

**UNDERSTANDING THE PERCEPTIONS, APPROACHES AND ACTIVITIES OF
ACCOMODATION FACILITIES IN IZMIR**



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NOVEMBER 2019

**UNDERSTANDING THE PERCEPTIONS, APPROACHES AND ACTIVITIES OF
ACCOMODATION FACILITIES IN IZMIR**

**A MASTER'S THESIS SUBMITTED TO
THE GRADUATE SCHOOL**

**OF
IZMIR UNIVERSITY OF ECONOMICS**

**BY
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NOVEMBER 2019

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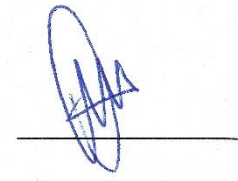
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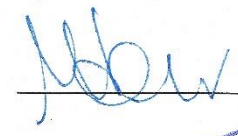
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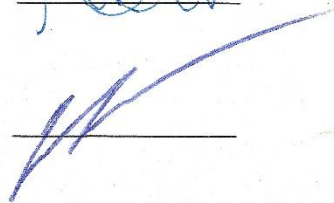
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ABSTRACT

UNDERSTANDING THE PERCEPTIONS, APPROACHES AND ACTIVITIES OF ACCOMODATION FACILITIES IN IZMIR

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Increasing production has brought about problems such as the depletion of the ozone layer, global warming, air pollution and has upset the natural balance. The role that the tourism industry plays in environmental problems is a major one. Tourism depends on the ecological environment as well as the man-made and cultural environment more than any other industry. Izmir is one of Turkey's top tourist destinations. There are studies in Izmir regional development plan to encourage environmental tourism. Therefore, Izmir is very suitable for this study. To understand the perceptions, approaches and activities of accomodation facilities in Izmir a comprehensive literature review was conducted. After the literature review, four dimensions were found to shape the subject and hypotheses were formed and a questionnaire was designed. The questions are arranged according to dimensions. Also, questions are designed in multiple-choice and likert style. Survey was sent to 201 accommodation facilities that have tourism operation licensed accommodation facilities which locates in Izmir only. As a result, 38 facility participated in the survey.

Limitations: Low sample size.

Keywords: Tourism, Environmentally Friendly Hotels, Survey Study



ÖZET

İZMİR'DEKİ KONAKLAMA İŞLETMELERİNİN ALGILARINI, YAKLAŞIMLARINI VE FAALİYETLERİNİ ANLAMAK

Pesener, Onur Hakan

Lojistik Yönetimi

Tez Yöneticisi: Doç. Dr. Muhittin Hakan Demir

Artan üretim, ozon tabakasının tükenmesi, küresel ısınma, hava kirliliği gibi sorunları beraberinde getirmiş ve doğal dengeyi bozmuştur. Turizm endüstrisinin çevre sorunlarında büyük bir rol oynamaktadır. Turizm insan yapımı ve kültürel çevreye olduğu kadar ekolojik çevreye de diğer sektörlerden daha fazla bağlıdır. İzmir, Türkiye'nin en önemli turistik yerlerinden biridir. İzmir bölgesel kalkınma planında çevre turizmini teşvik eden çalışmalar bulunmaktadır. Bu nedenle, İzmir bu çalışma için çok uygundur. İzmir'de konaklama tesislerinin algı, yaklaşım ve eylemlerini anlamak için kapsamlı bir literatür taraması yapılmıştır. Literatür taramasından sonra konuyu şekillendirmek için dört boyut bulundu ve hipotezler oluşturuldu ve bir anket tasarlandı. Sorular boyutlara göre düzenlendi. Ayrıca, sorular çoktan seçmeli ve benzer şekilde tasarlanmıştır. Anket, yalnızca İzmir'de bulunan, 201 adet lisanslı konaklama tesisine gönderilmiştir. Sonuç olarak, ankete 38 tesis katılmıştır.

Kısıtlama: Düşük örnek hacmi.

Anahtar Kelimeler: Turizm, Çevre Dostu Oteller, Anket Çalışması



To My Family

ACKNOWLEDGMENTS

I would like to express my sincere gratitude to my advisor Assoc. Prof. Dr. Muhittin Hakan Demir for the continuous support of my master study and his patience, motivation, and immense knowledge. His guidance helped me in all the time of research and writing of this thesis. Also, I would like to thank my whole family and Talya Günçer for supporting me throughout writing this thesis.

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1. INTRODUCTION

Having emerged with the industrial revolution and the rapid increase in population, mass production has led to more consumption, which has thus caused more resources to be used. As a result, when available natural resources are divided, it can be seen that the amount per person is decreasing day by day. Increasing production has brought about problems such as the depletion of the ozone layer, global warming, air pollution and has upset the natural balance. (Bayraktutan, Uçak 2011). According to the Intergovernmental Panel on Climate Change Fifth Assessment Report created by the United Nations, it is a fact that the climate system is warming. Since the 1950's, the changes that have been observed every 10 years are unprecedented. In fact, the highest emission measurement in history were made in the years 2000 and 2010 (Intergovernmental Panel on Climate Change, 2014). The reasons for this increase are energy (47%), industry (30%), transportation (%11) and habitation (3%) (Korkmaz, Atay, 2017).

The role that the tourism industry plays in environmental problems is a major one. In 2015, the tourism industry was the source generating 9.8% of global GDP on a global scale, the value of which amounted to 7,170.3 billion USD. The World Travel and Tourism Council estimates that the value will increase to 10,986.5 billion USD by 2026, which would represent 10.8% of the world GDP. (Szpilko,2017).

Sustainable developments, i.e. providing economic growth without harming the environment, emerged from the pressure of increasing environmental awareness in the 80's, and has led the world to place a much-needed importance on the environment

(Aslanertik ve Özgen 2007). Having noticed that natural resources are being depleted, the conscious consumer has set out to leave a more habitable world to future generations by passing on this awareness. Whether it be non-governmental organizations or undertakings, they are trying to help people notice the situation and develop an awareness as well. While adopting environmentally friendly practices, establishments, in particular, also save money for their business economics. In this regard, they make a noteworthy profit for business finance (Mesci, 2014).

The level of awareness is rather important in a sector in which consumptions and relations are one-to-one and fast. Environmental awareness is extremely important not only for tourism and touristic and historic areas, but especially for the progression and development of our world. Owing to the lack of environmental awareness in tourism and the incredibly fast consumption, environmental pollution is impacted in a negative way. This responsibility belongs to managers, shareholders, government officials as well as customers.

In this research specific to Izmir, eco-friendly practices and ones which cannot be carried into effect will be analysed within the scope of accommodation facilities' environmental awareness. There is a lack of eco-friendly approaches in terms of Turkish tourism and accommodation industry.

Survey and literature reviews based on both big and small undertakings will be incorporated into this research. Literature review shows that 4-star hotels in Izmir are the majority. Research question and hypotheses were prepared under literature review.

Research questions is: Does 4-star hotels are better at green activities than the all the other hotels in Izmir?

The hypotheses prepared are as follows:

- H1: 4-star facilities have a higher percentage of green purchasing awareness/activities as compared to the whole sample.
- H2: 4-star facilities have a higher percentage of waste and recycling awareness/activities as compared to the whole sample.
- H3: 4-star facilities have a higher percentage of customer feedback awareness/activities as compared to the whole sample.
- H4: 4-star facilities have a higher percentage of government support awareness/activities as compared to the whole sample.

Keywords: Tourism, Environmentally Friendly Hotels, Survey Study

2. LITERATURE REVIEW

The tourism industry is in interaction with the natural environment on a local and global scale. Tourism depends on the ecological environment as well as the man-made and cultural environment more than any other industry. (Demir ve Çevirgen, 2006: 61) (Korkmaz and Atay, 2017). However, in contrast to other economic industries, tourists (consumers) go to where the product is produced. This situation paves the way for significant consequences for the local people and the ecological environment where tourism takes place. (Demir ve Çevirgen, 2006: 134). For instance, according to the 2007 data of the United Nations World Health Organization, the hotel industry increases the emission of carbon dioxide on earth by 21%. (Lo vd., 2014: 166). Therefore, while tourism makes a huge contribution to the community in terms of economy, sociology and culture, it is also feared that it is a sector which will harm the natural environment. In this respect, the application of green marketing practices in tourism will play an important role in preventing this damage. (Altunöz vd., 2014: 160).

Green Hotels Association states that “Green Hotels are environmentally friendly properties whose managers are eager to institute programs that save water, save energy and reduce solid waste while saving money to help protect our one and only earth!”. Documents such as the yearly report concerning the establishment’s operations carried out according to their environmental policy and course of action, training programme certificates for staff in regard to environmental awareness, declared documents which are given to staff and clients, data concerning water consumption, energy and electric consumption for heating and cooling and general energy consumption are requested from facilities that desire a certificate for doing eco-friendly business. In this procedure, many criteria are taken into account, from the facility’s waste water planning to its choice of detergent. (Mesci,2014) (27005 sayılı tebliğ). The Environmentally Friendly Hotel Certificate (Green Star) intends to save water, use energy efficiently, use renewable energy sources, reduce environmentally

unfriendly waste and aims for establishments to develop an environmental awareness and increase their adaptation to the environment in the investment stage and to provide environmental education as well as cooperation with organizations and institutions that adopt these approaches (Kültür ve Turizm Bakanlığı, 2015a). 122 criteria have been determined for the Green Star programme in regard to general management, education, arrangement of hotel rooms, the facility's adaptation to the environment, ecological architecture, energy, water, detergent, chemicals, waste and other services. Establishments receive different points based on these criteria. Facilities are rewarded the Green Star Certificate upon collecting points above the minimum that they have to get according to their class and location (Kültür ve Turizm Bakanlığı, 2015b).

The increase of production and consumption to satisfy humans' endless needs has brought about environmental problems. The Hotels/Resorts placed in tourism destinations consume lot of energy and resources. Hence, they collectively present a serious threat for sustainable tourism (Babu, Arshinder,Rajendran, 2018). The reason why environmental problems have suddenly attracted the world's attention is environmental accidents and disasters. As a result of these accidents and disasters, studies that will create environmental awareness in the world have been brought up on the agenda. (Sevim and Aykan, 2013). Particularly since the end of the 80's, developments about sustainable improvement and the protection of the environment in addition to undertakings that have shown progress in these matters have raised the awareness of countries, governments, different industries and the community day by day. (Kirk, 1995)

Another concept that has gained importance for establishments in the past few years is corporate reputation. This notion which is defined as the impression that an establishment leaves on the internal and external shareholders has an effect on the establishment's sustainable achievements. In order to survive in the current competitive environment in which especially clients' preferences can change in the twinkling of an eye, establishments have to create a positive image. (Sevim and Aykan, 2013). Hence, the hotel industry has leaned towards environmental management practices due to various reasons such as having a competitive advantage, being able to attract green customers to their facilities, saving money by bringing environmental effects that have occurred as a result of their activities to a minimum. Establishments create a corporate reputation for themselves with such environmental practices. (Sevim and Aykan, 2013).

The environment is the physical, biological, social, economic, and cultural surroundings in which human beings and other living creatures maintain a relationship and interact with each other throughout their entire lives. (Environmental Legislation, 2009). The interaction between humans and nature has continuously been evolving against nature since mankind began living and created an artificial environment for themselves. It is fair to say that there is an ongoing war between the natural environment and our man-made surroundings. As the natural environment becomes smaller, the artificial environment expands by the day. (Çalışkan, 2003)

Studies are needed to analyse the green practices that are being used to reduce various wastes in hotels. The main focus here is not on wastes seen in Japan such as ‘delays, errors, lack of efficiency’, but on physical waste (solid waste, water and energy, etc.) (Al-Aomar, Hussain, 2017).

The waste in the hotel industry and its increasing environmental impact is similar to other services in the service industry. The hotel industry by its very nature consumes significant amounts of energy, water and products. Most of the negative environmental impacts in this sector are due to unnecessary use of products, energy and water (Al-Aomar, Hussain, 2017).

Problems such as air and water pollution, forests destroyed for agricultural lands, greenhouse gases, solid waste and their social-economic effects are the result of technological developments and market growth all over the world. While these problems have been feared to happen in the past, they have now turned into problems that affect people's daily lives and have increased people's concerns about the environment. (Giraldo and Castro, 2014) As people's concerns about the natural environment increase, businesses have started to change their behavior to respond to these concerns. Accordingly, different approaches are applied in order to provide an appropriate balance between economic growth and environmental sustainability (Sert, 2017).

The hotel management practices, which are called green hotel management in the studies, help to save energy and water for the accommodation businesses and to reduce the wastes left in nature. Accommodation businesses operating in a highly competitive market should pay attention to financial savings. Hospitality businesses that spend large amounts of money for energy, water and waste disposal can move to sustainable practices and reduce resource use by 20 to 40% without reducing operational performance (Sert, 2017).

Since all existing natural resources from past to present are not used in a planned way, our society and businesses in every industry are facing scarcity of resources. Business management should strike a balance between renewable and non-renewable resource reserves and the composition of waste and products. Accommodation companies operating in the can achieve this balance by investing more in green management practices and giving priority to activities in accordance with the green management approach (Turk, Kara, 2018).

Consumers who are concerned about environmental issues give stronger support for green products. Hotels that perform green practices well receive positive comments from consumers about these practices. Two thirds of travellers reported that they were thinking about the environment when choosing their hotel. Current green activities such as recycled cans, bottles and paper should be a part of everyday life and consumers should travel with environmental awareness in mind. Especially when staying at hotels known as a “second house” (Jin Young Kim, Sunyoung Hlee, Youhee Joun, 2016)

With the increase in the environmental awareness of establishments that are active in the industry, handling the natural, social and cultural environment in a protective and constructive manner and adopting clean production practices will be ensured in line with the green growth approach of tourism investments, in particular. The awareness of the establishments whose services are devoted to ecotourism practices will be increased and investments directed towards ecotourism will be encouraged especially in districts such as Karaburun, Çeşme, Seferihisar, Urla, Foça and Dikili. Precautions aimed at protecting the environment in coastal regions will be increased, and in order to regularly track pollutants created by sea traffic and activities in the harbour and marina, measurement stations will be built (Izmir Regional Plan 2014-2023).

In order to provide sustainable services in tourism, the use of resources that are non-renewable and limited in the growth and running of touristic firms and services will be minimized. In addition, environmental and natural awareness, environmental management in establishments and the local authority's completion of energy, water and recycling infrastructure in areas will be ensured and the encouragement of resource productivity with land, estate and credit support for both establishments and municipalities as well as the increase of support and credit facilities to renew tourism facilities in accordance with sustainability principles will be provided. Apart from popularizing sustainable practices in districts that are attraction centres for different kinds of tourism, ecotourism activities particularly in the districts of Çeşme, Karaburun, Foça, Dikili and Seferihisar will be increased. Among environmental protection areas, the shores of Yarımada, Dikili and Foça, in particular, stand out. Capacity and risk factors of investments aimed at the production of aqua cultural resources in vulnerable areas should be carefully evaluated, and as a result of these assessments, activities that are determined to be a threat to the environment should not be carried out. Environmentally friendly methods should be preferred in current investments. Tourist expenditure, which is currently 700 dollars per person, is aimed to be 850 dollars in 2023 (Izmir Regional Plan 2014-2023).

To inspire those tourism administration suppliers similar to those hotels moving towards supportability practices, government needs to support sustainability practises actively. The government support has to be there against stringent regulations, presenting better approaches for sustainability practices and in providing safety to the customers. Managers should be trained and appropriately rewarded, as they drive those progress towards manageability polishes. The transparency and responsibility will help to create a trust and responsibility among the supply chain parts which will drive those tourism supply chain and the tourism business in general. (Babu, Arshinder,Rajendran, 2018)

In order to encourage and increase the number of Environmentally Friendly Accommodation Facilities Electrical Energy Support is Provided to Establishments That Have an Environmentally Friendly Accommodation Facility Certificate in accordance with “2013/5265 numbered Decision Regarding Electrical Energy Support to Establishments That Have an Environmentally Friendly Accommodation Facility Certificate” which was published in the Official Gazette dated 06/09/2013 and numbered 28757.

According to decision numbered 2013/5265; the difference between the rates applied to hotel subscriptions and the lowest rates applied to residential and industrial subscribers in areas where the establishment is found is paid as electrical energy support to tourism establishments, which have been awarded the Environmentally Friendly Accommodation Facility certificate by the Ministry of Culture and Tourism.

However, The Decision Regarding Electrical Energy Support to Establishments That Have an Environmentally Friendly Accommodation Facility Certificate has been abolished. The Decision Regarding Electrical Energy Support to Establishments That Have an Environmentally Friendly Accommodation Facility Certificate, which was brought into force by being published in the Official Gazette dated 24.10.18 and numbered 30575 and with the Presidential Decision dated 23.10.2018 and numbered 191 and the decision of the Council of Ministers dated 08.07.2013 and numbered 2013/5265, has been abolished.

Within this scope; energy support for electricity consumptions after 31.12.2018 has been ended and activities and procedures of establishments that have been awarded an Environmentally Friendly Accommodation Facility Certificate will be carried out within the Presidential byelaw numbered 2018/191. Respectfully submitted.

Training has to be seen as an investment rather as an expense, so that it can continue to receive support, even when the economy seems to be tight. This is important, so that when the economy recovers, as it eventually will, the various ports will have personnel who have been trained to take on the new challenges at all levels (Arhelo, 2017).

A better understanding and management of the business and continuous development are the main objectives of performance measurement. These basic issues pave the way for the improvement of frameworks for business performance measurement. (Hervani, Helms, 2005). It is understood that the performance measurements of a hotel that carry out green practices enable the better understanding and development of these practices. Therefore, as a part of performance measurement and management, having trained and aware staff will lead the way in the improvement of this matter on a strong base for facilities that are trying to make green practices operational within their establishment (Jabbour, 2015).

With increasing numbers of scientific researches on organizational greening, it became clear that organizations needed the support of human resource practices, such as training, performance evaluation, and rewards to apply greening (Daily and Huang, 2001; Govindarajulu and Daily, 2004). These practices are also relevant not only for supporting environmental management systems but also for supporting the development of products and innovations with lower environmental impacts (Govindarajulu and Daily, 2004).



3. METHODOLOGY

The purpose of this study is to see the problems, advantages and differences between the hotels which are eco-friendly and those which are not, and to find out what their current eco-friendly practices are. To answer this statement, it is necessary to understand awareness level of companies about this situation. Also, analysing current situation about environmental sustainability of accommodation facilities in Izmir is essential point of this study. In this study, research approach combines several methods for collecting information. Except from literature review, online survey conducted to find empirical data on the perspectives of local hotels.

The survey is a quantitative method. The quantitative method is an approach that acquires the data related to the subject numerically and statistically and analyses it. (Hox and Boeije, 2005). In this study, a quantitative method survey was conducted.

3.1. Data Collection

Firstly, explorative study based on secondary data, literature reviews were used to understand current situation and to make introductory. Secondly, in order to collect primary data, online questionnaire survey was used. The information about the accommodation facilities has been collected from İzmir Ministry of Culture and Tourism website.

Both secondary data and primary data were used in line with this study. Secondary data is the term used for data that was pre-collected for another purpose and used to answer a new research question (Rabianski, 2003). Primary data is the original information that researchers gather first hand. In accordance with the purpose of this study, secondary data was accumulated through a literature review, and primary data was collected as a result of the survey conducted.

3.2 Sampling

Surveys sent to ones that have tourism operation licensed accommodation facilities which locates in Izmir only. The key advantage of this method is every member of it has equal chance of being selected. It is the proper method to use in survey of this study because reaching every type of member in the business (Izmir) is important.

The purposive sampling method was used in this study since the target audience of this study is establishments that have a hospitality management certification. The survey was conducted in order to learn about the perceptions, approaches and activities of accommodation facilities in terms of eco-friendly practices, products and sustainability. The purposive sampling technique, also known as judgment sampling, is a non-random technique and has six sub-categories. These are Maximum Variation Sampling, Homogeneous Sampling, Typical Case Sampling, Extreme/Deviant Case Sampling, Critical Case Sampling, Total Population Sampling and Expert Sampling. (Etikan, Musa, Alkassim, 2015). The homogeneous sampling method was used in the study owing to the fact that the participants have the same or similar characteristic features forms the basis of this sampling method, and this method is suitable to use on facilities that have a hospitality management certification.

3.3. Survey

The questionnaires enable a wider range of facilities to express views and provide responses. The questionnaires will be designed user friendly, easy to understand by readers to get high response rate and to reach more data. In order to reach hotels demographical characteristics, location, establishment year, star rating, guest profile will be asked in first 9 questions. Then, between tenth and twenty-eight questions will be designed using Likert scale with five alternative rates (agreement and frequency, 5: Strongly Agree, 4: Agree, 3: Neutral, 2: Disagree, 1: Strongly Disagree) and the last question is about what they would like to add if they want related to the topic. The survey was divided into five main parts which are facility characteristics, purchasing green products, recycling and waste management, guest approach and government assistance respectively. The last question of this survey is optional and hermeneutical to learn general expectations and comments of respondents. This survey was pre-tested 2 times by applying it to 15 different individuals to clear that it is easy to understand.

The main purpose of this study is to see the problems, advantages and differences between the hotels which are eco-friendly and those which are not, and to find out what their current eco-friendly practices are. Therefore, the survey method is the most suitable method for this study.

This survey offers anonymity to hotels in order to reduce social pressure and misleading answers. Paulhus (1984) found that more desirable personality characteristics were reported when people were asked to write their names. Finally, the final version of the survey was sent out to the facilities by online survey website, Google Forms to reduce cost and to be able to reach more facilities.

There are three types of online surveys. The first type is open to everyone and there is no control regarding who answers the survey. The second type is a closed version and a private email is sent to users with a link to the survey attached and can sometimes require a password to access the survey. The third type is secret and pops up only if a mechanism is triggered. This mechanism may be triggered when the user is interested in a particular web page. (Bradley,1999) In this study, the second type of survey was used. In line with the purpose of this study, the participants were reached out to after being found in the most up-to-date database of the Ministry of Culture and Tourism in İzmir and were called up and searched on the Internet before finally acquiring their e-mail addresses. Participants whose e-mail addresses were found and were still active were contacted by e-mail in which the link to the survey prepared by using Google Forms was attached.

Dimensions	
Green Purchasing	Our organisation is knowledgeable about green products.
	Green products are preferred when making purchases for the establishment.
	A sufficient amount of green products can be found in the market.
	The prices of green products are affordable when compared to other products.
	Our establishment pays attention to the environmental effects of tools and equipment that are used when storing and processing supplies. (cooler, freezer, coking systems)
Recycle and Waste Management	Our organisation sorts waste.
	Our organisation makes sure that waste is recycled.
	The facility has its own treatment plant.
	Our organisation collaborates with different companies when managing waste.
Customers Feedback	Feedback is received from customers about eco-friendly practices.
	Positive feedback is received from customers about environmental awareness.
	Customers are aware of eco-friendly practices.
	Being an eco-friendly facility provides the advantage of recognition and advertisement.
	Customers are willing to pay a higher fee to stay at eco-friendly facilities.
Government Support	Our organisation receives help and/or support from public officials, local authorities and the government on the subject of environmental awareness.
	The help and support given by the local authorities or government on the subject of environmental awareness is sufficient.
	The government provides information and advisory support on these subjects.

Table 1: Dimensions

The dimensions in this table were prepared in line with information acquired after a thorough literature review. These are the main topics mentioned in articles related to this subject and questions were prepared for each one. These dimensions are as follows: green purchasing, recycle and waste management, customer feedback and government support. All of these dimension are related to environmental sustainability in the tourism industry.

Increasing production has brought about problems such as the depletion of the ozone layer, global warming, and air pollution and has upset the natural balance. (Bayraktutan, Uçak 2011). Green purchasing is important because green products do not harm the environment when being produced, transported, used and during waste management. There were 4 questions in the survey regarding this matter. The first question was asked in order to find out whether the establishments had any knowledge of green products. The second question was asked to find out whether or not they prefer using these products. The purpose of the third question was to learn whether the price of green products was reasonable when compared to other products. The final question was asked in order to learn if establishments pay attention to the environmental effects of the tools and equipment that they buy.

Special attention should be paid to recycling and waste management as the waste of all types of products and materials used harms the environment drastically. Green Hotels Association states that “Green Hotels are environmentally friendly properties whose managers are eager to institute programs that save water, save energy and reduce solid waste while saving money to help protect our one and only earth!”. In this dimension, 4 questions were asked to participants. The first question was about whether or not the establishments sort waste. The second questions was asked in order to learn if they recycle waste or not. The third question asks if the establishments have their own treatment plant. The purpose of the fourth question was to find out if the organizations cooperate with different companies when managing waste.

Customer feedback is especially important as customers play a major role in this industry. The feedback and actions of consumers are of great importance for accommodation establishments. Owing to the lack of environmental awareness in tourism and the incredibly fast consumption, environmental pollution is impacted in a negative way. This responsibility belongs to managers, shareholders, government officials as well as customers. 5 questions were asked to participants in this matter. The first two questions were about whether businesses receive feedback from customers regarding environmentally friendly practices and environmental awareness. The third question was asked in order to learn whether customers are aware of environmental practices. The fourth question was asked to find out whether environmental activities provide recognition and the advantage of advertising. The purpose of the fifth question was to learn if customers are willing to pay a higher fee to stay in eco-friendly hotels.

As it is in all industries, government support is also of great importance in the tourism industry as the support given to private enterprises by laws and regulations can help with environmental problems. To inspire those tourism administration suppliers similar to those hotels moving towards supportability practices, government needs to support sustainability practises actively (Babu, Arshinder,Rajendran, 2018). The participants were asked 3 questions. The first two questions are about whether organizations receive support from the state on environmental issues and whether this support is sufficient. The third question was asked to find out if information and consultancy support is provided by the state.

One of the issues that surfaced after the literature review was the effect of human resources management on environmental sustainability. Along with human resource management (HRM), personal training and performance evaluation and rewards have been effective in ensuring hotels and other businesses going green. Therefore, 2 questions were prepared about this subject. Considering that it is not necessary to create a separate heading, the questions were given in the last section after the government support questions. The first question is about whether the employees are given training sessions on environmental awareness by establishments. The second question was asked in order to learn if employees are monitored and their performances on these subjects are evaluated.

4. ANALYSIS OF RESULTS

4.1. Descriptive Statistics

Survey was sent to 201 accommodation facilities that have tourism operation licensed accommodation facilities which locates in Izmir only. As a result, 38 facility participated in the survey, which represents a 19.91% participation rate. 20 of the facilities have 4 stars, 5 of them are boutique hotels, 3 of them have 5 stars, 2 of them have 3 stars, 2 of them have 2 stars, 3 of them have facility with special certificate there are 2 hostel type facility(boarding house) and 1 of them is a country house. The percentages are %53 4 star hotel, %13 boutique hotel, %8 5 star hotel, %5 3 star hotel, %5 2 star hotel, %5 Hostel type facility, %8 the facility with special certificate.

Number of Facilities	
Boarding House	2
Facilities With Special Certificate	3
Country House	1
Boutique Hotel	5
5 Star	3
4 Star	20
3 Star	2
2 Star	2
Total	38

Table 2: Number of facilities.

On the point of establishment year, there are 3 types of facilities. 0-10 years, 10-20 years and 20+ years. According to establishment years 29 facilities are between 0-10 years, 3 facilities are between 10-20 years and 6 facilities are older than 20 years.

Facilities Establishment Years	
0-10 years	29
10-20 years	3
20+ years	6
Total	38

Table 3: Facilities establishment years.

From the point of season length of accommodation facilities businesses, we divided it into 2 parts (4-8 month, 8-12 month). According to their business running time along a year, 32 facilities are working among 8-12 months (%84). 6 facilities working among 4-8 month (%16).

Facilities Working Duration	
All year long	32
4-8 months	6
Total	38

Table 4: Facilities working duration in a year.

Izmir is a touristic place to visit especially in summer. However, majority of the working duration of facilities are all year long. Only 6 of the participants working duration is in between 4-8 months.

Facilities Bed Capacities	
0-50	12
50-100	3
100-200	13
200-300	7
300+	3
Total	38

Table 5: Facilities bed capacities. (Q6)

As seen from table 4, majority of the facilities in Izmir are midsize in terms of bed capacities. There are only 3 participants stated that their bed capacity is over 300.

Does the facility provide a spa service ?	
Yes	12
No	26
Total	38

Table 6: Does the facility provide a spa service? (Q7)

26 of the establishments have stated that they do not provide any spa services in their facility. 12 of the participants provide a spa service to their customers.

Does the facility have an outdoor/indoor swimming pool?	
Yes	14
No	24
Total	38

Table 7: Does the facility have an outdoor/indoor swimming pool? (Q8)

34 of participants have stated that they have not an outdoor/indoor swimming pool and 14 of them states that they have. Overall, it can be said that the majority have not a swimming pool.

Does the facility offer beach services ?	
Yes	4
No	33
There is a beach within walking distance	1
Total	38

Table 8: Does the facility offer beach services? (Q9)

As seen from the table 7 most of the accommodation facilities in Izmir does not offer beach services. 33 of the hotels that participated in the survey stated that they do not offer beach services. 4 of them stated that they have beach services. 1 hotel have stated its uncertainty.

Where is the facility located?	
Alaçatı	5
Aliağa	2
Bağcıva	2
Gazimir	6
Havalimanı	2
Karşıyaka	1
Konak	4
Narlıdere	2
Ödemiş	2
Özdere	2
Şehir içi	6
Torbali	1
Urla	2
Yenifoça	1
Total	38

Table 9: Where is the facility located?

As seen from the table 8, the majority of the facilities in Izmir are located in inner city. It can be said that most of the facilities in Izmir have not a supplying problem about waste and recycle products and services.

What is The customer profile of the facility ?	
%100 foreigner	2
%20 local %80 foreigner	1
%30 local %70 foreigner	3
%35 local %65 foreigner	3
%45 local %55 foreigner	1
%50 local %50 foreigner	1
%60 local %40 foreigner	8
%65 local %35 foreigner	1
%70 local %30 foreigner	4
%80 local %20 foreigner	2
%90 local %10 foreigner	5
%95 local %5 foreigner	5
Empty	2
Total	38

Table 10: What is the customer profile of the facility?

Naturally, there is a statistical superiority of local customers against the foreigner customers. As seen from the above, there can be seen the customer profiles for further survey questions.

Our organisation is knowledgeable about green products	
Agree	30
Disagree	6
Neutral	2
Total	38

Table 11: Our organisation is knowledgeable about green products. (Q10)

30 of the hotels that participated in the survey stated that they have knowledge of green products; whereas, 6 of them have stated that they have no knowledge of green products. 2 of them have stated that they are uncertain. Overall, it can be said that the majority are informed of these products.

Green products are preferred when making purchases for the establishment.	
Agree	24
Disagree	8
Neutral	6
Total	38

Table 12: Green products are preferred when making purchases for the establishment. (Q11)

30 of these establishments are aware of green products; however, only 24 prefer purchasing green products. 8 do not opt for these products while the remaining 6 have stated their uncertainty.

A sufficient amount of green products can be found in the market.	
Agree	6
Disagree	19
Neutral	13
Total	38

Table 13: A sufficient amount of green products can be found in the market. (Q12)

19 of the participants have stated that green products are hard to obtain in the market. 13 have stated their uncertainty in the matter. Only 6 have stated that these products are easy to come by. As a whole, it can be inferred that green products are not easily found in the market.

The prices of green products are affordable when compared to other products.	
Agree	2
Disagree	26
Neutral	10
Total	38

Table 14: The prices of green products are affordable when compared to other products. (Q13)

26 of the establishments have specified that the prices of the green products found in the market are not reasonable when compared to other products. 10 of them have expressed their uncertainty and 2 of them have stated that they are, in fact, affordable. Overall, it can be seen that the majority are of the opinion that the prices of green products in the market are not reasonable when compared to other products.

Our establishment pays attention to the environmental effects of tools and equipments that are used when storing and processing supplies.	
Agree	34
Disagree	3
Neutral	1
Total	38

Table 15: Our establishment pays attention to the environmental effects of tools and equipment that are used when storing and processing supplies (cooler, freezer, coking systems). (Q14)

34 of participants have stated that their establishments pay attention to the effects that the tools and equipment they use have on the environment. 3 of them have specified that they do not. The last participant has expressed his/her uncertainty. Apparently, establishments pay attention to the environmental effects of tools and equipment and invests their resources to the technology.

Our organisation sorts waste.	
Agree	28
Disagree	8
Neutral	2
Total	38

Table 16: Our organisation sorts waste. (Q15)

28 of the establishments have indicated that they sort waste. While 8 of them have stated that they do not, 2 of them remain uncertain. As seen from the table 15, majority of the facilities that have accommodation management certificate in İzmir sorts waste.

Our organisation makes sure that waste is recycled.	
Agree	28
Disagree	6
Neutral	4
Total	38

Table 17: Our organisation makes sure that waste is recycled. (Q16)

28 of the participants have specified that their organisation recycles waste. However, 6 of them have stated that they do not. The remaining 4 have stated that they are uncertain. As seen from the table 16, majority of the facilities that have accommodation management certificate in İzmir tries recycle their waste.

The facility has its own treatment plant.	
Agree	11
Disagree	25
Neutral	2
Total	38

Table 18: The facility has its own treatment plant. (Q17)

25 of the establishments have stated that they do not have a treatment plant of their own while 11 of them have indicated that they do. 2 have expressed their uncertainty in the matter. Overall, it can be said that most establishments do not have a treatment plant of their own.

Our organisation collaborates with different companies when managing waste.	
Agree	24
Disagree	10
Neutral	4
Total	38

Table 19: Our organisation collaborates with different companies when managing waste. (Q18)

24 of participants have stated that they collaborate with different companies when managing waste. On the other hand, 10 of them are not in any sort of collaboration with such companies. The remaining 4 have specified that they are uncertain.

Feedback is received from customers about eco-friendly practices.	
Agree	21
Disagree	9
Neutral	8
Total	38

Table 20: Feedback is received from customers about eco-friendly practices. (Q19)

21 of establishments who participated in the survey have stated that they receive feedback from customers on eco-friendly practices. However, 9 of them have specified that they receive no such feedback. 8 of them have expressed their uncertainty in the matter. As a whole, it can be seen that establishments receive feedback from customers on this subject.

Positive feedback is received from customers about environmental awareness.	
Agree	25
Disagree	8
Neutral	5
Total	38

Table 21: Positive feedback is received from customers about environmental awareness. (Q20)

25 of participants have stated that they receive positive feedback from customers on the subject of environmental awareness. While 8 have stated that they do not receive any feedback, 5 remain uncertain.

Customers are aware of eco-friendly practises.	
Agree	14
Disagree	11
Neutral	13
Total	38

Table 22: Customers are aware of eco-friendly practices. (Q21)

14 of participants have indicated that their customers are aware of eco-friendly practices; whereas, 11 have stated that they do not. 13 have specified that they are uncertain. Overall, it can be said that there are customers who aware of eco friendly practises at the least.

Being an eco-friendly facility provides advantage of recognition and advertisement.	
Agree	27
Disagree	5
Neutral	6
Total	38

Table 23: Being an eco-friendly facility provides the advantage of recognition and advertisement. (Q22)

27 of the establishments think that being an eco-friendly facility provides the advantage of recognition and advertisement. 5 have stated that they do not agree. 6 have expressed their uncertainty.

Customers are willing to pay a higher fee to stay at eco-friendly facilities.	
Agree	6
Disagree	21
Neutral	11
Total	38

Table 24: Customers are willing to pay a higher fee to stay at eco-friendly facilities. (Q23)

6 of participants have stated that customers pay more money to stay at eco-friendly facilities. However, 21 do not agree. 11 have stated that they are uncertain. As seen from above most of the customers do not pay more money to stay at eco-friendly facilities.

Our organisation receives help and/or support from public officials..	
Agree	8
Disagree	25
Neutral	5
Total	38

Table 25: Our organisation receives help and/or support from public officials, local authorities and the government on the subject of environmental awareness. (Q24)

25 of participants have said that they do not receive any help or support from local authorities of the government on the subject of environmental awareness. 8 of them say they do. 5 have stated that they are uncertain. This table shows that there are lack of support from government to the facilities.

The help and support given by the local authorities or government...	
Agree	3
Disagree	28
Neutral	7
Total	38

Table 26: The help and support given by the local authorities or government on the subject of environmental awareness is sufficient. (Q25)

28 of participants have stated that the support and help given by the local authorities and/or the government on the subject of environmental awareness is not sufficient while 3 of them disagree. 7 have expressed their uncertainty in the matter. As a whole, it can be seen that the help and support given by local authorities on the environmental awareness is not sufficient.

The government provides information and advisory support on the subjects.	
Agree	5
Disagree	19
Neutral	14
Total	38

Table 27: The government provides information and advisory support on these subjects.

19 of establishments believe that the government does not provide information and advisory support on these subjects. 5 think the government provides enough information and advisory support while the remaining 14 say they are uncertain.

Our employees are given training sessions on environmental awareness by our establishment.	
Agree	27
Disagree	7
Neutral	4
Total	38

Table 28: Our employees are given training sessions on environmental awareness by our establishment. (Q27)

27 of establishments have stated that their employees are given training sessions on environmental awareness. 7 have said that they do not give their employees any training. 4 of them remain uncertain. As seen from the table 27 the majority of the accommodation facilities gives their employees a training sessions on environmental awareness subject.

The employees are monitored and their performances on these subjects are evaluated.	
Agree	21
Disagree	14
Neutral	3
Total	38

Table 29: The employees are monitored an and their performances on these subjects are evaluated. (Q28)

21 of participants have specified that their employees are monitored and their performances on these subjects are evaluated. 14 have stated that they do not do so. The remaining 3 have stated their uncertainty.

The main aim of the question 29 is to learn the facilities thoughts on eco-friendly practices and environmental awareness freely. This question was not imperative to answer and 7 response received from them. They are generally emphasize that there are lack of support from the government on environmental sustainability. Also, they state that the majority of the people unaware of environmental problems.

Question 29. Is there anything you would like to add about eco-friendly practices and products?

Participants comments about question 29 is as follows:

- We are way behind in waste separation and recycling.
- Government agencies should offer more support.
- We have left notes in the bedrooms explaining the damage that washing linen such as sheets and towel has on the environment, and we have requested that customers choose whether or not they want their linen to be washed in order to prevent unnecessary washing. Foreign customers are willing to pay a higher fee for this; however, the same cannot be said for Turkish customers.
- The government's environmental policies should be reviewed.
- The government has cut back on the support that it gives to eco-friendly establishments. Truth be told, it should have been increased.
- Awareness raising activities, conferences and training sessions should be mandatory.
- 80% of the population is uneducated in this matter.

4.2. Results of Hypothesis

The hypotheses prepared under literature review. The hypotheses were analyzed by using t- Test two-sample assuming different variances with the help of Excel. The Hypothesis are;

H1: 4-star facilities have a higher percentage of green purchasing awareness/activities as compared to the whole sample.

H2: 4-star facilities have a higher percentage of waste and recycling awareness/activities as compared to the whole sample.

H3: 4-star facilities have a higher percentage of customer feedback awareness/activities as compared to the whole sample.

H4: 4-star facilities have a higher percentage of government support awareness/activities as compared to the whole sample.

Encountered results are reported as follows;

H1: 4-star facilities have a higher percentage of green purchasing awareness/activities as compared to the whole sample.

<i>4 Star Hotels</i>		<i>Other Hotels</i>	
Mean	3,26	Mean	3,27
Standard Error	0,13	Standard Error	0,13
Median	3,20	Median	3,40
Mode	3,00	Mode	3,40
Standard Deviation	0,58	Standard Deviation	0,53
Sample Variance	0,34	Sample Variance	0,28
Kurtosis	1,26	Kurtosis	1,18
Skewness	-0,42	Skewness	-1,21
Range	2,60	Range	2,00
Maximum	1,80	Maximum	2,00
Minimum	4,40	Minimum	4,00
Sum	65,20	Sum	58,80
Count	20,00	Count	18,00

Table 30: Descriptive statistics of hypothesis 1.

An independent samples t-test was performed to compare awareness/activity level of green purchasing for 4-star hotels and the whole sample.

The green purchasing awareness/activity level of 4-star hotels (M=3.26, SD=0.58, n=20) was hypothesized to be not greater than the awareness/activity level of Other hotels (M= 3.27, SD=0.53, n=18). There was no significant difference in scores for 4-star hotels and the whole sample, $t(36) = -0.04$, $p = .49$ (one-tail). Confidence intervals %95.

t-Test: Two-Sample Assuming Different Variances		
	<i>4 Star Hotels</i>	<i>Other Hotels</i>
Mean	3,26	3,27
Variance	0,34	0,28
Observation	20,00	18,00
Hypothesized Mean Difference	0,00	
df	36,00	
t Stat	-0,04	
P(T<=t) one-tail	0,49	
t Critical one-tail	1,69	
P(T<=t) two-tail	0,97	
t Critical two-tail	2,03	

Table 31: t-Test of hypothesis 1.

H2: 4-star facilities have a higher percentage of waste and recycling awareness/activities as compared to the whole sample.

<i>4 Star Hotels</i>			<i>Other Hotels</i>	
Mean	3,80		Mean	3,27
Standard Error	0,13		Standard Error	0,22
Median	4,00		Median	3,00
Mode	4,00		Mode	3,00
Standard Deviation	0,58		Standard Deviation	0,94
Sample Variance	0,33		Sample Variance	0,89
Kurtosis	4,05		Kurtosis	-1,28
Skewness	-1,70		Skewness	-0,03
Range	2,50		Range	3,00
Maximum	2,00		Maximum	1,75
Minimum	4,50		Minimum	4,75
Sum	76,00		Sum	58,80
Count	20,00		Count	18,00

Table 32: Descriptive Statistics of hypothesis 2.

An independent samples t-test was performed to compare awareness/activity level of waste and recycling for 4-star hotels and the whole sample.

The waste and recycling awareness/activity level of 4-star hotels (M=3.8, SD=0.58, n=20) was hypothesized to be greater than the awareness/activity level of Other hotels (M= 3.27, SD=0.94, n=18). This difference was significant, $t(28) = 2.07$, $p = .02$ (one-tail). Confidence intervals %95.

t-Test: Two-Sample Assuming Different Variances			
	<i>4 Star Hotels</i>		<i>Other Hotels</i>
Mean	3,80		3,27
Variance	0,33		0,89
Observation	20,00		18,00
Hypothesized Mean Difference	0,00		
df	28,00		
t Stat	2,07		
P(T<=t) one-tail	0,02		
t Critical one-tail	1,70		
P(T<=t) two-tail	0,05		
t Critical two-tail	2,05		

Table 33: t-Test of hypothesis 2.

H3: 4-star facilities have a higher percentage of customer feedback awareness/activities as compared to the whole sample.

<i>4 Star Hotels</i>		<i>Other Hotels</i>	
Mean	3,72	Mean	3,03
Standard Error	0,18	Standard Error	0,17
Median	3,60	Median	2,90
Mode	5,00	Mode	2,80
Standard Deviation	0,82	Standard Deviation	0,72
Sample Variance	0,67	Sample Variance	0,52
Kurtosis	-0,94	Kurtosis	-0,81
Skewness	0,39	Skewness	0,01
Range	2,60	Range	2,40
Maximum	2,40	Maximum	1,80
Minimum	5,00	Minimum	4,20
Sum	74,40	Sum	54,60
Count	20,00	Count	18,00

Table 34: Descriptive statistics of hypothesis 3.

An independent samples t-test was performed to compare awareness/activity level of customer feedback for 4-star hotels and the whole sample.

The customer feedback awareness/activity level of 4-star hotels ($M=3.72$, $SD=0.82$, $n=20$) was hypothesized to be greater than the awareness/activity level of Other hotels ($M= 3.03$, $SD=0.72$, $n=18$). This difference was significant, $t(36) = 2.72$, $p = 0$ (one-tail). Confidence intervals %95.

t-Test: Two-Sample Assuming Different Variances		
	<i>4 Star Hotels</i>	<i>Other Hotels</i>
Mean	3,72	3,03
Variance	0,67	0,52
Observation	20,00	18,00
Hypothesized Mean Difference	0,00	
df	36,00	
t Stat	2,75	
P(T<=t) one-tail	0,00	
t Critical one-tail	1,69	
P(T<=t) two-tail	0,01	
t Critical two-tail	2,03	

Table 35: t-Test of hypothesis 3.

H4: 4-star facilities have a higher percentage of government support awareness/activities as compared to the whole sample.

<i>4 Star Hotels</i>		<i>Other Hotels</i>	
Mean	2,13	Mean	2,38
Standard Error	0,19	Standard Error	0,20
Median	2,00	Median	2,00
Mode	2,30	Mode	2,00
Standard Deviation	0,85	Standard Deviation	0,84
Sample Variance	0,72	Sample Variance	0,70
Kurtosis	-0,33	Kurtosis	-0,52
Skewness	0,51	Skewness	0,20
Range	3,00	Range	3,00
Maximum	1,00	Maximum	1,00
Minimum	4,00	Minimum	4,00
Sum	42,60	Sum	42,80
Count	20,00	Count	18,00

Table 36: Descriptive statistics of hypothesis 4.

An independent samples t-test was performed to compare awareness/activity level of government support for 4-star hotels and the whole sample.

The government support awareness/activity level of 4-star hotels (M=2.13, SD=0.85, n=20) was hypothesized to be not greater than the awareness/activity level of Other hotels (M= 2.38, SD=0.84, n=18). The government support awareness/activity level of the whole sample was hypothesized to be greater than 4-star hotels. This difference was significant, $t(36) = -0.90$, $p = 0.19$ (one-tail). The Confidence intervals %95.

t-Test: Two-Sample Assuming Different Variances		
	<i>4 Star Hotels</i>	<i>Other Hotels</i>
Mean	2,13	2,38
Variance	0,72	0,70
Observation	20,00	18,00
Hypothesized Mean Difference	0,00	
df	36,00	
t Stat	-0,90	
P(T<=t) one-tail	0,19	
t Critical one-tail	1,69	
P(T<=t) two-tail	0,37	
t Critical two-tail	2,03	

Table 37: t-Test of hypothesis 4.

5. CONCLUSION

To conclude, the role that the tourism industry plays in environmental problems is a major one. After the literature review, 4 main dimensions came up. These include green purchasing, recycle and waste management, customer feedback and government support. A survey was conducted taking these dimensions into consideration. There are a total of 29 questions in this survey. In the first part of the survey, demographic questions related to the establishment are included. In the other sections, questions were asked under 4 main dimensions which were decided after the literature review.

Dimensions	Questions
Green Purchasing	10,11,12,13,14
Recycle and Waste Management	15,16,17,18
Customers Feedback	19,20,21,22,23
Government Support	24,25,26

Table 30: Dimensions (Short)

In the responses given by the participants, it was emphasized that green products were not affordable and that there was a lack of awareness of people about environmental problems as well as a lack of government support regarding environmental sustainability issues.

The hypotheses prepared under literature review. The hypotheses were analyzed by using t- Test two-sample assuming different variances with the help of Excel. All hypotheses were determined as 95% confidence intervals while t-test. The Hypothesis are;

H1: 4-star facilities have a higher percentage of green purchasing awareness/activities as compared to the whole sample.

H2: 4-star facilities have a higher percentage of waste and recycling awareness/activities as compared to the whole sample.

H3: 4-star facilities have a higher percentage of customer feedback awareness/activities as compared to the whole sample.

H4: 4-star facilities have a higher percentage of government support awareness/activities as compared to the whole sample.

The first hypothesis was rejected because the t-Test analysis hypothesis 1 did not reveal any significant difference between the two groups (4-star hotels - other hotels).

The second hypothesis was accepted because the analysis showed a significant difference between the two groups. The waste and recycling awareness/activity level of 4-star hotels (M=3.8, SD=0.58, n=20) was hypothesized to be greater than the awareness/activity level of Other hotels (M= 3.27, SD=0.94, n=18).

The third hypothesis was also accepted because a significant difference was observed between the two groups. The customer feedback awareness/activity level of 4-star hotels ($M=3.72$, $SD=0.82$, $n=20$) was hypothesized to be greater than the awareness/activity level of Other hotels ($M= 3.03$, $SD=0.72$, $n=18$).

The fourth hypothesis was also rejected because the difference between the two groups was in favor of other hotels. The government support awareness/activity level of 4-star hotels ($M=2.13$, $SD=0.85$, $n=20$) was hypothesized to be not greater than the awareness/activity level of Other hotels ($M= 2.38$, $SD=0.84$, $n=18$). The government support awareness/activity level of the whole sample was hypothesized to be greater than 4-star hotels.

In general, hypothesis 1 and hypothesis 4 are rejected. Hypothesis 2 and hypothesis 3 were accepted. Based on these observations, 4-star hotels in Izmir have higher levels of waste & recycling and customer feedback awareness/activity than other hotels. According to t-test analysis of hypothesis 1, no significant difference was observed between 4-star hotels and other hotels in terms of green purchasing awareness / activities. Finally, according to t-test analysis of hypothesis 4, other hotels have higher levels of government support awareness / activities than 4-star hotels.

5.1. Contribution of the Thesis

This study is the first study to examine the subject with real people in Izmir and in line with these dimensions. The views, thoughts and approaches of the establishment in terms of environmental awareness and sustainability in accommodation facilities were obtained. The thesis contains useful information for further research on this subject. The opinions of the accommodation establishments in İzmir on environmental approaches and awareness were gathered with the help of this survey. In addition, this study can be used by various government agencies and the ministry of culture and tourism to contribute to the issue and address problems.

5.2. Theoretical contribution

After the literature review, relevant dimensions were found. A special questionnaire was designed in line with 4 main dimensions. The approach and activities of accommodation businesses towards environmental problems and awareness can be further examined. In this respect, it is a study that can contribute to future research.

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APPENDIX

Survey Study

Konaklama İşletmelerinde Çevreye Duyarlı Uygulamalar

Bu anket bir yüksek lisans tez çalışması kapsamında ve turizm sektöründeki kuruluşların çevreci uygulamalar, ürünler ve sürdürülebilirlik ile ilgili algılarını, yaklaşımlarını, faaliyetlerini öğrenmek amacıyla gerçekleştirilmektedir. Anket beş bölümden oluşmaktadır ve ortalama 5 - 10 dakika sürmektedir. Lütfen her soru için uygun gördüğünüz tek seçeneği işaretleyiniz. Katkılarınız için teşekkür ederiz.

* Gerekli



1.Tesisin konumu nerededir? *

2.Tesisin kuruluş yılı nedir? *

3.Tesisin misafir profili nedir? *

Yerli yüzde kaç ?, Yabancı yüzde kaç ?

4.Tesisin çalıştığı sezon uzunluğu nedir? *

(Ömek : 5 ay, 6 ay, tüm yıl)

5.Tesis yıldız sayısı nedir? *

Yalnızca bir şikkı işaretleyin.

3 yıldız

4 yıldız

5 yıldız

Diğer: _____

6.Tesisin yatak kapasitesi nedir? *

Yalnızca bir şikkı işaretleyin.

0-50

50-100

100-200

200-300

300+

Diğer: _____

7.Tesise ait spa hizmeti mevcut mu? *

(Mevcut ise ulaşım nasıl sağlanıyor? / Tesis içerisinde mi?)

8.Tesise ait açık/kapalı havuz hizmeti mevcut mu? *

(Mevcut ise ulaşım nasıl sağlanıyor? / Tesis içerisinde mi?)

9.Tesisin plaj hizmeti mevcut mu? *

(Mevcut ise ulaşım nasıl sağlanıyor? / Tesis içerisinde mi?)



10. **10. Organizasyonumuz yeşil ürünler hakkında bilgi sahibidir. ***

Yalnızca bir şıkki işaretleyin.

- Kesinlikle katılmıyorum
 Katılmıyorum
 Kararsızım
 Katılıyorum
 Kesinlikle katılıyorum
 Diğer: _____

11. **11.Kurum için satın alma yapılırken yeşil ürünler tercih ediliyor. ***

Yalnızca bir şıkki işaretleyin.

- Kesinlikle katılmıyorum
 Katılmıyorum
 Kararsızım
 Katılıyorum
 Kesinlikle Katılıyorum
 Diğer: _____

12. **12.Yeşil ürünler piyasada yeterli miktarda bulunabiliyor. ***

Yalnızca bir şıkki işaretleyin.

- Kesinlikle katılmıyorum
 Katılmıyorum
 Kararsızım
 Katılıyorum
 Kesinlikle Katılıyorum
 Diğer: _____

13. **13.Piyasadaki yeşil ürünlerin fiyatları diğer ürünlerle kıyaslayınca uygundur. ***

Yalnızca bir şıkki işaretleyin.

- Kesinlikle Katılmıyorum
 Katılmıyorum
 Kararsızım
 Katılıyorum
 Kesinlikle Katılıyorum
 Diğer: _____

14. **14.Kurumumuz satın aldığı malzemeleri depolarken ve işlerken kullanılan alet ve ekipmanların çevresel etkisine dikkat eder. (Soğutucu, dondurucu, pişirme sistemleri) ***

Yalnızca bir şıkki işaretleyin.

- Kesinlikle katılmıyorum
 Katılmıyorum
 Kararsızım
 Katılıyorum
 Kesinlikle katılıyorum
 Diğer: _____

15. 15. Organizasyonumuz atık ayrıştırma işlemi yapar. *

Yalnızca bir şıkkı işaretleyin.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
- Diğer: _____

16. Organizasyonumuz atıkların geri dönüşüme sokulmasını sağlar. *

Yalnızca bir şıkkı işaretleyin.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
- Diğer: _____

17. Tesise ait arıtma tesisi bulunuyor. *

Yalnızca bir şıkkı işaretleyin.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle Katılıyorum
- Diğer: _____

18. Organizasyonumuz atık yönetiminde farklı şirketler ile iş birliği yapmaktadır. *

Yalnızca bir şıkkı işaretleyin.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
- Diğer: _____

19.Misafirlerden çevreci uygulamalarla ilgili geri bildirim alınıyor. *

Yalnızca bir şıkkı işaretleyin.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
- Diğer: _____

20.Misafirlerden gelen geri dönüşlerde çevreye duyarlı olma konusunda pozitif yorumlar geliyor. *

Yalnızca bir şıkkı işaretleyin.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
- Diğer: _____

21.Misafirlerde çevreci uygulamalar ile ilgili bilinç mevcuttur. *

Yalnızca bir şıkkı işaretleyin.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
- Diğer: _____

22.Çevreye duyarlı tesis olmak tanınma ve reklam avantajı sağlamaktadır. *

Yalnızca bir şıkkı işaretleyin.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
- Diğer: _____

23.Misafirler çevreci tesislerde kalmak için daha yüksek ücret ödemeye razılar. *

Yalnızca bir şıkkı işaretleyin.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
- Diğer: _____



24. Organizasyonumuz kamu görevlileri, yerel yönetim ve devlet tarafından çevreye duyarlı olmak konusunda yardım veya destek almaktadır. *

Yalnızca bir şıkkı işaretleyin.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
- Diğer: _____

25. Yerel yönetim veya devlet tarafından çevreye duyarlılık konusunda yapılan yardım ve destekler yeterlidir. *

Yalnızca bir şıkkı işaretleyin.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle Katılıyorum
- Diğer: _____

26. Devlet bu konularda bilgi ve danışmanlık desteği sağlamaktadır. *

Yalnızca bir şıkkı işaretleyin.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
- Diğer: _____

27. Çalışanlara kurumumuz tarafından çevreye duyarlılık konusunda eğitim veriliyor. *

Yalnızca bir şıkkı işaretleyin.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
- Diğer: _____

28.Çalışanlar bu konularda takip ediliyor ve performans ölçümleri yapılıyor. *

Yalnızca bir şıkkı işaretleyin.

- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
- Diğer: _____

29.Çevreci uygulamalar ve ürünler konusunda eklemek istedikleriniz var mı?

