the respondents agreed in high level on water saving factors ($\bar{X} = 4.18$, S.D = 0.86). Next, energy saving, the respondents agreed in high level on energy saving factors ($\bar{X} = 4.10$, S.D = 0.79). About waste reduction, the respondents agreed in high level on waste reduction factors ($\bar{X} = 4.09$, S.D = 0.86). And the last about environmental caring program, the respondents agreed in high level on environmental caring program factors ($\bar{X} = 4.06$, S.D = 0.88).

For testing the hypothesis, Independent T-test and One Way Analysis of Variance (ANOVA) was used to determine the difference among the respondents for each variable in the study. It would be conducted when statistically significant difference was found at 0.05 alpha level.

Hypothesis 1: The employees with different demographics (gender, age, and position) will have different perception on environmental friendly practices.

Table 3

Independent Sample T-test of gender and perception on environmental friendly practices

	Male		Female		<i>t</i>	<i>P</i>
	\bar{X}	S.D	\bar{X}	S.D		
Energy saving	3.79	0.93	3.76	0.74	0.367	0.714
Water saving	4.09	0.89	4.06	0.74	0.496	0.685
Waste reduction	4.00	1.00	4.08	0.72	-0.958	0.338
Environmental caring program	3.98	0.87	4.11	0.75	-1.501	0.134
Overall perception	3.96	0.86	4.00	0.67	-0.460	0.645

From table 3, the results shown that Independent Sample T-test was used to determine whether female and male respondents' perception on environmental friendly practices. There were no significant difference in their perception on environmental friendly practices about overall perception, energy saving, water saving, waste reduction and environmental caring program ($p > 0.05$).

Table 4

ANOVA Result of age and perception on environmental friendly practices

	Sum of Squares	df	MS	F	Sig
Energy saving					
Between Groups	27.775	4	6.944	11.274	0.000*
Within Groups	243.285	395	0.616		
Total	271.060	399			
Water saving					
Between Groups	24.517	4	6.129	10.437	0.000*



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Within Groups	231.954	395	0.587		
Total	256.470	399			
Waste reduction					
Between Groups	43.812	4	10.953	18.131	0.000*
Within Groups	238.623	395	0.604		
Total	282.436	399			
Environmental caring program					
Between Groups	36.780	4	9.195	16.267	0.000*
Within Groups	223.272	395	0.565		
Total	260.053	399			
Overall perception					
Between Groups	31.829	4	7.957	16.191	0.000*
Within Groups	194.131	395	0.491		
Total	225.960	399			

* $p \leq .05$

From table 4, the results shown that ANOVA was used to determine whether age of respondents' perception on environmental friendly practices. There were significant difference between age toward perception in overall perception ($F = 16.191$, $p = 0.000$ ($p < 0.05$)). There were significant difference between age toward perception in energy saving factors ($F = 11.274$, $p = 0.000$ ($p < 0.05$)). There were significant difference between age toward perception in water saving factors ($F = 10.437$, $p = 0.000$ ($p < 0.05$)). There were significant difference between age toward perception in waste reduction factors ($F = 18.131$, $p = 0.000$ ($p < 0.05$)). There were significant difference between age toward perception in environmental caring program factors ($F = 16.267$, $p = 0.000$ ($p < 0.05$)).

Table 5

ANOVA Result of position and perception on environmental friendly practices

	Sum of Squares	df	MS	F	Sig
Energy saving					
Between Groups	27.812	4	6.953	11.290	0.000*
Within Groups	243.248	395	0.616		
Total	271.060	399			
Water saving					
Between Groups	14.458	4	3.614	5.899	0.001*
Within Groups	242.013	395	0.613		
Total	256.470	399			
Waste reduction					
Between Groups	26.184	4	6.546	10.090	0.000*
Within Groups	256.252	395	0.649		
Total	282.436	399			
Environmental caring program					
Between Groups	22.641	4	5.660	9.418	0.000*
Within Groups	237.411	395	0.601		
Total	260.053	399			
Overall perception					
Between Groups	19.337	4	4.834	9.242	0.000*
Within Groups	206.623	395	0.523		
Total	225.960	399			

* $p \leq .05$



From table 5, the results shown that ANOVA was used to determine whether position of respondents' perception on environmental friendly practices. There were significant difference between position toward perception in overall perception ($F = 9.242, p = 0.000 (p < 0.05)$). There were significant difference between position toward perception in energy saving factors ($F = 11.290, p = 0.000 (p < 0.05)$). There were significant difference between position toward perception in water saving factors ($F = 5.899, p = 0.001 (p < 0.05)$). There were significant difference between position toward perception in waste reduction factors ($F = 10.090, p = 0.000 (p < 0.05)$). There were significant difference between position toward perception in environmental caring program factors ($F = 9.418, p = 0.000 (p < 0.05)$).

Hypothesis 2: The employees with different demographics (gender, age, and position) will have different intention on environmental friendly practices.

Table 6
Independent Sample T-test of gender and intention on environmental friendly practices

	Male		Female		<i>t</i>	<i>P</i>
	\bar{X}	S.D	\bar{X}	S.D		
Energy saving	4.01	0.830	4.16	0.766	-1.917	0.056
Water saving	4.10	0.917	4.22	0.824	-1.345	0.180
Waste reduction	3.98	0.997	4.16	0.760	-2.052	0.041*
Environmental caring program	4.00	0.952	4.11	0.832	-1.198	0.232
Overall intention	4.02	0.890	4.16	0.745	-1.708	0.088

From table 6, the results shown that Independent Sample T-test was used to determine whether female and male respondents' intention on environmental friendly practices. There were significant difference between female and male toward intention in waste reduction factors ($t = -2.052, p = 0.041 (p < 0.05)$). But specifically, they also respond no significant difference in their intention on environmental friendly practices about overall participation, energy saving, water saving and environmental caring program ($p > 0.05$).

Table 7
ANOVA Result of age and intention on environmental friendly practices

	Sum of Squares	df	MS	F	Sig
Energy saving					
Between Groups	15.454	4	3.864	6.466	0.000*
Within Groups	236.030	395	0.598		
Total	251.484	399			
Water saving					
Between Groups	22.434	4	5.609	8.085	0.000*
Within Groups	273.995	395	0.694		
Total	296.429	399			
Waste reduction					
Between Groups	22.271	4	5.568	8.002	0.000*
Within Groups	274.846	395	0.696		
Total	297.117	399			
Environmental caring program					
Between Groups	20.296	4	5.074	6.928	0.000*
Within Groups	289.296	395	0.732		
Total	309.592	399			
Overall participation					
Between Groups	19.494	4	4.873	8.029	0.000*



Within Groups	239.757	395	0.607	
Total	259.250	399		

* $p \leq .05$

From table 7, the results shown that ANOVA was used to determine whether age of respondents' intention on environmental friendly practices. There were significant difference between age toward intention in overall participation ($F = 8.029, p = 0.000 (p < 0.05)$). There were significant difference between age toward intention in energy saving factors ($F = 6.466, p = 0.000 (p < 0.05)$). There were significant difference between age toward intention in water saving factors ($F = 8.085, p = 0.000 (p < 0.05)$). There were significant difference between age toward intention in waste reduction factors ($F = 8.002, p = 0.000 (p < 0.05)$). There were significant difference between age toward intention in environmental caring program factors ($F = 6.928, p = 0.000 (p < 0.05)$).

Table 8

ANOVA Result of position and intention on environmental friendly practices

	Sum of Squares	df	MS	F	Sig
Energy saving					
Between Groups	9.467	4	2.367	3.863	0.004*
Within Groups	242.017	395	0.613		
Total	251.484	399			
Water saving					
Between Groups	9.241	4	2.310	3.177	0.014*
Within Groups	287.188	395	0.727		
Total	296.429	399			
Waste reduction					
Between Groups	7.663	4	1.916	2.614	0.035*
Within Groups	289.454	395	0.733		
Total	297.117	399			
Environmental caring program					
Between Groups	8.559	4	2.140	2.808	0.025*
Within Groups	301.033	395	0.762		
Total	309.592	399			
Overall participation					
Between Groups	8.209	4	2.052	3.229	0.013*
Within Groups	251.041	395	0.636		
Total	259.250	399			

* $p \leq .05$

From table 8, the results shown that ANOVA was used to determine whether position of respondents' intention on environmental friendly practices. There were significant difference between position toward intention in overall participation ($F = 3.229, p = 0.013 (p < 0.05)$). There were significant difference between position toward intention in energy saving factors ($F = 3.863, p = 0.004 (p < 0.05)$). There were significant difference between position toward intention in water saving factors ($F = 3.177, p = 0.014 (p < 0.05)$). There were significant difference between position toward intention in waste reduction factors ($F = 2.614, p = 0.035 (p < 0.05)$). There were significant difference between position toward intention in environmental caring program factors ($F = 2.808, p = 0.025 (p < 0.05)$).

Hypothesis 3: There is a significant relationship between perception and intention of hotel employees on environmental friendly practices.



Table 9

Correlation between employees' perception and intention of hotel employees on environmental friendly practices

	Overall Perception	Overall Intention
Overall Perception		
Pearson Correlation	1	0.881 (**)
Sig. (2-tailed)		0.000
N	400	400

Note ** = Correlation is significant at the 0.01 level (2-tailed).

From table 9, the result revealed a significant positive and strong correlation between employees' perception and intention of hotel employees on environmental friendly practices ($r = 0.881$, $p = 0.000$ ($p < .01$)). Therefore, hypothesis 3 was supported.

CONCLUSION

The research result found that there were significant difference between age toward overall perception, energy saving, water saving, waste reduction and environmental caring program. The employees with age 31 – 40 years old have higher perception in all factors than other groups. It could show that they are not too young and not too old so they could interest with their work, interest their colleague and could more interest and join policy in organization. The research result found that there were significant difference between position toward overall perception, energy saving, water saving, waste reduction and environmental caring program. We could learn that the employees who are operator/staff and temporary reported significantly lower perception in all factors than those who work in other position because middle management/department head, junior management/manager or supervisor has to responsible for managing jobs, follow organization policies etc. There were also significant difference between position toward overall intention, energy saving, water saving, waste reduction and environmental caring program. We could learn that the employees who are operator/staff and temporary reported significantly lower intention in all factors than those who work in other position. There were quite similar with the result in perception part. They focus on their work. Some of them have too much work to handle. Some of them did not interest in organization policies or did not want to join activities. Those are the one reason why they have significantly lower intention in all factors than those who work in other position.

SUGGESTIONS

The organization should make policy about environmental friendly practices to be the one part of organization strategy for promote organization and should make employees know more about environmental friendly practices in their organization by promote and give them more information from all communication channels. Therefore, the hotel management team can improve the efficiency of those sources to deliver clearer knowledge to reach the employees in a broader range about intention on environmental friendly practices.

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