

Effect of Sustainable Practices on Customer Visit Intention in Hong Kong Hotels Using Theory of Planned Behaviour

Miss CHAN Yee Lam, BA (Hons) in Hotel Operations Management,
Department of Hospitality and Business Management

Supervisor: Dr LAW Ho Yin Angus, Assistant Professor

1. Background

Hotel industry

contributes to

à 5% of the global emissions of carbon dioxide

à roughly 25–30% of garbage

Two specific sustainable practices:

à Sustainable amenities

à Energy saving guestroom control system

2. Research Objective

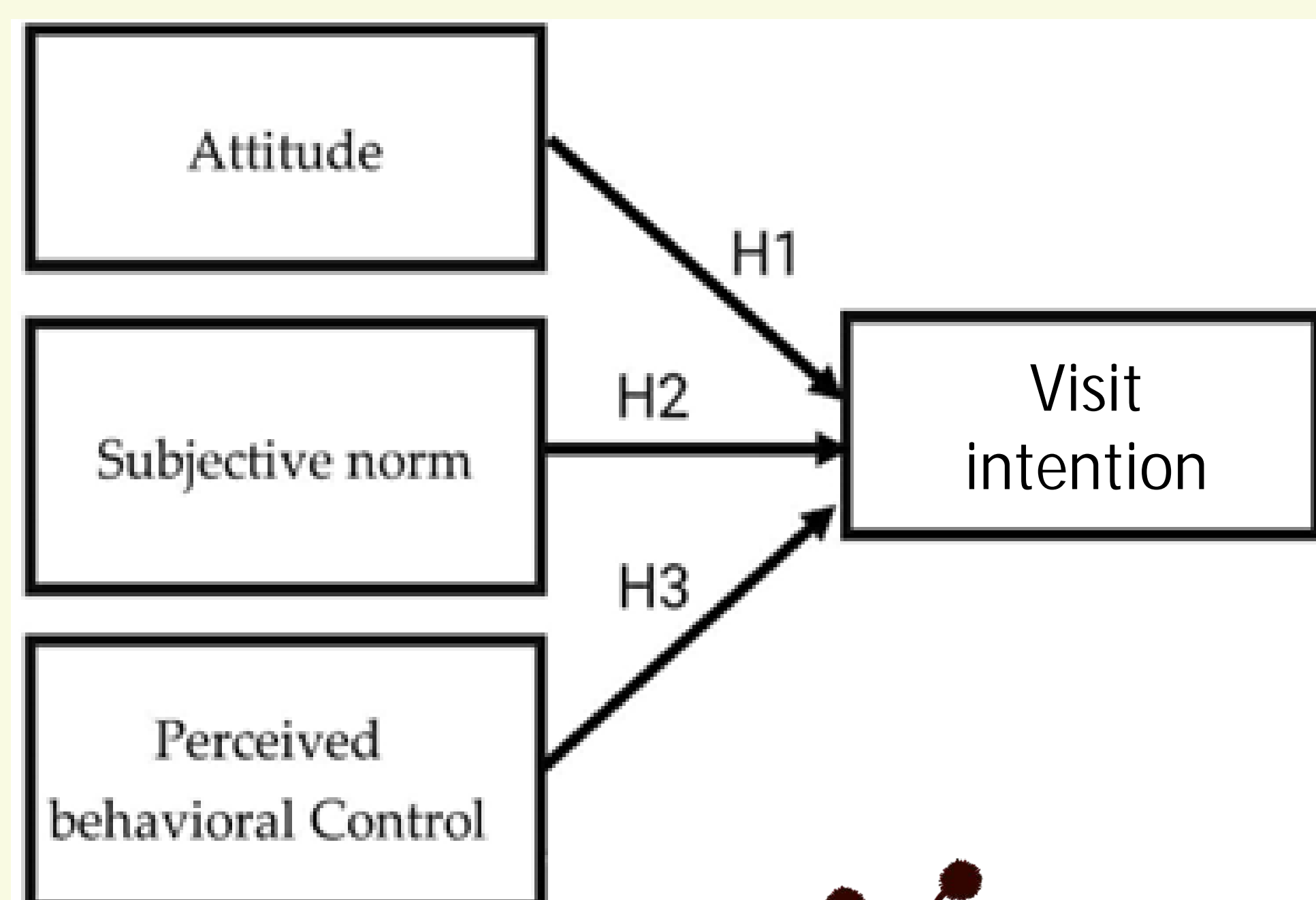
Research Question

RQ1: What factors will the public consider during hotel selection?

RQ2: What are the public views towards hotels with sustainable practices?

RQ3: Will demographic factors differentiate their views towards hotels with sustainable practices?

Hypotheses



3. Methodology

ü Quantitative research approach

ü Data Analysis

à Descriptive analysis, Regression analysis, Factor analysis

ü Hypothesis analysis

à Multiple Regression Analysis was used to examine whether the hypotheses are true.

4. Findings

∅ Public have **positive view** towards hotels with sustainable practices.

à Consumer can **take ethical action towards environment protection** to satisfy their emotional needs

∅ **Price** (79.4%) is the key consideration during hotel selection

∅ Few interviewees are aware that staying in a hotel with **sustainable practices can reduce their travel costs**.

∅ **Age** has the strongest effect on differentiating consideration about hotel with sustainable practices.

∅ **TPB Attitude** is proved to be the most significant factor influencing Hongkongers' intention to visit hotels with sustainable practices.

5. Conclusion

Effect of hotels' sustainable practices is positive

à Able to enhance customer visit intention

à Hotel should apply more strategies

- To enhance the effectiveness of the sustainable practices

- To motivate consumer visit intention

6. Recommendation

Hotel industry should focus on enhancing public attitude towards sustainable practices

à Attitude mediates the influence of subjective norm on visit intention

-Promote benefits

-Communication with customers via different channels

-Improve cleanliness