"Green Hotels Implications: a Research on 3, 4 and 5 Stars Hotels in Canakkale City Center"

Assoc. Prof. Dr Ekrem Tufan [1], S. Emre Dilek [2] – Önsekiz Mart University, Çannakale, Turkey

Abstract

Nowadays, companies no matter what industry realize that they can not sustain their companies life without having environmental sensitivity. For instance, the largest food company in Germany Hipp which produces baby foods, % 70 of inputs are ecological. Moreover, the biggest grocery store group in England Tesco sell green products in 145 of their 600 stores (Ekinci;2007;76). Also, international accommodation companies in service industry such Four Seasons, Best Western, Ibis Hotels protect to environment thanks to using renewable energy resources. Besides they also save to money in their business activities. So companies suppose to consider environment effects of their activities and add them to their strategic plans. That kind of environment activities and marketing strategy that to take note of environment implications are called 'green marketing'.

Defined as environmentally-sensitive marketing, green marketing is applied as a green hotel by accommodation establishments, and as a result of this application, hotels are entitled to be awarded a green star certificate. While those international hotel establishments which have become a brand are carrying out important activities with respect to the green hotel practice, it might be stated that hotels in Turkey are at the beginning level concerning sensitivity to the environment. In the study, the literature on subject was examined and focused on green practices of 3,4 and 5 stars hotels in Canakkale city center. Indeed, their attitudes and perceptions were tried to determine with deeply interview method.

Finally, the study indicates that the hotels in Canakkale are sensitive especially about energy management. But this sensitivity is not motivated by green hotel policy, it is motivated by high energy costs. On the other hand, other green hotel (environment-friendly hotel) practices of the hotels are inadequate, yet.

Key Words: *Green marketing, tourism & green marketing, green hotel, green tourism, Canakkale Turkish tourism*

1. Introduction

It is observed that environment notion and viewpoint of people to environment has significantly altered with social, economic and politic developments together recently. After Industry revolution that has begun in England, chimney gases, poisonous wastes and other wastes which are owing to overindustrialized have caused serious environmental problems.

Furthermore, desirous and careless production desire of people causes to use as if the resources never give out and also, production and consumption wastes begin internationally to dirty sea, lakes, rivers and lands. So many countries direct to look for some international solutions this pollution around the world.

Nowadays, all societies come up against crucial threat owing to global climate change. Global environment problems can be solved by global partnership and co-operation. The first comprehensive regulations concerning the environment was made in the early 1970's. Hereafter in 1987, the concept of sustainable development that was emerged by the World committee on environment and development is the basis of green marketing (Eren&Yılmaz;2008). This concept means that "to meet today's requirements without compromising from the ability of future generations to meet their needs" It brings about that companies have different viewpoint.

Nowadays, companies no matter what industry realize that sustain to their companies life without having environmental sensitiveness. So they have to keep environmental dimension of their any activities into their business strategy and long-term plans.

Also, environment in tourism industry is absolutely important element. So it can not be expected that tourism establishments are insensitive about environment. Considering the principle of "sensitivity to the environment", many tourism establishments have adopted the understanding of green marketing for reasons such as environmental pollution, impairment of the natural life, consumer trends, competitive pressure and the legal sanctions of states.

Practices of hotel management for the protection of the nature and for sustainable tourism, referred to as green hotel man-

[1] Assoc. Prof. Dr. Canakkale Onsekiz Mart University, School of Tourism and Hotel Management, Accomodation Management Department, Terzioglu Campus, Canakkale, TURKEY 17100, etufan@yahoo.com, Tel: 0090 535 889 94 25. (Enlarged form of this survey was published in proceeding book of III. International Scientific Conference in Presov, Slovakia, October 2010.).

[2] MBA Student, Canakkale Onsekiz Mart University, School of Tourism and Hotel Management, Tourism Management Department, Terzioglu Campus, Canakkale, TURKEY 17100, s.emre.d@hotmail.com, Tel: 0090 537 686 28 65.

agement, help both energy saving by accommodation establishments and the reduction of wastes left in the nature. Green hotel practices are regarded as a vacancy, the importance of which is gradually increasing in the sector. Therefore, establishments are headed for green hotel practices and carry on various activities in the name of eliminating the vacancy concerned. From this point of view, purpose of this study is to determine perceptions and attitudes of 3,4,5 stars hotels in Canakkale city center about green practices.

When it comes to importance of the survey, there are two reasons:

- As far as we know it is the first study about relationship between hotels and green marketing implications,
- Tourism is largely a part in Canakkale city vision, so while making a decision about city in the future, tourism always will be the most important thing.

2. Literature Review

2.1 Relationship Between Tourism and Green Marketing

Tourism has lots of varieties. One of those is clearly natural and cultural environment. As known environment is one of the most important resources of tourism. In addition, it can not be thougt that tourism and environment are separated. So it is clear that tourism which is developed against nature and environment, destroy its resources. Orderly and protected environment is necessary for a successful and sustainable tourism.

Nowadays, using of resources in tourism industry is badly affected rapidly increasing of consumption. Harmful wastes in chain of production and consumption destroy inadequate resources and damage to environment. It can be said that the world is to be faced with global dangerous because of galobal warming and other environmental problems (air, water, noise pollution etc.). IPPC (International Plant Protection Convention) which is supported by UN (United Nations), published a report that avarage temperature of the World will be higher 5.8 C than today in 2100 (Erdogan;2003). This increasing causes many negativeness such a melting icebergs, rising sea level and global climate change. In a word, increasing temperature of the World means ending life.

When we think that tourism is an industry which provides 9.1 % of world total incomes and 8.8% total employment (World Travel and Tourism Counsil, 2011). WTO (World Tourism Organization,2000) estimates that number of international tourist will be 1.6 billion people in 2020. Besides tourists who travel in their countries are not included in this number. According to many surveys, % 90 of energy consumption of tourist become throughout round-trip. Because % 43 of international tourists go to a destination by plane, % 42 of them by bus or car, % 15 of them by cruise or train (Sagevik;2009). As a matter of fact airline transportation is one of the most important reason of global climate change (Sagevik;2009). Moreover, other tourism component (accommodation, entertainment, food&beverage, shopping etc.) which is naturally demanded by tourists, also damage to natural and cultural environment.

According to report of UN, one tourist produces one kilo solid waste in a day (Mastny;2002). So if a tourism company has not a waste management, wastes have harmful effect on environment. Many serious problems are observed during high tourism seasons especially in crowded destinations. Nevertheless Bluewater Network reveal that a cruise-ship produces 3.8 billion litre washroom, bath and laundry water, 795.000 litre sewer system, 95.000 litre diesel oil, 8 ton garbages, 416 litre chemical liquid which is used for photographs and 19 litre cleaning materials during a tour.

Even only these informations show to importance of relationship between tourism and environment. If so, we have to take into consider tourism-environment relationship and improve environment protection rules and programmes. Otherwise, when thought about number of international tourists in 2020, it is not difficult to see that there are critical problems on sustainable tourism.

From this point of view, many companies no matter where are going concern on demand of consumers with environment-sensitivty approach. Also, this approach of companies will bring green marketing implications in tourism industry.

Green marketing firstly discussed and defined in 'ecological marketing' seminar which was organized by American Marketing Association in 1975. According to this definition ecological marketing is a kind of marketing which has environmental-sensitivity, about positive and negative effects of marketing activities on environment pollution, energy consumption and consumption of other resources. (http://www.paradoks.org/makale/yil3_sayi1/gerbaslar31.pdf)

Green marketing notion that was begun to focus on in 1980's, is used as a synonymous with ecologic, environmentalist or environmental, sustainable marketing (Ay & Ecevit;2005).

Kotler (1991) expressed green marketing as a process that protects and develops prosperity of costumers and society, defines desires and needs of organization, intrests of target mass and to provide customer satisfaction more productive and effective than other competitors.

Polonsky (1994) defined green marketing as meeting needs and desires of people by causing minimum harm to environment.

By the year 2000, Clow and Baack (2007) explained that green marketing is to create and to promote products which protect environment.

Because of changes from 1980's till today, we have to point out two facts as directly proportional to each other. On the one hand as sensitiveness of customers increases, companies to go towards green marketing implications; on the other as companies go towards green marketing implications, sensitiveness of customers tend to increase.

From this point of view companies notice that green marketing understanding bring about competition advantage. Besides it is important reason that this understanding minimize to their costs. Also they realize importance of being environment-friendly hotel anymore. So environmental (green) marketing understanding start to become widespread day by day (Eren&Yılmaz;2008)

According to Foster et al. (2000), the reasons directing accommodation establishments to green marketing practices are listed as follows:

- There has been an increase in the interests of consumers in environmental issues;
- There has been an increase in the regulations on the environment;
- Hotel managers have been more interested in ethical issues;
- Hotels desire to ensure more customer satisfaction; and
- They desire to eliminate problems regarding physical appearance.

Overall, it might be stated that the indispensability of environmental quality for the tourism sector causes accommodation establishments to adopt the principle of sensitivity to the environment and, in this context, to develop the understandings of green marketing. In accommodation establishments, environmentally-sensitive green marketing practices are primarily considered under the concepts of green hotel or eco-hotel. Although both concepts have the same meaning, the green hotel practice is used more commonly.

2.2 Green Marketing Implications in Hotels

Hotel management practices which based on sustainable tourism, referred to as green hotel management, help both energy saving by accommodation establishments and the reduction of wastes left in the nature.

There are kinds of reasons which point to accommodation companies at green marketing implications and green hotel practices. These reasons are competition pressure, attitudes of consumers and NGO's about environment and environment policies of goverments.

2.2.1 Eco-labeling Criterions of Europan Union

Environment policies of EU attract to attention in the process of being green hotel. EU commission determined *five basic strategies* which are about improving technics of eco-productivity, competition and creativeness. These 5 strategies are listed as follows: (http://ec.europa.eu/environment/gpp/gpp_and_eco_labels_en.htm)

- To provide that societies voluntarily join to eco-management and control plan of EU EMAS (http://ec.europa.eu/environment/emas/pdf/eversummary.pdf)
- Eco-labeling and criterions (It is very important quality certificate in Europe)
- Entegrated shore regions management strategy about solving problems in tourism of shore regions
- To take common steps with public and private sector co-operation for sustainable tourism
- To finance to creative implications project with life-environment programme directed towards improving of environment protection (1655/2000/AT regulation published by EU)

Due to the fact that tourism establishments have the green conscious, EU support and finance to them in Europe. This attitude of EU provide advantage to tourism companies. They also give some help to this process.

Furhermore, EU determined eco-hotel/green hotel criterions with regulation of 1980/2000. Eco-labeling criterions divided to two section like indispensable and dispensable. If the establisments want to have eco-label, they have to make all indispensable criterions and some dispensable ones. Purposes of these criterions are listed as follows:

- To limit water consumption
- To limit energy consumption
- To limit waste production
- To use renewable resources
- To provide environmental education and communication

Besides, there are lots of subjects in the indispensable criterions such a heating system, energy, water resources, waste management, cigarette areas, transportation, sharing information, general management and service. Also, in the dispensable criterions are there some subjects directed towards energy, water, dangerous materials and general management rules to take points. Total point to take from dispensable criterions should be minimum 16.5 point. If a tourism establisment has ISO 14001 certificate, they don't have to make something about general management criterions.

2.2.2 Green Hotel Certificate Criterions of Tourism Ministery of Turkey

The increasing sensitivity of tourism-related institutions, the NGOs, tourism establishments and consumers to the issue of environment brought about some applications in Turkey within the scope of green marketing. The green star certificate system applied by the Ministry of Culture and Tourism in Turkey can be shown as an example to this. Considering international criteria and the experienced developments within the scope of green star practice, a scoring system was prepared. The criteria concerned are outlined as follows:

a) Establishments should have an environmental policy and an action plan.
b) There should be a special authorized person to apply the action plan at the establishment or besides an authorized person in charge of the application at the establishment, this service should be obtained from an expert or a specialized firm.
c) The establishment should provide the staff with training to promote environmental sensitivity and create environmental measures and an action plan.
d) There should be an environmentally-sensitive waste water plan.
e) Records should be kept indicating that the protective maintenance and repairs of all installments, equipments and devices used at the touristic accommodation establishment are performed periodically.
f) The establishment should collect and monitor data with respect to water consumption, energy consumption for heating and cooling, electricity consumption and general energy consumption (Energy consumption per indoor m^2 or per overnight stay, the preparation of monthly, three-month and annual reports and their preservation in files).
g) The chemical substances (in volume and/or weight) used in the establishment should be monitored and the data (Consumption per indoor m^2 or per overnight stay, the prepara-

tion of monthly, three-month and annual reports and their preservation in files) should be collected.

h) The amount of waste (volume and/or weight) occurring in the establishment should be monitored and the data (Consumption per indoor m^2 or per overnight stay, the preparation of monthly, three-month and annual reports and their preservation in files) should be collected.

i) The following documents are updated and preserved in a file in the establishment that operates in an environmentally-sensitive way:

- An annual report prepared concerning all activities of the establishment in compliance with its environmental policy and action plan,
- Documents such as the invoice and report by the producing firm indicating that the installments, equipments and materials, used and elaborated in this form, are environmentally-sensitive, that their maintenance is performed regularly and that they are about the environmentally-sensitive activities performed in the establishment; an introductory brochure; the invoice and report by the firm that performs maintenance; the document of the related institutions and organizations; engineering and architecture reports; the report of the related vocational institution and etc.,
- The training program and certificates of the employees regarding sensitivity to the environment as well as the documents distributed and declared to the staff and customers,
- Documents on the activities of cooperation and coordination with nongovernmental organizations and the related institutions and organizations about sensitivity to the environment.

Table 1. Green Star Minimum Score Table

RESORT ESTABLISHMENTS		CITY ESTABLISHMENTS	
CATEGORY	Minimum Score	CATEGORY	Minimum Score
5 Star holiday Village	330	5 Star Hotel	250
5 Star Hotel	300	4 Star Hotel	200
4 Star holiday Village	280	3 Star Hotel	170
4 Star Hotel	230	1–2 Star hotel and other	140
3 Star Hotel	170		
1–2 Star hotel and other	140		

Source: Ministery of Culture and Tourism of Turkey (http://www.kultur.gov.tr/TR/Genel/BelgeGoster.aspx

4. Method of Survey and Research Field

In the study, the literature on subject was examined and focused on green practices of 3,4 and 5 stars hotels in Canakkale city center. Indeed, their attitudes and perceptions were tried to determine with deeply interview method which is one of the qualitative methods. Because of collecting data an interview form was prepared and improved before interview. In the first part of that interview form are there special features of hotels and hotels managers. In the second part was asked if they have programme about environment applications. Furthermore there are other questions about their member of environment society and if they employ someone about environment like environment engineer. Besides it was asked whether there is a competitive advantage on purchasing behaviour of consumers of environment-friendly hotels. Also, in the last part are there questions about their waste management, water and energy saving, environment certificates. Finally, their gren hotel practices and requirements in the process of being green hotel was examined and determined some suggestions.

5. Results of the Survey

The survey was realized owing to in dept interview method with 3,4 and 5 stars hotels in Canakkale city center. Interview form which was prepared before interview was used as a data collecting means. While preparing this form, the following sources are consulted: Gil (2001), Manaktola and Jauhari (2007), Erdogan and Barıs (2007), Eren and Yılmaz (2008).

There are three section in interview form. General special features of the hotels and status of persons who were interviewed are in the first part. So these are listed in table-2 as follows:

Table 2. Characteristics of Hotel and Managers

Hotels	Qualifications	Interviewed Manager
Hotel 1	3 star	Hotel Manager
Hotel 2	5 star	Front Office Manager
Hotel 3	3 star	Hotel Manager
Hotel 4	4 star	Front Office Manager
Hotel 5	3 star	Front Office Manager
Hotel 6	3 star	Sales & Marketing Manager
Hotel 7	4 star	Front Office Manager
Hotel 8	4 star	Front Office Manager
Hotel 9	3 star	Sales & Marketing Manager
Hotel 10	4 star	Hotel Manager

As seen in table-2, ten hotels in Canakkale city center was interviewed. There actually is one more hotel with 3 stars in city center, which did not want to participate in our survey. There are one 5 star hotel, four 4 star hotels and all the rest are 3 star hotels. Besides five managers in the study are front office managers, three of them are general managers and the others are sales and marketing managers.

In the second part, there are general evaluations which are about environment-protect of the hotels. They can be seen in table-3:

Table 3: General Evaluations About Environment-protect

Questions	Yes	No
Employee responsible about environment-protect	5	5
Membership of certificate programmes or environment establishments	4	6
Environment prize	2	8
Written environment policy or a report of Environmental Effect Evaluation	2	8

There are only two hotels which have environment policy. It shows that hotels in Canakkale do not care about environment while they use resources, they do not protect the environment. So it is vital issue for sustainable tourism and environment in Canakkale.

Also, the other most important thing in second part of the study is effects of green hotel practices on consumers. It is crucial if these practices are effecting on behaviour of consumers. Because as it has been stated previously, competitive pressure is very important due to the fact that tourism establisments become implementers of green tourism. These informations are given in table-4:

Table 4. Effects of Green Hotel Practices on Purchasing Behaviour of Consumers

Hotels	Effective	Ineffective	No idea
3 star hotels	three hotels		two hotels
4 star hotels	three hotels	one hotel	
5 star hotels		one hotel	

In table-4, six hotels think that green hotel practices are effective and provide to them competitive advantage in the sector. Two hotels said that these practices are ineffective for them. So they do not want to do something about environment. Two hotels also say anything about that subject. From this point of view, it can be said that most of hotels ponder that these implications are absolutely important.

The last part of interview form, it was tried to determine what kind of practices have the hotels and level of their sensitiveness about to be environment-friendly hotel or green hotel. According to this point;

- It is not enough that the hotels give information to their employee about environment. Only three hotels sometimes train to their employee. Besides meetings are organized by Canakkale Hotels Association as a monthly or weekly. Also, environmental problems are discussed in the meetings.
- Most of hotels (seven of them) have information enough about ISO 14001 and Green Star Certificate which is given by Tourism Ministry of Turkey. Other hotels know anything about them.
- The hotels usually use environment-friendly products (organic agriculture products, renewable products etc.). Only two hotels are insufficient about that.
- Dangerous wastes are decomposed and waste oils and foods are given to establisments working under an agreement or Municipality of Canakkale by six hotels. Municipality of Canakkale take to waste foods from the hotels to shelter of animals.
- While half of hotels are sensitive about purchased renewable products, the others do not care about that. But all hotels don't purchase one-used equipments (plastic cups, plates etc.).
- Because they want to save energy, all hotels use energy savers and economical lamps in their hotel rooms. They express that energy is very expensive so they have to use these equipments. Besides they use sensor and timer in general area. They save around %25-30 in a year due to these practices. Moreover, only two hotels partly use sunshine energy (renewable energy).
- All hotels in Canakkale city center are comperatively less successful regarding water saving. Especially, there are problems to refine waste waters and discharge them into outside (garden of hotel, pool etc.). even if the hotels in centrum want to do something about this practices, they don't anything. They emphasize that it is impossible to do something due to their location.
- All hotels normally change towels and sheets however customers want. But they said that 'it is impossible. Because tourists who come to Canakkale stay just one day'.
- Dirty clothes are decomposed by most of the hotels (7 hotels) in respect to their level of dirtiness. Besides, they have washing and drying machines which provide water and energy saving.

The study indicates that the hotels in Canakkale are sensitive especially about energy management. But this sensitivity is not motivated by green hotel policy, it is motivated by high energy costs. Furthermore, other green hotel (environment-friendly hotel) practices of the hotels are insufficient. There are two reasons. First, because high cost of investments are necessary to be green hotel. So the hotel owners avoid these investments. Second, they do not believe that they can realize these practices because of their locations in city. City hotel managers emphasize that being a city hotel is disadvantage for green hotel practices.

Shortly, it can be said that the hotels in Canakkale have some green practices, but these are inadequate, yet.

5.1 Evaluations and Suggestions

Green hotel practices, which best express sensitivity to the environment, primarily require serious investments. The reason why hotels hesitate to become a green hotel is generally the consideration of short-term profit and the high cost of investments. Taking steps towards green marketing might be more difficult for city hotels due to the problems resulting from urbanization.

The hotel authorities in the study also emphasize that being a city hotel creates some disadvantages to the realization of environmental projects. Because city hotels are surrounded by a city due to their locations, they are exposed to variables in which they cannot intervene. For instance, there are exogenous factors they cannot control such as air pollution, noise pollution and traffic. Thus, the environment-friendly city hotels are as if they were islands surrounded on four sides with environmental problems within the respective life course of the city. Therefore, its external stakeholders also need to be included in, and support, the above-mentioned process.

In order to make the understanding of green hotel management widespread and to apply it, first of all, hotel owners and managers have to attach more importance to environmental sensitivity, determine long-term policies and be willing to plan this with all its stakeholders. The fact that local governments and central law-making governments make legal regulations and practices, which will force hotels, for environmentally-sensitive practices will have an effect of accelerating the development of environmental sensitivity and consciousness. It should be borne in mind that consumers' sensitivity when choosing environmentally-sensitive establishments while participating in tourism and while staying is one of the most important elements to contribute to the development of green hotel management. Thus, becoming conscious of the environment in the dimensions of both supply and demand is unavoidable for green hotel management.

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