

Domestic Millennial Tourists' Attitudes and Beliefs Towards Green Hotels Practices of Green-Certified Hotels in Sri Lanka

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Abstract

Tourism has become one of the largest and fastest-growing economic sectors in Sri Lanka. The eco-tourism market is becoming a popular segment in the tourism industry. Generation Y travellers also known as millennial travellers who born between 1980- 2000, have a reputation for being more environmentally friendly than Generation X. Since millennial travellers are will be a dominant customer segment for the next 20 years it is necessary to pay attention to the green concept. The main objective of this study is to identify millennial travellers' attitudes and beliefs towards green hotels practices. The researcher has selected green-certified hotels for the research. The study has conducted using the quantitative approach and especially a questionnaire survey with 150 millennial travellers who stayed at green hotels in Sri Lanka. The study is conceptualized using the dimensions of intention to purchase, willingness to pay more, willingness to partake in environmentally friendly activities, quality attributes and value attributes under the independent variables of attitudes and beliefs and selection of green hotels as the dependent variable. The findings highlight that there is a positive relationship between attitudes, beliefs and the selection of green hotels in Sri Lanka. However, there are some challenges and problems related to green hotels which are faced by millennials as well as hoteliers. Therefore, the government including tourism-related authorities should be concerned about this and need to plan well and work together with proper managerial implications to develop and promote green concepts within Sri Lankan hotels.

Keywords:- Millennials, Eco-tourism, Green hotels, Attitudes, Beliefs

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Introduction

Background of the Study

Tourism has continued to expand and diversify to become one of the world's biggest and fastest-growing economic sectors in the world. The international travel sector steadily and strongly grows, consolidating the tourism industry as a key point in economic development and as the third exporting sector in the world tourism is Important for the development of jobs and the prosperity of populations worldwide Though the expectation of international tourists' arrivals worldwide to grow at a rate of 4%-5% in 2018. Tourism is one of the key contributors in economics for most of the countries as well as for the world. In 2019, tourism contributed 10.3% of global GDP and 4.3% of the total investment of the world as well as offering 330 million jobs and became 1 in 10 jobs around the world (World Travel & Tourism Council (WTTC), 2019). As per the same report, 10.3% GDP and 11% of job opportunity generation are done by the tourism sector in Sri Lanka.

Like the world, the hospitality sector in Sri Lanka also ranks as one of the most energy-intensive and has a high energy cost. Not only that the generation of waste, use of water and natural resources are high. Through an awareness about the global environmental crisis, it is essential for the Sri Lankan hotel sector to implement appropriate energy, water and waste management systems and to adopt environmental best practices. Although most of the hoteliers in Sri Lanka implement this sustainable concept as a new market-oriented concept, there are less than 1% of eco-tourist arrivals in the past decade (Arachchi et al., 2015). Unfortunately, Sri Lanka still suffering due to the lack of an institute for the betterment of eco lodging in Sri Lanka. Green Building council Sri Lanka has been established for evaluation and certification of all green buildings in Sri Lanka. Hoteliers in Sri Lanka practice different types of eco concepts that vary from international practices and standards. Therefore, tourists still did not meet the real expectation and according to the mid strategic plan for Sri Lanka tourism 2002-2004 Sri Lanka had 400,414 tourists in 2000 out of which 1% per cent was eco-tourists. (Arachchi et al., 2015). After the start of the new millennium, research has been conducted on green consumers' attitudes and perceptions within the lodging industry in the world. Out of them, millennials view that the world is rapidly fading due to the amount of toxic waste and pollution that have been released into the environment and that it is time for humans to take the necessary steps toward greener earth to help future generations. Millennials are also known as Generation Y, which currently fall within the age group of 20-35 years old (Lyons, 2016). As a market segment, when distinguish with generation X millennials which range between 36-54 years old have displayed distinct characteristics. Such as they are environmentally friendly, digital savvy, search for bargaining deals when travelling. Because of this view corporations have started changing their practices to more environmentally friendly ones. (Kaufman, 2018). The hospitality industry worldwide is starting to implement green practices into most of their facilities to contribute, not only to the benefit but also to the benefit of their business by minimizing expenses. With the heightened awareness of

environmental issues, consumers are increasingly showing preferences for products and services that are ethical (Northern Ireland tourist board, 2011).

Since the millennials are an environmental concern and the priority for green practices, the hospitality industry moved on to the green concept. The world tourism industry creates huge waste and pollution of air, water, land and also creates a high level of environmental effects. The United Nations World Tourism Organization (UNWTO) together with other industry leaders is inviting all sectors of the tourism industry to reduce Green House Gas emissions (GHG). The UNWTO revealed the lodging industry contributes 20 per cent of GHG emissions (UNWTO, 2017). The average hotel room in the US produces up to 30 pounds of waste, 79570 gallons of water usage and \$2,196 costs per year for energy (Pennisi, 2010). According to estimations, an average hotel releases between 160 kg and 200 kg of CO₂ per square meters of room floor area per year and the water consumption per guest per night is between 170 and 440 litres in the average five-star hotel. On average, hotels produce 1 kg of waste per guest per night (Han, Hsu, & Sheu, 2011). Since hotels bring negative impacts on the environment, countless pressure is placed on governments and role players in tourism to support eco-friendlier initiatives and green consumption in hotels. (Moreo, 2008) In recognition of environmental degradation, governments, along with the green movement within the hotel and tourism industry and travellers, have become increasingly aware of the need for more effective measures to protect the environment. Consumers seemed ready to incorporate “green” hotels into their travelling excursions (Ogbeide, 2012).

Green certification has become a significant part of the hotel industry, especially towards the sustainable concept. The word sustainability is not a novel concept for hoteliers as well as before arrival tourists look for eco-friendly accommodation. Green certification is causative towards creating an environment-friendly hotel by integrating the sustainability concept. Most of the hoteliers recognize the Green Certification as a marketing tool that raises the demand of the customers as well as profit. (Bandara et.al., 2017).

Research Problem

In the Sri Lankan context as there is much research based on millennials in the tourism and hospitality industry. To develop the tourism industry in Sri Lanka, new marketing opportunities should be exploited which are related to the hospitality sector. The current situation of tourism and hospitality in Sri Lanka is not much more focused on the green concept. There are no specific plans to implement and enhance the concept of green hotels and hard to find research regarding green hotels in Sri Lanka. Also, there are no statistical data or annual reports with responsible authority to indicate international domestic millennial tourists who are staying at green hotels. As well as there are no statistical reports to indicate how many green hotels are in Sri Lanka. To identify problems that are related to millennials’ perception of green hotels in Sri Lanka, the researcher conducted a preliminary survey with domestic millennial tourists.

As a result of this survey, could identify many attitudes, beliefs, ideas in relating to millennials and many positive and negative visions in relating to the environmentally friendly hotels in Sri Lanka. Most of the millennials do not know the term “Green Hotel”, but moderately they know the term of “eco-friendly hotel, environmentally friendly hotel.” Although millennial travellers are not going to stay at environmentally friendly hotels, they are concerned about the environment, appreciate green hotels and their contribution to sustainability while purchasing green products and services (Rogers, 2013). As well as they prefer to practice eco-friendly concepts within their hotels even if is not eco-friendly hotel. Such as reuse of towels and linens, switch off bulb during day time. Most millennial travellers have positive intentions to pay more for a green product as encouragement because they have perceptions of the importance of being environmentally friendly (Pei-Chun & Chia-Jung, 2014; Han et al., 2011). But some people say going green is cost-saving and is highly beneficial to the hotel. Therefore, they dislike paying a premium for green (Dimara, et al, 2015). According to a preliminary survey, millennial travellers noted that the concept of green vary from international standards and small eco-friendly hotels, as well as few practices, are followed by the Sri Lankan hospitality industry. Therefore, millennials were unable to meet the real expectation of green/eco-friendly hotels (Arachchi et al., 2015).

To fulfil that gap the researcher decided to conduct research based on domestic millennial travellers’ attitudes and beliefs towards green hotel practices in Sri Lanka with special reference to certified green hotels. There, the researcher considered the hotels which obtained the LEED (Leadership in Energy and Environmental Design) certificate and Green Globe awards.

The findings of this research lead to a better understanding of the influencing level of millennials’ attitudes and beliefs on selecting and accommodating green hotels. It is important for hotel managers to understand the needs and wants of their millennial guests and what specific sustainable factors they look for when selecting a green hotel to attract new tourists, or tap into a niche market and also provide hoteliers with information about which attributes they could or should promote to attract travellers that are concerned about the environment. In addition, hoteliers need to understand what message they are sending to hotel guests when the hoteliers identify their property as a green property. A universal description of a green hotel, effectively communicated to the hospitality industry and hotel guests, will make this process easier for hoteliers.

Research Questions

What is the relationship of attitudes and beliefs of domestic millennial tourists in selecting green certified hotels in Sri Lanka?

What are the suggestions to improve the current situation of green hotel practices in Sri Lanka?

Research Objectives

To examine the relationship between attitudes and beliefs of domestic millennial tourists in selecting green certified hotels in Sri Lanka

To identify the suggestions to improve the current situation of green hotel practices in Sri Lanka?

Literature Review

The concept of ‘Green Hotels’ and green initiatives

The increased environmental consciousness has had a momentous impact on the hotel industry which has publicized various efforts to expand both environmental conditions and social responsibility. As tourists are becoming increasingly more concerned about environmental matters, their choice of hotel establishments to stay in is altering towards more sustainable selections incorporating eco-friendly initiatives. In terms, this demand leads to growing several green hotels, also recognized as environmentally friendly hotels, with novel eco-friendly practices they incorporate into their business. Environmentally friendly hotels, eco-friendly hotels as well as sustainable hotels are the terms that are concerned synonymous with the word “green hotel” (Zengeni, et al, 2013).

“Green” is synonymous with „environmentally friendly“ appeared was in the 1980s in the developed countries both in Europe and in the USA (Kim & Han, 2010). Several hotels initiated to display their concern towards the environment. Accordingly, the green hotel association (GHA) was established in 1993 to increase hotels “s attentiveness to environmental protection. They defined green hotels as green hotels are eco-friendly hotels that provide environmental friendly practices such as water-saving techniques, energy reduction, solid waste reduction, and enhance the use of eco-friendly products while saving money (Green Hotel Association, 2018). The International Hotels Environment Initiative (IHEI) was founded, catalyzing the green movement in the hospitality industry (Han & Chan, 2013). It provided a standardized technique for hotel environmental friendliness measurement and encouraged hotels to be attentive to their operations“ environmental effects. A green hotel is a property that creates efforts to follow environmentally friendly business through energy efficiency, water conservation and waste reduction (Alexander & Kennedy, 2002). Moreover, a green hotel can be defined as a sensitive hotel that indicates environmental problems and attempts to reduce environmental degradation in its operation (Iwanowski & Rushmore, 1994). Being green is also reflected relative to business purposes. The term “greening” may imply harmonizing corporate environmental performance with stockholders“ expectations as well as constituting a significant new source of competitive advantages, such as lower costs and expanded market share” (Gupta, 1995).

With the growing trend of eco-friendly hotels everywhere the world, some other eco-friendly initiatives have been initiated, Eco cuisine, setting up of hinge activated lighting as well as replacement of paper-based check-in by electronics means (Ogbeide, 2012). “Being green in a hotel can be ranged from inviting guests to reuse towels, to recycling waste, to using wind electrical power, to cooking by using organic foods, to reducing carbon emissions, to fixing rooftop solar panels” (Kasavana, 2008).

A hotel operation also needs important energy and water consumption (Kim & Han, 2010). If wastes are not disposed of properly, this resource consumption can cause pollution; therefore, it will be threatening environmental sustainability. (Bohdanwicz, 2005). The general public consideration for environmental degradation and its anticipations for higher living quality, most hotels have begun to concentrate on environmental sustainability problems (Chen & Chen, 2012). To have a “green hotel” concept in a country is a significant landmark in the hospitality industry as well as environmental sustainability development (Hemmelskamp & Brockmann, 1997).

Green Hotel Concept in Sri Lanka

The majority of tourists come from Europe and they arrive on package trips to gain experience with beach zones and Sri Lankan hoteliers anticipate offering ecotourism to fascinate more visitors. Furthermore, increase the number of visitors up to 1 million each year and to accomplish this target, most establishments are trying to promote their specific unique attractions which are available in Sri Lanka. The authors further emphasized their most recent campaign slogan is “Beyond the beach: nature, culture and adventure”. (Ramgade & Walvekar, 2016). Beaches were the most outstanding attraction of tourists visiting Sri Lanka. About 59 per cent of international visitors viewed Sri Lanka as a beautiful country, while 37 per cent of participants favoured beaches with golden sands in Sri Lanka. Most of the hoteliers would like for 15-20% of their guests to be environmentally concerned in ecotourism since it can gain greater income for the country. Moreover, Kandalama in Dambulla and Tree of Life in Kandy are two large luxury hotel establishments that have many Green Certifications which enable them to meet environmental standards. (Kristanti & Jokom, 2016).

Millennials and Environmental Awareness

Millennials have viewed themselves as travellers rather than tourists. Therefore, they are more partial to tourism segments that provide authentic experiences (Santos, et al, 2016). According to research about young tourists and sustainability, 40% of reviewers are willing to pay a premium of up to 10% on their next holiday to support local cultures and communities, limit the bad effects of tourism, preserve the environment, and ensure that local workers have good wages and working conditions (Buffa, 2015). As a segment of consumers, millennials distance themselves from mass tourism, show interest in environmentally-oriented activities (such as ecotourism), appreciate the educational aspect of tourism and value authentic experiences, with less emphasis on luxury. Millennials“

green consumption habit based on variables, such as ecological knowledge, lifestyle, transfer of environmental attitudes from parents to children, social influence and even gender (Naderi & Steenburg, 2018).

Environmental Beliefs and Attitudes

To learn how green consumers they are, it is important to assess their beliefs and attitudes towards the environment. Human behaviour is determined by belief and attitude, both attitude and belief can be clarified by the Theory of Reasoned Action (TRA) model. It is based on a hierarchy that describes how behaviour is impacted by behavioural intent. Behavioural intent is affected by attitudes and subjective norms (which are perceptions based on pressure from society towards that certain behaviour). Both attitudes and subjective norms are affected by a person's beliefs (Ajzen, 1991; Ajzen & Fishbein, 1980). Most human behaviours are predictable and it is determined by behavioural intention (Ajzen & Fishbein, 1980). Behavioural intention is a function of attitude and subjective norms (Ajzen, 1991). According to the research investigation regarding the application of the Theory of Planned Behavior to green hotel choice, how customers' attitudes towards eco-friendly practices were affected by their behavioural beliefs in environmental preservation. They exhibited that behavioural beliefs had a positive impact on their attitude towards environmental protection (Han, et al, 2011).

According to the study of potential green hotels, the guest has recognized four green consumer segments which are hunter green, green, light green and not green and they have used attitudinal and aspirational measures for this investigation. They discussed that environmental attitudes are a very important interpreter of green consumer behaviour. The elements that have been used to segment the clusters were environmental consequences, individual consequences, social benefit, emotional benefit, and behavioural intentions. The Hunter Green segment, representing 25% of the respondents among the four segments, keeps the strongest attitudes towards the environment and is most probable to put high significance on the environmental advantage of eco-friendly hotels and to seek environmentally friendly products (Barber, 2014).

Another study that regards green hotels demonstrated that consumers' green attitudes are, in general, significantly linked with their stated purposes to stay an eco-friendly hotel, to spread word-of-mouth about an eco-friendly hotel, and to pay more for the green experience. Gender differences in such purposes were discovered, and the purposes were influenced by their former experiences with an eco-friendly hotel. However, the green intentions did not specifically vary across age, education, and household income (Han et al, 2011).

Significance of Green Certification

Green Certification has become a notable area in the hotel sector towards the sustainable concept. Sustainability is no longer new for pre-arrival hoteliers and sightseers looking for greener housing.

Green Certification helps create an environmentally friendly hotel by incorporating the notion of sustainability. Green Certification is contributing towards creating an environment-friendly hotel by integrating the sustainability concept. Most of the hoteliers perceive that the Green Certification is a marketing tool that increases customer demand as well as profit. (Bandara, et al, 2017). Although the green building was a fairly novel impression to the hospitality industry, it had grown into a target for several hoteliers and others in charge of building hotels. As local governments directed the way toward Leadership in Energy Environmental Design (LEED) certification, a lot of hotel properties and corporate offices attempted for their LEED certification for both personal and economic causes. There are a number of the bigger cities that had a rising mass of hotels competing for the LEED certifications so they would be considered a green hotel and had informed customers that these hotels were not just saying it anymore, they meant business.

Green Building Certification has benefited the tourism industry since it contributes to enhancing the demand of the tourism industry as well as it will support to generate income to the country because this industry offers a huge contribution to the economy of a particular country (Plumb & Zamfir, 2009). There are most green certifications available thought the world it acts as a tool for developing the tourism industry and reducing negative influences on the environment, and the socio-culture. Green certification which has in the hotel enriches the attraction of more guests toward the hospitality sector and gives a better reputation to the hotel as well as popularity. Having a Green Certification benefits for consumers since it offers a good range of choices for the consumers and help to enhance public awareness and better-quality service and also increasing industry standards and lower regulations cost of environmental conservation and finally, it leads to address to life-threatening matters of world including climate changes and natural resource conservation (Winkler, 2011). Green awarded hotels can be guaranteed the level of quality that has been accomplished and quality has associated with environmental and social management.

Methodology

Here, the researcher used a quantitative research approach to identify the relationship between attitudes and beliefs of generation Y or domestic millennial tourists who prefer to practice the green hotel concept in Sri Lanka. The Population of this study is domestic millennial travellers who accommodate in Green Globe and LEED-certified hotels in Sri Lanka. The convenience sampling technique was used to select the sample. Since the population is unknown sample size was determined as 385 according to the

unknown population sample formula. The researcher used a semi-structured questionnaire for data collection methods.

Part A comprised of questions linking to the demographic characteristics of the respondent such as gender, age, marital status, education level, monthly income, the purpose of visit etc...but no names were collected to protect the privacy of the respondents. These questions aid to get a simple overview of the sample.

Part B of the questionnaire to capture the attitudes and beliefs of domestic millennial travellers who visit eco-friendly hotels in SL such as information like Intend to Purchase, Willingness to pay more, Willingness to partake in environmentally friendly activities etc. and reasons for selecting green hotels. Part C contained questions to capture the difficulties faced by millennial travellers and their suggestions. Thus, the respondent was asked to indicate their level of agreement on a five-point Likert scale from Strongly Agree (SA) to Strongly Disagree (SD) (Kousis, 2000). The descriptive statistics method has been used to analyze the gathered information and the study was done quantitatively. SPSS software has been used to analyze the responses. The data has been evaluated by using descriptive techniques such as frequencies, graphs, percentages, and charts. Cronbach's Alpha value is calculated to test the internal consistency reliability of the instrument. Reliability coefficient as Cronbach's Alpha coefficient shows the average correlation among items that include under a variable. To appear the reliability in the instrument, the value of the Cronbach's Alpha coefficient should be equal to or greater than 0.7. For this study, Cronbach's Alfa value of the independent variable is 0.70 and the dependent variable is 0.72. Since all the values are greater than 0.7, the questionnaire was considered a reliable one.

Conceptualization

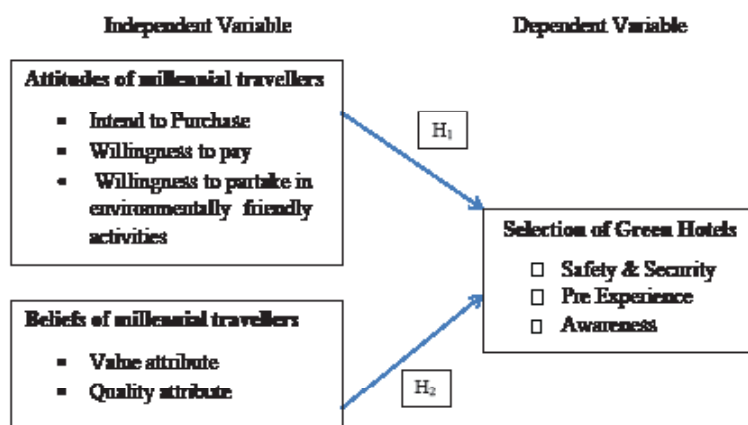


Figure 3. 1 Conceptual Framework

Hypothesis

H1: There is a positive relationship between attitudes of domestic millennial travellers and the selection of green hotels

H1a: There is a positive relationship between willingness to pay more for green hotels and selection of green hotels

H1b: There is a positive relationship between intending to purchase and selection of green hotels

H1c: There is a positive relationship between willingness to partake in environmentally friendly activities hotels and selection of green hotels

H2: There is a positive relationship between the beliefs of domestic millennial travellers and the selection of green hotels

H2a: There is a positive relationship between value attribute and selection of green hotels

H2b: There is a positive relationship between quality attributes and the selection of green hotels

Data Analysis

Descriptive Statistic Analysis for Dependent and Independent Variables

The researcher has used descriptive analysis to provide a general idea about the existing level of each determinant of the attitudes and beliefs on the selection of green hotels.

Table 4.1 Descriptive Analysis on Green Hotel Selection

Variable	Mean	Std.Deviation
Attitudes	4.5561	.54935
Beliefs	4.5457	.58307
Selection of Green hotel	4.5259	.55900

Source: Survey Data 2021/22

Above table 4.1 was generated through the questionnaire data which were collected by the researcher. 4.5561 scored as the highest mean for attitudes. According to the decision rule, mean values are falling above 3.5 considering a high level of selection of green hotels.

Table 4.2 Descriptive Analysis on Green Hotel Selection

Attitudes	Mean	Std.Deviation
Intend to purchase	4.6400	0.60389
Willingness to pay more	4.7400	0.59843
Willingness to partake in environmentally friendly activities	4.4676	0.58021

Source: Survey Data 2021/22

The mean value and standard variation of willingness to pay more are 4.74 and 0.59 respectively. This mean value implies that millennials have a high level of green hotels selection based on the dimension of willingness to pay more.

Table 4.3 Descriptive Analysis on Green Hotel Selection

Attitudes	Mean	Std.Deviation
Value attributes	4.4778	0.68696
Quality Attributes	4.5967	0.61085

Source: Survey Data 2021/22

The mean value and standard variation of the quality attribute are 4.59 and 0.61 respectively. This mean value implies that millennials have a high level of green hotels selection based on the dimension of the quality attribute.

Correlation Coefficient Analysis

The purpose of correlation analysis is to identify whether two measurement variables co-vary and to quantify the strength of the association or relationship between independent variables; attitudes and beliefs and dependent variable; selection of the green hotel.

Table 4. 4 Correlation Coefficient of Attitudes and Beliefs

	Pearson Correlation	P-value
Attitudes	0.922	0.000
Beliefs	0.843	0.000

Source: Survey Data 2021/22

According to above table 4.4, it has a strong positive correlation with the selection of green hotels and this test is significant. There is strong evidence to say that attitudes and beliefs affect the selection of green hotels. Each p-value is less than the alpha value ($0.000 < 0.05$). It concludes that there is a positive relationship between attitudes, beliefs and selection of green hotels.

Multiple Regression Analysis

Regression analysis is a powerful and flexible procedure for analyzing associative relationships between the dependent variable and one or more independent variables (Malhotra, 2010). Furthermore, multiple regressions can only really confirm that empirical results are consistent with a hypothesis. Therefore, multiple regression model was used to analyze domestic millennial travellers' attitudes & beliefs towards green hotels in SL.

Table 4. 5 Regression Analysis

Mode	R	R Square	Adjusted R Square	Std.Error of the Estimation
1	.926	.857	.855	.21255

Source: Survey Data 2021/22

Rsquare normally shows the accuracy of the model which measures the proportion of the variance of the dependent variable explained by suggested explanatory variables excluding the constant (Dufour, 2011). R- Square represents how much of the variation of the dependent variable is explained by the independent variables.

According to model summery 0.855 which directs 85.5% variation of selection of green hotel is explained by attitudes and beliefs of millennials and only 14.5% represents the other not considered variable. It indicates that a higher proportion of the model is fit for the population.

Table 4.6 Anova Table

Model		Sum of Square	DF	Mean Square	F	Sig
1	Regression	39.918	2	19.959	441.775	0.000
	Residual	6.641	147	.045		
	Total	46.560	149			

Source: Survey Data 2021/22

- a. Dependent Variable
- b. Predictors: (Attitudes and Beliefs)

The above table has revealed 46.560 from the total sum of squares, 39.918 can be explained by the regression and 6.641 is explained by the residual value. Hence, the model is statistically significant because a relatively large proportion of the model is explained by the regression. As per the above information, the p-value is 0.000. Therefore, the statistical evidence of the model supports to rejection of the null hypothesis ($P\text{-value} < 0.05$). It indicates independent variables; attitudes and beliefs significantly explain the variance in the selection of green hotels.

According to table 4.7, the correlation coefficient for attitudes was 0.792. Its significant value was 0.000 and it was lesser than 0.05. The result implied that the millennials' attitudes on the selection of green hotels were statistically significant. The correlation coefficient for belief was 0.159. Its significant value was 0.010 and it was lesser than 0.05. The result implied that the millennials' attitudes on the selection of green hotels were statistically insignificant.

Table 4.7 Coefficient for Multiple Regression

Model		Unstandardized Coefficient		Standardized Coefficient	T	Sig
		B	Std.Error	Beta		
1	(Constant)	.197	147		1.339	.183
	Attitude	.792	.064	.778	12.283	.000
	Beliefs	.159	.961	.165	2.610	.010

Source: Survey Data 2021/22

Hypothesis Testing

Table 4. 8 Analysis of the model predictors

Predictor	P-value
Attitudes	0.000
Intend to purchase	0.000
Willingness to pay more	0.133
Willingness to partake in environment-friendly activities	0.000

Source: Survey Data 2021/22

H1: There is a positive relationship between attitudes of domestic millennial travellers and the selection of green hotels

According to table 4.8, since the output P-value is lesser than 0.05, It can be concluded that there is a positive relationship between attitudes and selection of green hotels at a 95% confidence level.

H1b: There is a positive relationship between intending to purchase and selecting of green hotels

According to table 4.8, since the output P-value is lesser than 0.05, It can be concluded that there is a positive relationship between intending to purchase and selecting green hotels at a 95% confidence level.

H1b: There is a positive relationship between willingness to pay more for green hotels and selection of green hotels

According to table 4.8, since the output P-value is greater than 0.05 It can be concluded that there is no relationship between willingness to pay more and selection of green hotels at a 95% confidence level. Here, the hypothesis is rejected.

H1c: There is a positive relationship between willingness to partake in environmentally friendly activities and selection of green hotels

According to table 4.8, since the output P-value is lesser than 0.05 It can be concluded that there is a positive relationship between willingness to partake in environmentally friendly

activities and selection of green hotels at a 95% confidence level.

Table 4.9 Analysis of the model predictors

Predictor	P-Value
Belief	0.010
Value attribute	0.005
Quality attribute	0.161

Source: Survey Data 2019)

H2: There is a positive relationship between the beliefs of millennial travellers and the selection of green hotels

According to table 4.9, the output P-value is lesser than 0.05. It can be concluded that there is a positive relationship between belief and selection of green hotels at a 95% confidence level.

H2a: There is a positive relationship between value attributes and the selection of green hotels

According to table 4.9, since the output P-value is less than 0.05 It can be concluded that there is positive a relationship between value attributes and selection of green hotels at a 95% confidence level.

H2b: There is a positive relationship between quality attributes and the selection of green hotels

According to table 4.9, since the output P-value is greater than 0.05 It can be concluded that there is no relationship between quality attributes and selection of green hotels at a 95% confidence level. Therefore, the hypothesis is rejected.

The results of the multiple linear regression analysis were given in the table and these results indicate the impact of attitudes and beliefs on the selection of green hotels. According to the outcome of the regression model attitudes including intend to purchase and Willingness to partake in environment-friendly activities as well as value, attributes significantly impact on the selection of green hotels.

Discussion

The present study is conducted to investigate domestic millennial travellers' attitudes and beliefs on selecting green hotels in Sri Lanka. The findings of the research discovered that beliefs and attitudes highly impact the selection of green hotels. Some study has examined tourists' environmental beliefs and tourists' environmental behaviour while on an excursion. The greater part of responses to their questionnaire was pro-environmental and specified that respondents were environment concerned. 57.7% of the respondents indicated that they were willing to pay extra for travel products with a lesser number of destructive impacts on the environment (Tartaglia & Grosbois, 2009). Although willingness to pay more accepted in the above studies dimension of willingness to pay more was rejected from the current study (P-Value is $0.133 > 0.05$). It shows that Sri Lankan millennials are more concern on money value of the property. They expect to experience the green practices of the hotels without paying an additional amount.

Willingness to pay more, quality attributes do not significantly impact the selection of green hotels. Even though in the international context, tourists are willing to pay more for green hotel practices, local millennial travellers do not have it. Further, they mainly consider the value for money rather than the quality aspects of the hotels. These results show that local millennials are having an intention to visit eco-friendly resorts at a valuable price. Therefore, green-certified resort operators should think about these aspects when they promote them to local millennial travellers. Hoteliers should have different marketing mixes for local millennials and international millennial travellers. Further, the findings of the study have revealed quality attribute dimension was rejected and only value attributes of the hotels are accepted when domestic millennials are selecting green certified hotels.

Conclusion

This study identifies the local millennial travellers' attitudes and beliefs towards green hotels in Sri Lanka. The study is based on the quantitative method and the study examined how attitudes including intend to purchase, willingness to pay more, willingness to partake in environmentally friendly activities and beliefs including value attributes, quality attribute impact the selection of green hotels.

The researcher has discovered that there was a relationship between attitudes and beliefs with the selection of green hotels. Under attitudes dimensions of intention to purchase, willingness to partake in environmental activities has a strong impact on the selection of green hotels. This study provides directions for green hoteliers for improving services in different ways to enhance the quality of the green hospitality industry. The

researcher has explained the current situation of green hotels by using environmentally friendly activities, quality and the standard, guests' preferences and difficulties and challenges. All hotels provide a different kind of unique green experience to their guests according to the internationally accepted standard. Everyone is like to follow green initiatives which have been implemented in the hotel and there are some difficulties with green Hotels. Especially inadequate contribution from the government, easy to plan but difficult to implement among the minor staff of the hotel Although the researcher explored most millennials did not face any problem while selecting and accommodating green hotels some of them have mentioned a few problems. Those are availability, difficult to find through social media, high price and fewer facilities.

The green concept is not a novel idea to Sri Lanka, but this concept is becoming popular throughout the world. Therefore, this is better to study deeply to gather more information. The study gave a profile of the domestic millennial tourists who select green hotels. The findings of the research provided hoteliers with insightful guidelines into the development and implementation of green operations and initiatives with a range of opinions about the environment. This study is limited to Green Globe and LEED-certified hotels and other green hotels are enriched with sustainability practices. Therefore, future research areas are opened for those hotels also

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