The Economies of Balkan and Eastern Europe Countries in the Changed World (EBEEC 2013)

Customers' Ethical Behaviour towards Hotels

Irene Tilikidou[a]*, Antonia Delistavrou[b], Nikolaos Sapountzis[c]

[a] Professor, Department of Marketing, TEI of Thessaloniki, P.O. Box 141, 57400 Thessaloniki, Greece
[b] Lecturer, Department of Marketing, TEI of Thessaloniki, P.O. Box 141, 57400 Thessaloniki, Greece
[c] Part-time Lecturer, Department of Marketing, TEI of Thessaloniki, P.O. Box 141, 57400 Thessaloniki, Greece

Abstract

This study is an exploratory research effort to understand hotel future customers' intentions to adopt and perform the three types of ethical tourism, namely positive, negative and discursive types. There has been scant research, so far, with regards to ethical behaviour in the tourism sector. In addition there are considerable voids with reference to the factors that are able to affect this type of behaviour. However, in Greece there is already a considerable number of hotels, which have obtained the Green Key certificate. Their managers do need and seek for the most optimum marketing channels to promote their competitive advantages.

The present study aimed to offer a somewhat better understanding of future travellers' intentions to adopt ethical consumption when travelling. Intentions of future travellers to search, plan and actually visit a green hotel was examined. The examination included also consumers' willingness to participate in a boycotting against an unethical hotel and further spread their word against unethical hotel practices through discursive activities, such as petitions gathering, taking part in protest events etc. In addition, it was aimed to investigate the impact of attitudes and demographics on customers' intentions to adopt and perform the above mentioned ethical behaviours.

With reference to intentions to stay at a green hotel, it was found that potential travellers seem more agreeable to express their willingness to stay at a green hotel than to plan or make an actual effort to do so. The usual in consumer behaviour gap between intentions and actual behaviour was established here once more. It was also found that travellers are very much willing to participate in a hotel boycotting in cases that the hotel under boycotting has been demonstrably reported for safety and hygiene scandals, child labour, cruelty towards animals and particularly barbaric exploitation of their employees. On the contrary, consumers were not found equally willing to participate in discursive activities against unethical hotels. In fact, all they were found to do is to discuss with their friends the possibility of getting engaged in a hotel boycotting. The results also indicated that better educated consumers expressed higher level of intentions to stay at a green hotel, to boycott and discursively act against an unethical hotel, than their counterparts did. Women were found more likely to participate in a hotel's boycotting and consumers of 35-44 years of age were found more likely to enhance discursive activities.

Attitudes that concern green hotels seem to be able to influence moderately travellers' intentions to stay at a green hotel. Intentions are mostly effected by those attitudes that concern consumers' feelings that staying at a green hotel is favourable and desirable. Attitudes in overall were found to be more able to influence consumers' willingness to stay at a green hotel than their actual plans or efforts to do so. Attitudes seem to be able, to a lesser extent, to influence consumers' intentions to get involved in boycotting and discursive activities.

These findings, if studied carefully, might very well be found useful to marketing management strategies in cases of green hotels or hotels, which would decide to "go green" in the future. The Green Key certification should become one of criteria used in searching and locating hotels either through internet or the agencies. In addition, enthusiastic testimonials of past customers might very well be incorporated in the communication campaigns of the green hotels.

© 2014 The Authors. Published by Elsevier B.V.
Selection and peer-review under responsibility of Kavala Institute of Technology, Department of Accountancy, Greece

Keywords: Ethical Tourism; Green Hotel Visit; Boycotting and Discursive Activities against Unethical Hotels

* Corresponding author. Tel.: +30-231-001-2244; fax: +30-231-079-1563.
E-mail address: irene.tilikidou@gmail.com

1. INTRODUCTION

Tourism is undeniably one of the most increasing business fields worldwide. However, it has long been seen as an unsustainable sector in its present impact and development (Weeden, 2002). The large numbers of people, who are being transported and lodged every single day, reflexly put too much pressure on the physical and human environment of the destination countries (Wu and Teng, 2011). Hotel functions may cause overconsumption of water, energy and raw material that lead to destruction of shores and woods.

It has been previously claimed that there is a number of lodging customers that look for hotels, which follow eco-friendly practices (Manaktola and Jauhari, 2007; Han et al., 2010). Also, that there is a definite consumers' segment, which puts pressure for corporate social responsibility (Goodwin and Francis, 2003) and that consumers in this segment would reward an ethical firm through their willingness to pay more for ethical products (Mintel, 1999; Laroche, et al., 2001). These consumers might be characterised as ethical consumers with regards to their lodging behaviour. Ethical consumption with respect to the hotel sector is usually understood as being positive (prefer to stay at a green hotel). However, this type of ethical consumption can also be negative and/or discursive (boycotting or acting against unethical hotel practices).

This paper presents the results of a study, in which the three types of ethical tourism (positive, negative and discursive) have been examined simultaneously. Moreover, this study aimed to reveal the role of attitudes and demographics that might influence consumers' intentions to choose a green hotel over a conventional one and/or boycott and take discursive action against unethical hotel practices. This better understanding of hotel potential customers' behaviours might very well be found useful to marketing management strategies in case of green hotels or hotels, which would decide to "go green" in the future.

2. RELEVANT REVIEW

Ethical consumerism refers to the kind of consumer behaviour, which is affected by ethical criteria and takes into account the societal norms (Smith, 1990). In an effort to categorise all possible activities included in the ethical consumption concept, Tallontire et al. (2001) proposed three types of ethical consumerism namely positive, negative and consumer action. The later form has been afterwards named "discursive" by Michelletti et al. (2005). The positive type concerns the choice of ethical products or service (e.g. eco-efficient products, organics, green hotels etc). The negative type concerns the boycotting or consumers' remit from particular products, certain firms or groups of firms; more generally it means actions of denial or exit from a certain market. The discursive type refers to a channel of communication among consumers, to the formulation of public opinion through a framework of social debate, as well as to a number of continuously transforming cultural activities, which are based mainly on computer and network innovations.

Ethical tourism is nowadays an established term having its roots within the sustainable tourism development (Weeden, 2002). Although it is rather difficult to distinguish clearly between sustainable tourism and ethical tourism, it is to be clarified that ethical tourism is a concept that goes beyond the environmentally friendly tourism (Weeden, 2002). Ethical tourism should include consideration and responsibility not only towards the physical environment but also towards the human environment and the cultural heritage of the destination countries (Lansing and De Vries, 2007).

Therefore an ethical hotel is a broader term than a green hotel. A green hotel is the hotel that takes measures to harm the environment less or even more to protect the physical environment by efficient use of energy, water and other materials (Green Hotels Association, 2005). An ethical hotel strategy includes environmental protection together with honest pricing, fair treatment of the locally owned firms, fair treatment and wages for all employees, honest promotion techniques etc (Weeden, 2002).

Precise examination of ethical consumer behaviour with reference to tourism is at a relatively early stage by all means (Cleverdon and Kalisch, 2000; Tallontire et al., 2001; Ritchie et al, 2005, p. 189). With regard to previous research data that concern tourists' ethical choices, Jaffe (1993) argued that customers would not have been willing to pay more just to fund green hotel policies. Watkins (1994) found that the 54% of consumers in US declared to be "environmentally minded travellers", who would prefer to stay in green hotels. Han et al. (2010) employed a refined TPB model and found that attitudes, subjective norm and perceived behavioural control positively affected intentions to stay at a green hotel, while intentions did not statistically differ between eco-friendly or eco-indifferent customers. A year later, Han et al. (2011) found that female customers of older age, who have favourable attitudes towards eco-friendly behaviours and positive images of green hotels, were more willing to stay at a green hotel, to recommend it and to pay more for it.

In Greece, Boemi et al. (2013) found that the lodging sector is recently aiming towards ethical business by

minimizing the negative effects of tourism in terms of recycling, waste management, and energy consumption. With reference to the research efforts in Greece, a few studies have been located, which focused on the negative type of ethical consumption towards unethical hotels. There has been some evidence that Greeks' intentions to participate in future boycotts of unethical hotels were rather high (Tilikidou and Delistavrou, 2011). A bit later (Delistavrou, et al., 2012) found that consumers were more likely to get engaged in a boycotting rather than a petition gathering and that they preferred to be prompted via social media rather than other media. Also, that the most willing boycotters are young graduates (25-34).

The above presented literature review indicates that there is a considerably large uncovered area in our knowledge with reference to the adoption of ethical consumption in customers' lodging behaviour. Therefore, two research objectives were set in the research design of this study: a) to explore the degree up to which Greek potential lodging customers intend to stay at a green hotel, boycott or act discursively against an unethical hotel and b) to examine the impact of attitudes and demographics on these three above mentioned ethical behaviours.

3. METHODOLOGY

3.1. Sampling

A survey was conducted among the households of the urban area of Thessaloniki, Greece. A structured questionnaire was administered to 500 households and provided 480 usable questionnaires. Respondents were approached through personal interviews. The sampling method was a combination of the two-stage area sampling and the systematic sampling (Tull and Hawkins, 1993, p. 544; Zikmund 1991, p. 471).

3.2. Variables measurement

The variable ***Intentions*** *to visit green hotels* was used to examine respondents' intentions to stay at a green hotel when travelling. This is a Guttman type variable of three items in a sequence: *1=I am willing to stay at a green hotel when travelling, 2=I plan to stay at a green hotel when travelling, 3= I will make an effort to stay at a green hotel when travelling.*

The ***Boycotting*** *against unethical hotels* was investigated through a 9-items multi-item variable. In this study, the respondents were asked whether they would get engaged in boycotting a hotel that had been reported for one or more unethical practices.

The ***Discursive Activities*** *against unethical hotels* was investigated through a 6-items variable. Respondents were asked whether, besides boycotting, they might be willing to get engaged in any other communicative activities against unethical hotels.

All the above presented variables were measured on a 7-point Likert type scale form *1=Very Much Disagree* to *7=Very Much Agree.*

The ***Attitudes*** (At) scale was adopted from Han *et al.* (2010). This scale is a 7-point semantic differential scale. The respondents' were asked to choose between two opposite positions with regards to their perceptions about staying at a green hotel, such as favourable-unfavourable, positive-negative etc.

Five demographical variables were added in the investigation, namely gender, age, education, income and occupation. The relevant scales were adopted form the EL.STAT.

4. RESULTS

Chi square indicated no statistically significant differences between sample characteristics and population parameters with the exception of education. With reference to the **Descriptive Statistics** of the multi-item variables the results (Table 1) indicated that the main dependent variable, ***Intentions*** *to visit green hotels* (Cronbach's alpha value a=0.841) takes theoretical values from 3 to 21 and with a Mean of 13.87 indicates a rather moderate to high overall intention of customers to stay at a green hotel. The ***Boycotting*** *against unethical hotels* (alpha=0.952) takes theoretical values from 9 to 63 and with a Mean of 53.04 indicates a clearly high tendency of future travellers' to comply to any given prompt against unethical hotel practices. The ***Discursive Activities*** *against unethical hotels* (alpha=0.890) takes theoretical values from 6 to 42 and with a Mean of 24.60 indicates a low level of willingness to get engaged in discursive actions. The ***Attitudes*** scale resulted in an alpha=0.960; it takes theoretical values from 7 to 49 and with a Mean of 38.03 indicated positive attitudes towards green hotels in this survey.

Table 1: Descriptive Statistics

Variables		1	2	3	% 4	5	6	7	Mean	Std. Dev.
Intentions to visit green hotels (a=0.841, Mean=13.8729, Std. dev.= 4.273)										
I1	I am willing to stay at a green hotel when travelling	2.1	3.5	7.7	20.0	19.4	21.9	25.4	5.18	1.539
I2	I plan to stay at a green hotel when travelling	7.3	6.7	11.5	30.6	18.1	15.8	10.0	4.33	1.627
I3	I will make an effort to stay at a green hotel when travelling	8.5	7.3	10.2	29.4	16.7	14.2	13.8	4.36	1.735
Boycotting against unethical hotels (a=0.952, Mean=53.0417, Std. dev.= 11.112)										
B1	Seriously damage the environment	2.7	1.9	1.5	7.5	20.2	25.8	40.4	5.80	1.406
B2	Be involved in financial scandals	3.3	1.7	4.0	7.9	18.5	24.4	40.2	5.71	1.510
B3	Be involved in safety and hygiene scandals	2.1	.8	2.9	6.5	15.6	24.4	47.7	5.97	1.346
B4	Use child labour	2.1	1.5	3.1	5.6	12.9	16.5	58.3	6.09	1.403
B5	Be involved in extremely cruel behaviour towards animals	2.1	1.9	1.3	6.9	13.3	19.2	55.4	6.07	1.377
B6	Be involved in extremely cruel behaviour towards workers	1.7	1.5	1.9	5.8	12.7	17.7	58.8	6.15	1.323
B7	Financially support governments which are involved in wars	2.9	1.5	3.8	10.4	13.8	21.9	45.8	5.80	1.508
B8	Support interests hostile to our country	3.8	2.5	3.5	9.8	14.8	20.4	45.2	5.71	1.604
B9	Make profit in an extremely promiscuous way	3.3	1.5	5.6	7.7	16.0	18.8	47.1	5.76	1.569
Discursive Activities against unethical hotels (a=0.890, Mean=24.6000, Std. dev.= 9.462)										
DA1	Discussions with my friends and acquaintances and efforts to motivate their participation in products' boycotting	8.5	5.0	6.3	12.5	21.7	17.7	28.3	5.00	1.873
DA2	Participation in petition gathering	12.3	8.5	10.6	27.5	15.6	10.0	15.4	4.17	1.864
DA3	Spread of messages through internet or cell phones	16.5	7.9	11.0	19.2	11.9	15.8	17.7	4.20	2.055
DA4	Visiting and writing in internet blogs	15.2	8.1	9.0	21.7	12.5	16.0	17.5	4.26	2.016
DA5	Participation in protest events	19.4	11.3	10.0	24.6	10.0	11.3	13.5	3.83	2.010
DA6	Establishing and organizing protest groups	32.5	11.7	12.1	20.2	9.0	6.5	8.1	3.13	1,962
Attitudes towards green hotels (a=0.960, Mean=38.0333, Std. dev.= 9.042)										
AT1	1=Extremely Bad - 7=Extremely Good	2.5	1.7	1.9	13.5	24.4	29.0	27.1	5.51	1.371
AT2	1=Extremely Undesirable - 7=Extremely Desirable	2.3	1.7	4.2	16.0	21.7	27.7	26.5	5.42	1.416
AT3	1=Extremely Unpleasant - 7=Extremely Pleasant	2.9	1.7	3.3	14.8	22.3	27.5	27.5	5.44	1.442
AT4	1= Extremely Foolish - 7=Extremely Wise	3.1	1.9	2.3	15.2	22.5	27.1	27.9	5.45	1.450
AT5	1=Extremely Unfavourable - 7=Extremely Favourable	2.9	2.1	2.9	18.8	23.8	23.5	26.0	5.33	1.459
AT6	1=Extremely Unenjoyable - 7=Extremely Enjoyable	2.9	1.5	2.9	20.2	24.4	22.9	25.2	5.31	1.436
AT7	1=Extremely Negative - 7=Extremely Positive	3.8	1.9	1.7	12.3	19.6	28.8	32.1	5.57	1.488

The **ONE-WAY ANOVAs** (Table 2) indicated that there are statistically significant ($p<0.005$) linear relationships between *Education* and all three dependent variables namely, *Intentions, Boycotting* and *Discursive Activities*. Also, relationships were found between *Boycotting* and *Gender* (women obtained a larger Mean than men did) and between *Discursive Activities* and *Age* (the higher Mean was obtained by respondents of 35-44 years of age).

Table 2: Analysis of Variance (one-way)

Gender					Education				
Intentions			F =0.018, Sig. = 0.894		*Intentions*			F =5.891, Sig. = 0.003	
Boycotting			F =5.798, Sig. = 0.016			N	%	Mean	Std. Dev.
	N	%	Mean	Std. Dev.	Primary	65	13,5	12.2000	4.51802
Men	230	47,9	51.7739	12.08815	High School	210	43.8	14.1048	4.37024
Women	250	52,1	54.2080	10.03111	Graduate	205	42.7	14.1659	3.98303
Total	480	100.0	53.0417	11.11969	Total	480	100.0	13.8729	4.27286
Discursive Activities			F =0.970, Sig. = 0.325		*Boycotting*			F =10.664, Sig. = 0.000	
Age						N	%	Mean	Std. Dev.
Intentions			F =1.272, Sig. = 0.269		Primary	65	13,5	48.7385	13.39108
Boycotting			F =1.413, Sig. = 0.208		High School	210	43.8	52.0762	11.57476
Discursive Activities			F =2.517, Sig. = 0.021		Graduate	205	42.7	55.3951	9.18625
	N	%	Mean	Std. Dev.	Total	480	100.0	53.0417	11.11969
18-24 years old	124	25.8	23.9435	9.25809	*Discursive Activities*			F =9.485, Sig. = 0.000	
25-34 years old	128	26.7	25.4531	9.87150		N	%	Mean	Std. Dev.
35-44 years old	90	18.8	26.0556	8.94598	Primary	65	13,5	20.7077	9.52583
45-54 years old	82	17.1	23.7805	9.76897	High School	210	43.8	24.1238	9.31808
55-64 years old	33	6.9	25.9394	8.77119	Graduate	205	42.7	26.3220	9.20591
65-74 years old	15	3.1	20.0000	8.66850	Total	480	100.0	24.6000	9.46185
75< years old	8	1.7	16.2500	6.22782					
Total	480	100.0	24.6000	9.46185					
Income					**Occupation**				
Intentions			F =1.395, Sig. = 0.244		*Intentions*			F =1.139. Sig. = 0.318	
	N	%				N	%		
< 10000 €	109	22.7			Professional	121	25.2		
10,001-20,000 €	189	39.4			Employee-Retired	187	39.0		
20,001-30,000 €	105	21.9			Unemployed	129	27.0		
30,001 € <	77	16.0			Student	43	8.8		
Total	480	100.0			Total	480	100.0		
Boycotting			F =1.074, Sig. = 0.360		*Boycotting*			F =2.245, Sig. = 0.148	
Discursive Activities			F =0.198, Sig. = 0.310		*Discursive Activities*			F =0.058. Sig. = 0.383	

Pearson's parametric correlations were then applied. *Intentions to visit green hotels* were found to be statistically significantly ($p<0.001$) positively correlated with **Attitudes** at a moderate level (r=0.314). *Intentions* was also found to correlate to a lesser extent with **Boycotting** (r=0.171) and **Discursive Activities** against unethical hotels (r=0.214).

Table 3: Correlations between *Intentions* and *Attitudes*

		Intentions to visit green hotels	I1	I2	I3
AT1: Bad - Good	r	0.282	0.333	0.219	0.194
	Sig.	0.000	0.000	0.000	0.000
AT2: Undesirable - Desirable	r	0.302	0.365	0.221	0.214
	Sig.	0.000	0.000	0.000	0.000
AT3: Unpleasant - Pleasant	r	0.252	0.323	0.172	0.173
	Sig.	0.000	0.000	0.000	0.000
AT4: Foolish - Wise	r	0.274	0.329	0.210	0.186
	Sig.	0.000	0.000	0.000	0.000
AT5: Unfavourable - Favourable	r	0.308	0.349	0.249	0.216
	Sig.	0.000	0.000	0.000	0.000
AT6: Unenjoyable - Enjoyable	r	0.288	0.332	0.219	0.209
	Sig.	0.000	0.000	0.000	0.000
AT7: Negative - Positive	r	0.271	0.345	0.194	0.179
	Sig.	0.000	0.000	0.000	0.000

In an effort to reveal more fruitful information about **Attitudes'** influence on **Intentions**, Pearson's correlations were applied between the attitudinal items and both the **Intentions** variable in total as well as with each one of the **Intentions'** items (Table 3). The somewhat higher coefficients were those between **Intentions** and AT5: Favourable and AT2: Desirable (r=0.308 and r=0.302 respectively) while the lowest (r=0.252) was the correlation coefficient between **Intentions** and AT3: Pleasant. In Table 3, it is also observed that all attitudinal items produced higher coefficients with the I1 item of **Intentions**' (willing to stay at a green hotel) than with items I2 and I3 (plan to visit a green hotel and make an effort to stay at a green hotel).

5.   DISCUSSION

It is to be noted that the larger part of the previous research results concern just the green hotels and not the ethical hotels in overall. Previous findings indicated that female customers showed greater willingness to purchase a green lodging product, to engage in positive word-of-mouth, and to pay more for an eco-friendly hotel (Han *et al*, 2011). At least to some extent, this study similarly indicated that women were found more willing to participate in a hotel boycotting. It was also found that education affects positively and linearly all the behaviours under examination, namely intentions to visit a green hotel and intentions to boycott or act against an unethical hotel. These findings are totally in line with evidence of studies in the same geographical area that concern ecologically conscious consumer behaviours of all types (see Tilikidou, 2012; Tilikidou and Delistavrou, 2004, 2005, 2008 and 2012). However, we should be particularly careful with the generalization of the results of this study to other populations as this survey was conducted just among households of the Thessaloniki urban area.

The results of this study also indicated that future hotel customers seem more agreeable to express their willingness to stay at a green hotel than to plan or make an actual effort to do so. So, the usual in consumer behaviour gap between intentions and behaviour - particularly a socially desirable behaviour - was verified in this research too. This should be viewed as a limitation of this study while further research effort is needed to get us closer to actual travellers' behaviour. Upon comparing the findings (Table 1) of the three behavioural variables of this study, it was revealed that Greeks are more willing to boycott unethical hotels than to choose a green hotel or take discursive action against unethical hotels. Evidently boycotting is more desirable than anything these days. It is a fact that at present Greece faces the most severe crisis, both economic and political, of the last 50 years. To cope with the outcomes of the crisis, Greeks were found in this study more ready to punish bad (unethical) practices than reward good (green) practices in the hotel sector. This tendency might be understood as the equivalent of Greeks' voting behaviour. Greeks have been many times found to vote for a political party not in order to reward it but in order to punish the opposite political party. Findings that concern the stronger causes for which the respondents might get involved in a boycott call, namely particularly barbaric exploitation towards employees, child labour etc, might also be attributed to Greeks' frustration caused by unemployment and poverty.

Future hotel customers were found more reluctant to get involved in Discursive Activities such as organising or participating in protest groups or organisations. As a matter of fact, all they were found to do is to discuss with their friends the possibility of getting engaged in a hotel boycotting. These findings too might be viewed as analogous to Greeks' political behaviour in terms of their active protest to the damage suffered. Indeed, Greek citizens' engagement in protest, marches and strikes cannot be considered appropriate and sufficient enough in comparison to the barbaric aggravation of their living conditions.

With regards to the limitation of this study, it is to be noted that the almost equal Means of all the attitudinal items did not assist very much in a deeper understanding of the respondents' perceptions about green hotels. The adoption of this particular attitudinal scale might be considered as a limitation of this research study. There is a need to develop a more reliable and valid construct in order to investigate attitudes towards not just green but ethical hotels in the future.

The choice to explore the future customers' intentions and not their actually performed past behaviour might be considered as another limitation of this study. Presumably, further research will provide fruitful information if past experience of staying at a green hotel - if any- is added into the inventory of a future study. Although Ajzen and Fishbein (2005) keep suggesting that behavioural intentions might lead to behaviour itself, the absence of the actual behavioural variables in this study confined the results as well as our understanding of the insights of this type of ethical behaviour. Further research is needed in order to understand better the linkages between knowledge, attitudes and behaviour towards ethical hotels. The employment of Fishbein and Ajzen (1975) TPB may be a very inspiring path to follow if past behaviour experiences were added to the model.

6.   CONCLUSION AND IMPLICATIONS

This has been an exploratory study, which examined simultaneously the three types of ethical tourism (positive, negative and discursive) in a sample of households in the urban area of Thessaloniki. It was found that more ethical future lodging customers are better educated than their counterparts are. They also hold rather positive attitudes towards the idea of staying at green hotels. Women are more ready to get involved in boycotting while young customers are more likely to act discursively against unethical hotel practices.

Respondents expressed stronger willingness to visit a green hotel than to plan and/or make efforts to do so. They intent to boycott unethical hotels that have been reported to harm violently the human and the natural environment while in overall they were found indifferent in getting engaged in discursive action against unethical hotel practices.

The results of this study provided certain implications to the green hotels' managers. Searching and locating a green hotel through either internet or agencies should be made easier for potential customers. The Green Key attribute had better be added to the searching criteria of the travel searching internet engines.

The competitive advantage of being green should be communicated to previous and future customers. It would be marvellous to incorporate positive customers' testimonials in the advertisement messages. Promotional strategies of all kinds should intensively demonstrate the environmental benefits obtained by the green hotel function, such as reduction of water and energy consumption as well as emission of gasses among others. Besides the usual mass and social media posts, the communication efforts should include material and data about environmental protection measures that should be projected at the hotel premises at any given chance.

Acknowledgements

References

Ajzen, I. and Fishbein, M., 2005. The Influence of Attitudes on Behavior, in *"The handbook of attitudes"*. In: Albarracín, D. Johnson, B. T. & Zanna M. P. (Eds.), Erlbaum, Mahwah, NJ, pp. 173-221.

Boemi, N., Avdimiotis, S., & Fotiadou, K., (2013). Sustainability Assessment in Tourist Facilities. International Conference on Tourism (ICOT) proceedings, 2012, Archanes Crete, May 22-26, 2012.

Cleverdon, R. and Kalisch, A., 2000. Fair Trade in Tourism. International Journal of Tourism Research, 2, pp. 171-187.

Delistavrou, A. and Tilikidou, I., 2012. Exploring the Ethical Behaviour Adopted by Greek Consumers. Journal of Marketing Vistas, 1, 2, Jenuary-June 2012, pp. 22-35.

Delistavrou, A., Tilikidou, I., Sarmantiotis, C. and Gounas, A., 2012. "Promoting Ethical Actions Against Unethical Hotels", Proceedings of the International Conference on Contemporary Marketing Issues (ICCMI), 13 – 15 June 2012, Thessaloniki, Greece, pp. 497-502.

Fishbein, M. and Ajzen, I., 1975. *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Addison-Wesley, Reading, MA.

Goodwin, H. and Francis, J., 2003. Ethical and Responsible Tourism: Consumer Trends in the UK. Journal of Vacation Marketing, 9, 3, pp. 271-284.

Green Hotels Association, 2005. What is a Green Hotel? http://greenhotels.com/ index.php. Accessed 12th January 2011, at 10:45.

Han, H., Hsu, L-T. and Sheu, C., 2010. Application of the Theory of Planned Behavior to Green Hotel Choice: Testing the Effect of Environmental Friendly Activities. Tourism Management, 31. pp. 325-334.

Han, H., Hsu, L-T., Lee, J-S., and Sheu, C., 2011. Are lodging customers ready to go green? An Examination of Attitudes, Demographics, and Eco-Friendly Intentions. International Journal of Hospitality Management, 30, pp. 345-355.

Jaffe, W.E., 1993. Solid Waste Disposal: Independent Food Service Practices. *FIU* Hospitality Review, 11, 1, pp. 69-77.

Lansing, P. and De Vries, P., 2007. Sustainable Tourism: Ethical Alternative or Marketing Ploy? Journal of Business Ethics, 72, pp. 77-85.

Laroche, M., Bergeron, J. and Barbaro-Forleo, G., 2001. Targeting Consumers who are Willing to Pay More for Environmentally Friendly Products. Journal of Consumer Marketing, 18, 6, pp. 503–520.

Manaktola, K. and Jauhari, V., 2007. Exploring Consumer Attitude and Behavior towards Green Practices in the Lodging Industry in India. International Journal of Contemporary Hospitality Management, 19, 5, pp. 364-377.

Micheletti, M., Stolle, D., Nishikawa, L. and Wright, M., 2005. A Case of Discursive Political Consumerism: The Nike e-mail exchange. Proceedings from the 2nd International Seminar on Political Consumerism, Oslo, Norway, pp. 255-290.

Mintel, 1999. The Green and Ethical Consumer. March.

Ritchie, B. W., Burns, P. and Palmer, C., 2005. *Tourism Research Methods: Integrating Theory with Practice*. CABI Publishing, Manchester, UK.

Smith, N. C., 1990. *Morality and the Market*, Routledge, London.

Tallontire, A., Rentsendorj, E. and Bowfield, M., 2001. Ethical Consumers and Ethical Trade: A Review of Current Literature. Policy Series 12. Natural Resources Institute, Chatham, UK.

Tilikidou, I. and Delistavrou, A., 2004. The Influence of the Materialistic Values on Consumers' Pro-Environmental Post-Purchase Behaviour. In Cron, W. L. and Low, G. S. (Eds.), *Marketing Theory and Applications, Proceedings of the 2004 American Marketing Association Winter Educators' Conference,* 15, A.M.A Chicago IL., pp. 42-49.

Tilikidou, I. and Delistavrou, A., 2005. Pro-Environmental Purchasing Behaviour: The Inhibiting Influence of the Materialistic Values. In: Ziamou, P. and Zotos, Y. (Eds.), *Marketing Contributions to Prosperity and Peace, Proceedings of the 9th*

International Conference on Marketing and Development. International Society of Marketing and Development, Thessaloniki, GR, (CD).

Tilikidou, I. and Delistavrou, A. 2008. Types and Influential Factors of the Consumers' Non-Purchasing Ecological Behaviours. Business Strategy and the Environment,. 18, pp. 61-76.

Tilikidou, I. and Delistavrou, A., 2011. Which Unethical Hotel Practices Cause Consumers' Boycotts? Proceedings of the 3rd International Conference Special Interest Tourism & Destination Management, 27-30 April, pp. 271-278.

Tilikidou, I., 2012. Correlates of the Ecologically Conscious Consumer Behaviour in Greece. *Proceedings of the* 5th Euromed Annual Conference of the EuroMed Academy of Business, "Building New Business Models For Success Through Competitiveness and Responsibility", October 4th-5th, 2012 Glion-Montreux, Switzerland, pp. 1564-1574.

Tilikidou, I., Delistavrou, A. and Sarmaniotis, C., ---. Intentions to Boycott 'Unethical' Hotels: A Conjoint Analysis. TOURISMOS. Under Review.

Tull, D. S. and Hawkins, D. I., 1993. *Marketing Research,*, 6th ed., McMillan, New York.

Watkins, E., 1994. Do Guests Want Green Hotels? Lodging Hospitality, 50, 4, pp. 70-72.

Weeden, C., 2002. Ethical Tourism: An Opportunity for Competitive Advantage? Journal of Vacation Marketing, 8, 2, pp. 141-153.

Wu, K.-S. and Teng, Y.-M., 2011. Applying the Extended Theory of Planned Behavior to Predict the Intention of Visiting a Green Hotel. African Journal of Business Management, 5, 17, pp. 7579-7587

Zikmund, W. G., 1991. *Exploring Marketing Research*, 4th ed., The Dryden Press, Orlando.