

THE RELATIONSHIP OF GREEN PRACTICES OF HOTELS AND INTENTION TO VISIT -THE MODERATING EFFECTS OF GREEN BEHAVIORS, ENVIRONMENTAL AWARENESS, AND PERCEIVE

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ABSTRACT

More and more tourism establishments have been moving towards attaining sustainability through greening their operations, and hotels are not exempted from this movement. Thus, this chapter aims to explore how green practices of hotels influence guests' intention to visit an environmentally-responsible accommodation facility. The participants of the study were guests from select accredited 4- and 5-star hotels in Clark Freeport Zone, Philippines. Using predictive-causal research design, and partial least squares path modeling, the study revealed that hotel guests' subjective norm, perceived behavioral control, and perceived effectiveness were found to have a significant influence on intention to visit an environmentally responsible hotel. Additionally, hotel guests' attitude and environmental awareness moderate the relationship between green practices of hotels and intention to visit an environmentally-responsible hotel.

Keywords: Green Practices, Intention to Visit, Attitude, Environmental Awareness, Hotel

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