IREGE

INSTITUT DE RECHERCHE
EN GESTION ET ECONOMIE

SEMINAIRE DE RECHERCHE

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12h30 – Salle 103 / Comodal

Participer à la réunion Zoom

https://zoom.us/j/95741920861?
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ID de réunion : 993 2844 4342

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Calendrier des séminaires

https://urlz.fr/jllR

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Fair, Confusing, Opportunist, Outstanding or Accessory? Understanding guests' perceptions of hotels' green practices

Given consumers' growing awareness of environmental issues, hotels' managers spend substantial time and money on green practices. However, existing studies reveal that such practices may be perceived negatively. These studies do not investigate the reason behind guests' perceptions and focus on a limited number of practices. Therefore, the purpose of this research is to understand how guests perceive the hotel industry's green practices, beyond the simple positive-negative dichotomy. An integrative list of 36 green practices was derived from a literature review and an analysis of existing green hotel certifications or labels. This list was then discussed with experts, academics and hotel guests. Moreover, five perception variables were identified in literature: the amount of hotel (vs. client) effort, the influence of the practice on clients' experience, the practice's environmental efficiency, the hotel's financial motivation to implement the practice and how the practice reveals the hotel's commitment to the environment. 967 respondents from a French paid online panel then evaluated 3 practices each on these 5 perception variables, measured with 12 items. An agglomerative hierarchical clustering analysis was conducted on these results and highlighted 5 groups of practices: fair, confusing, opportunist, outstanding, and accessory. Results should help hotel managers prioritize the practices they need to implement and better communicate about them.

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Key words: green practice, hotel industry, guests' perception, green consumption