

**CAPABILITIES OF SELECTED DAVAO INLAND RESORT IN ACHIEVING
ASEAN GREEN HOTEL STANDARDS**



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Chapter 1

THE PROBLEM AND ITS SETTING

Background of the Study

Through the initiative of the Association of the Southeast Nation or known as ASEAN formulated the ASEAN Tourism Standards such as Green Hotels, Food and Beverages Service, Public Restroom, Home Stay and Tourism Heritage. This results in evaluations to different hotels in the boarder of ASEAN regions (Cenezal & Emuy, 2011). Moreover, hotels all-over the ASEAN regions have been active in participating in achieving the standards. With these, acknowledging the environmental problems nowadays, the National Tourism Organizations (NTO's) of ASEAN nation agreed on the implementation of the ASEAN Green Hotel Standard, beginning in 2008 (Cenezal & Emuy, 2011). This standard means a hotel which fulfills 10 criteria in practicing environmental friendly rules and regulations and main hotel operations such as; using products that using green materials, letting the local people and companies involving to these practices (Cenezal & Emuy, 2011).

According to Chakrabarty (2016), Indian hotels compared to international hotels are indeed far away from it. This results from lacking of standards as a system guidelines. Aside from that poverty, disease and lack of knowledge is visible in India. On the other hand, these problems are aid with trainings, developments and researches that has been provided in order to solidify standard guidelines for hotel practitioners and owners. However, Siguwaw and Enz (1999) emphasizes that in order to attain success of it, there

must be a stable guidelines in which results in strategy. Lacking standards a guidelines may not boost hotel competitiveness and may lead to none sustainable establishment. Moreover, achieving standards may provide better results.

Above all, hotel's participation in achieving the green hotel standards would mean in the preservation and conservation of the ecology and local hospitality industry. Aside from that, if the local practitioners achieved the green hotel standard then, there are assurance that Davao's City are able provide good services and products to the tourist or guest.

Purpose of the Study

The purpose of the study is to know the capabilities of selected Davao Inland Resorts particularly D'Leonor Inland Resort, Gumamela Cave Rock Farm Resort and Lantaw Bukid Farm Resort in achieving ASEAN Green Hotel Standards. Simultaneously, the study provided deeper outlook of the green hotel in green purchasing, environmental policy management system, employee's education and consumers' education. Thus, this is to look for accommodations which can be part of the ASEAN Green Hotel Standard.

Research Questions

The study aims to know the status of Selected Davao Inland Resorts in achieving ASEAN Green Standards. In order to achieve this there must be various areas to be focused. Hence, this are the following question are sought to be answered:

1. What are the practices of inland resort which is in lined to ASEAN

Green Hotel Standard in terms of:

- a. Green purchase;
- b. Environmental policy in management system;
- c. Employees' education; and
- d. Consumers' education?

Theoretical Lens

This study is affixed in the theory of Ying-Chang Chen and Yu-Ta Chen (2012) that hotel can achieve the standard of green practices through evaluating the 4 areas: green purchase, environmental policy management system, employees' education and consumer education. This is to secure hotel's competitiveness which provides environmental protection and hotel operation features. In addition to that, if the accommodation industry acquires the green management into practices, environmental and ecological protections is not the only benefit. Aside from that, it will deliver services in which unique from different in other accommodations.

Moreover, the ASEAN Green Hotel Standard (2016) stated that the standard is established as guidelines in the following areas: Operation, Environmental Plan, Green Product, Human Resource and Environmental Management, this is to provide a strategy in which operates through professionalism and standard. Also, the ASEAN Green Hotel Standard emphasizes that this is a requirement that any hotel or accommodation business needed to follow to reach the minimum protection and sustainable

environment and resources while meeting the tourism tools for conservation and poverty alleviation.

Significance of the Study

This study aims to generate new knowledge and to be able to help in different field.

Davao Inland Resorts Owners. This shall help to provide awareness and education to resort owners the importance of achieving the ASEAN Green Hotel Standards. This study can help them to improve their departments in terms of operations which affects to their level of competitiveness and quality services. This may serve as guide and evaluation.

Department of Tourism Region XI. This study shall help to provide proper tourist preferences in terms of choosing certified and trusted accommodation. In addition to that, this can add credibility and reliable accommodation for the tourist which would like to choose a credited accommodation.

Tourism Students. This study shall help tourism students to appreciate the effect of ASEAN community for the development of the accommodation sector and in the tourism industry as a whole.

Definition of Terms

In order to fully understand the terminologies used in this research, the following terms are defined:

Green Hotel. Conceptually, this is a type of hotel establishment that is promoting and practicing the environmental-friendly practices in which following the guidelines ASEAN Green Hotel Standard (ASEAN Green Hotel Standard, 2016).

Delimitation and Limitation

The researchers focused on the capabilities of selected Davao Inland Resort in achieving ASEAN Green Hotel Standards. The purpose of this study was to know the capabilities of D' Leonor Inland Resort, Gumamela Cave Rock Farm Resort and Lantaw Bukid Farm Resort if they can achieve the said standards. Students were provided by an interview questionnaire. This was conducted at Davao City. There are three selected Davao Inland Resort which is D' Leonor Inland Resort, Gumamela Cave Rock Farm Resort and Lantaw Bukid Farm Resort.

Organization of this Study

The chapter one (1) of the study apportioned with the introduction, purpose of the study and the research questions, which was the centre in the actual interview of the respondents. The theoretical lens is also included in Chapter 1 as well as the significance of the study, definition of terms,

delimitation and limitation of the study and this portion, organization of the study.

The chapter two (2) showed the review related literature of this study on the importance of the green hotel management and its standards.

The chapter three (3) disclosed the methodology used in identifying selected Davao Inland Resort in achieving ASEAN Green Hotel Standards.

The chapter four (4) presented the results and discussions from the interview conducted.

Chapter 2

REVIEW OF RELATED LITERATURE

Presented in this section were the related literatures regarding the importance of achieving green hotel standards in selected Davao inland resorts. The researchers gathered information about the different writings to the related study from various sources like books, magazines and the internet.

Green Purchasing

Green purchasing refers to purchase of the alternate material or using products that are recyclable, less in packaging, durable, contents are recyclable, less in energy use, not pollution contributor, biodegradable and minimal purchasing of unnecessary materials (Cenezal & Emuy, 2011). Moreover, green purchasing is a type of purchasing that values the environment, help to lessen pollution and to maximize the use of materials. Aside from that, accommodation sectors must minimize the large quantities of purchase in toiletries for all the bathroom and restroom all over the hotel, laundry supplies, food and beverages, equipments, vehicles, offices tools and supplies, furniture and beddings (Cenezal & Emuy, 2011).

Furthermore, Chan (2013) emphasizes that there is a demand on green tourist for a green accommodation. In Hongkong for example, this demand is addressed by some accommodation business, implementing the strategy of green practices – fostering green image and attract green tourist which resulted in tight competition in accommodation sector. According to

Hays and Ozretic-Dosen (2014) this is called as green marketing that is extracted from consumes with needs and wants in line with these. This behavioural result in producing market that demands for green services. These manifest how the green products are now in demand to the whole world.

On the other hand, green hotel management not limits its benefit in ecology preservation, in fact it provides a long term cost reduction for it minimizes the purchase of unnecessary materials; environmental sustainability for it limit's it used of energy and water in which a good practice of conservation and lastly, it meets the demand of green tourist of green accommodations. With these, it provides different branding and different marketing scheme and advertisement that resulted in positive image making, brand quality, unique from all competitors, attract more tourists and loyalty form green tourist and providing a new set category in offering hotel services In connection to that, Lacap (2014) added that a hotel industry must provide organizational commitment, self-efficacy and business performance to sustain the competitiveness of the hotel. This result in organizational excellence that provides quality services that meets the satisfaction of consumers. Just like Starwood Hotel in Maryland, having a competitive analysis that provide guidelines for well-manage operation that avoids operational risks, results in positioning itself for a market place advantage (Gramatikova-Rowe, 2015).

Environmental Policy Management System. The hospitality industry has considered involvement in the preservation of the environment. Practitioners in some part of the world are participating in the campaign of the

preservation of the ecology. This leads in helping the Mother Nature and stand as a marketing scheme for a hotel practitioner (Cenezal & Emuy, 2011).

According to Bruns-Smith (et al., 2015) green practices includes water conservation and reusing linen program. Mostly, accommodation establishment nowadays open its window for sustainability which results in putting efforts in control of cost reduction and ecology sustainability. Moreover, Chong (et al., 2015) stated that the accommodation establishment is a long term type of business that in need of long term cost reduction by practicing sustainability acts through water and energy conservation in which given additional impetus. Also, as a number of green tourists are increasing due to more tourists is interested to accommodations that is a source of less consumption of natural resources and address the problems and issues of the environment. Good thing that nowadays, accommodation operators are well aware of ecological problem that directly respond to it by practicing sustainability and promote environmental practices. According to Jones (et al., 2014) a number of evaluators in green hotels view this commitment in green practices as a cynical ploy or often described as a “greenwash”, means that it attract consumers that are concerned to environmental problem and issues and its impact to social activities but ignoring these fundamental problems in sustainability and concerns. However, many accommodation establishments are committed in green practices and continue to practice these as fundamental operation in which describes as a “green consumerism”.

According to Brun-Smith (2015) a sustainability practices could be considered as a universal practice in the accommodation sector based on the research study of the 100 resorts in United States. This result in identification

by the accommodation operators found out that consumers are all willing to engage in sustainable practices but still the presence of it does not overcome the consideration of price and convenience in selecting a hotel. Therefore, consumers are not only particular in choosing type of operations but still there are consideration of different areas such as price and location. Graci and Dodds (2011) stated that most of the hotels are able to see the numerous benefits they can gain in practicing a green practices. However, there are areas that are considered as a gap between attitude and action in this industry such as; cost reduction, competitiveness between one hotel and another, loyalty coming from the employee's and consumers; keeping consumers; consistency in following standards; risk management and social responsibility had been identified as the acts that must be surpassed in order to experience the benefits out of it. Moreover, those things mentioned are example of environmental commitment and environmental benefits. Thus, the limited information and discussion between evaluators and hotel practitioners is quite visible right now. This resulted to most hotel operations are not able to contribute to sustainability due to absence of proper distribution of information and guidelines to follow in order to participate in universal act. Järvensivu (2014) emphasizes that there is Environmental Management System (EMS) is mainly divided in four (4) area: an internal Environmental Management System (EMS) without certification; step-by-step systems to develop Environmental Management System (EMS); certificate to ISO 14001 and certification to Eco Management Audit Scheme (EMAS). The step-by-step Environmental Management System (EMS) or known as Environmental Sustainability System provides a push to hotel practitioner towards the

possibility in achieving the certification and implementation of environmental practices step-by-step into their operations. However, consistency is important in order to maintain practices and to maintain delivering green practices to consumers.

According to Rahman and Reynolds and Svaren (2012) that chain hotels are strong adopters of green practices than independent hotels according to the research study conducted on that time, due to influence of economies of scale through the congruent business practices. In addition to that, hotels in the Midwest were found out the most environmental friendly in terms of water and energy conservation, no cost or low cost reduction and other green hotel practices. Furthermore, Järvensivu (2014) stated that there are environmental dimensions in environmental footprint in hotel operation, facilities and finished product which aims to avoid the destruction of the ecology and the minimal use of the natural resources while promoting the sustainable natural diversity. Moreover, hotel operator's initiative in participating in green hotel standard is a big contribution in sustaining natural resources and a respond to a call of unity in universal act. As Jones (et. al, 2014) stated that sustainability is attracting the increasing attention within the global hotel industry, but there are market differentiation in the volume, the detailing of the information or guidelines and lastly, the solid information and orientation coming from the Top Ten (10) Hotel Chains. Even though the major leading hotel operators claim a strong bond in commitment to sustainability, several of them cannot deny either explicit or implicit because they are on the long and tough journey such as fixing the issues and a long discussion.

Persic (et al., 2013) in today's competitive hospitality business; the presence of the competitive advantages is hard to gain. Therefore, to answer this cries, hotel operators applies sustainable practices for environmental preservation and also, to secure benefits that contribute to assistance to them in gaining competitiveness advantages, increasing revenues and long term cost reduction. This displays a win-win situation by hotel operations. Futhermore, Radwan, Jones and Minoli (2012) stressed that under the Welsh Assembly a Government's Green Dragon Environmental Standard (GDES) is one of the environmental management system that developed a specific guidelines to target small and small sized hotel operators. With that, a Solid Waste Management (SWM) is given to them to be implemented. Solid Waste Management (SWM) is one of the green practices which is under the Government's Green Dragon Environmental Standard (GDES) accreditation helps to provide a system to non-green practitioners. In order to ensure that a system has been used, a semi-structured interview were used to investigate and as well as to evaluate the hoteliers attitudes and to know the barriers of the implementation of sustainable Solid Waste Management (SWM) practices. According to Chan (2013), the revolving serious problem of eco system, hotel operation has begun to practice different environmental programs. With these, hotel operators lend a big contribution to the protection, conservation and preservation of environment for cost reduction or for better environmental image.

As stated by Rosenbaum and Wong (2015) a green marketing is a present day by day phenomenon, with the numerous number of supporters coming from educators, green advocators and green supporters for the

implementation of environmental-friendly business programs as means to transform the society and the nation as a whole. However, management sometimes is taken for granted the financial return from the green marketing programs. Indeed, a better source of advantages is sometimes acquired coming from the green marketing that primarily coming from the increasing number of intangible product such as; brand image and business standing. Karavasilis (et al., 2015) mentioned that hospitality industry must not contribute to pollution to the environment and must not consume a big amount of non-renewable materials. Even though many of the hospitality providers are consuming a huge amount of energy, water and a product that are not the durable. However, some of them does not abused the availability of the natural resources, in fact some them continuous to participate in sustainability practices. Despite of the fact that there are different responsibilities in areas such as social obligations, in eco-system and incorporate sustainability, hotel practitioners still extend its effort in performing the different and performing responsibilities. According to Jiang and Kim (2015) that unlike to conventional hotels, a green hotel is a type of accommodation establishments that performs different sustainable ecology programs such as (1) saving water and energy, like linen reuse programs, instead of using central air-conditioning, a room air-conditioner and putting individual wall or windows unit for fresh air to save emission of energy, (2) implementing purchasing policies like using cleaning supplies which are non-toxic and coming from local suppliers, (3) reduction of emission of waste disposal like offering not bathroom toiletries, using recycle bins and; (4) leading in protection to natural environment and long term cost reduction that

are entitled as eco-friendly and environmental friendly hotels. Moreover, green hotels should master following its sustainable guidelines and continue to practice its environmental management policy, delivering environmental commitment through putting extra efforts in labelling it with eco-logos or the green globe logo and using new and different techniques related to best practices in accordance to the experts' advice.

In addition to that, Persic (et al., 2013) stated that accommodation establishments must continue in putting initiative in developing and providing green experienced. Moreover, the hospitality industry able to influenced the eco-system, economy and the nation as a whole in both negative and positive ways. Meanwhile, Brun-Smith (et al., 2015) stated that the research study finds out the environmental sustainability programs do not lessen guest satisfaction, in fact it helps to increase its positive experience. Consequently, upon having the decision regarding to this matter, many programs are considered before implementing but it must help to cost benefit analysis and good operating conditions.

According to Arunothaipipat and Lin (2013) adopting the Green Leaf Certification is an achievement and as well as a benefit for the hotel in term of reduction of energy cost, improving quality of services during the check-in and check-out of the guest, a good working environment for employees and as well as good avenue for environmental conservation. Moreover, most of the hotels are willing to contribute to the sustainability of environment by implementing green practices. In addition to that, Järvensivu (2014) stated that sustainability enhances the image to hotel establishment that is implementing green hotel standards., in the eyes of the clients and the

business partners and investors as well. Above all, sustainability attracts employees with the same values and tends to be loyal. Chan (2013) stated that the growing consumers' education regarding the environmental problems is the target of the hotel operators. The evolution of green marketing as a strategy and a slogan for promotions and advertisements to gain competitiveness advantages in the market. Furthermore, Chan (2013) emphasizes that in Hong Kong, some hotels have been implementing green marketing as a strategy for image making and attract green tourist that are coming from the tight competition in hospitality industry which resulted in building 234 hotels in 2013.

Birkic and Markovic (2012) the preservation of the environmental values should be on priority amongst other things, it is a fundamental foundation in order to proceed in sustainable development of hotel operations in the Republic of Croatia. In the Republic of Croatia, the absence of guidelines and standard for hotels results in high amount usage of energy and developing products that is pollutants. According to Karamarko (2012) added that sustainable tourism in Croatia is a form by the development of sustaining tourist products for the hotel operators. Therefore, the activities must not be contributor to the destruction to the natural resources and to the culture of the host community. According to Karavasilis (et al., 2015) sustainability in hospitality industry involves the wise use and conservation of natural resources that helps to maintain the minimal emission of negative impacts, maximization of the positive impacts and long term viability, also the delivering of the commitment to the community and a wide support coming from the media society. Green hotels are not just green hotel, it is a program that

promotes the use of sustainability acts whose operators are determined to practice the save water, the save energy and consistent in reducing the waste disposal and also, there is control in cost reduction. Above all, green hotel must save and protect the whole world.

Furthermore, Mensah (2007) stated that increasing number of hotels are now taking environmental issues and responding on it by engaging hotel operations in saving energy and water, putting efforts in education about the environmental practices, developing Solid Waste Management (SWM) such sa 3 R's program and planting of new trees. The increasing environmental awareness in the hospitality industry can be acquired to government policies, the constant change of consumers' demand, advocacy and initiatives coming from Non-governmental Organization (NGO's) and the support from professional associations or group. According to Chan and Hsu (2016) during the first and second stages in development of the environmental policies in hospitality industry is a tough job since adjustment is the concerns but moreover, the green consumerism, managers' attitudes toward green, indoor air quality and smoke free environments, sustainability, Environmental Management System (EMS), performance towards the environment and low cost reduction will follow. However, the benchmarking is developed for the keen competition between green hotel practitioners.

According to Robinson and Gelder (2009) operations refers to time to time checking. The operation of business requires in providing efficiency and effective in the implementing strategies. On the other hand, there is a concept that is developed called as "green management" which is defined as the process and practices that is acknowledge by an organization performing the

reduction and removing practices that will harm the ecology. Aside from that, it discouraged negative impacts. The main core of the green management is to encourage engagement in practices such as saving water and energy and as well as the solid waste (Saayuman et al 2016).

According to Chan (2013), stated that "green marketing" it refers to the hotel practitioners' efforts promotion, detailing of design, pricing and distribution of products that contains none bad effects to the environment. In addition to that, green marketing is a management process in dealing customers and society needs in environment requirements that is profitable and sustainable as well. Also, Chan (2013) stated that products and services are all in accordance in environment benefits in which packages are all environmental friendly. Karavasilis (et al., 2015) mentioned that consumers' nowadays are all aware in the problems of the environment. With that, consumers' are willing to pay for green products. He also emphasized, based on the result of their research study, even though consumers' doesn't understand what green product is, still willing to spend for it. And, cost them a lot. Moreover, Birkic and Markovic (2012) stated that the demand of green products is indeed increasing. Not only in food, in environmental ambiance, in destination but in lodging services too.

In addition to that, Suki (et. al, 2015) the consumers' awareness to environmental issues and responds to it results in acceptance to green products, adjustment of attitudes and making decisions accordance with the green practices. Though green accommodations are costly, still consumers' knowledge and awareness is the motivation to choose green hotel accommodation. Trend is not a barrier for choosing green hotel. For example,

having the official certification for green practices that is young in a run for operations, still consumers' are willing to pay for green products regardless of certification or not (Chen, 2016). In the study conducted by Doherty (2013) stated that consumers' awareness for problems leads on opening their hearts for environmental friendly hotel operations that resulted in positive relationship between consumers awareness and motivations for choosing a hotel. Furthermore, Cometa (2012) it is important to know the motivation of the consumer's in choosing a hotel in order to satisfy their needs and wants. Lodging industry offered different type of accommodations but with the green experience, the customer relation its high positive result.

Water is important natural resources that human life is dependent of it. With that, many human activities are dependent of it, such as swimming pool. Using water is need of management (Cenizal & Emuy, 2011). Moreover, Fukey and Issac (2014) stated that in order to minimize the usage of water, accommodation sector must installed the technology, a urinal detectors that sense if the urines is flush after time of using, this help to save water for toiletries. According to Bruns – Smith (et al., 2015) proved by their research study that most of the guest responded that toilets practicing green are satisfying. Guest noticed that there is water conservation that is happening during their stay. Hotels and resorts are huge users of the water. Therefore, conservation of water is a must in order to save money and protect the environment. Water conservation does not limit its benefits in conserving water for sustainability but it helps to reduced building infrastructure for store water that is costly, additional pumps and reduced waste water that is putted in sewer or in the environment (Tang, 2012).

According to Cenizal and Emuy (2011) it is estimated that by 2010, that water used will continue to grow per day from 475 gallons and above for high end accommodations. And in the same year, guest will demand more of water. The following resulted in water scarcity that is recognized globally (Tuppen, 2013).

Solid waste management (SWM) refers to management of hotel action and activities for waste from its starting point until its final destination. Even though SWM has been a challenging job it provides a solid protection to ecology, improves the quality living of the society and contribute to the economy as a whole (Elagroudy et al., 2016). According to Fukey and Issac (2014) Municipal Solid Waste (MSW) is the type of management for solid waste that mixed all wastes that is provided by community and business such as restaurant and lodging industry. And, food is the biggest contributor to Municipal Solid Waste. Also, Municipal Solid Waste is a system used in New Zealand.

According to Oyegunle (2016) to answer on how the Solid Waste Management works as an Integrated Solid Waste Management is included which helps in transforming waste in products that undergo recycling or composting and waste reduction program and polices. This is to answer the problem in management of waste. The Fragipani Resorts are just one of hotel practicing green hotel standards in which using many low cost techniques as green act for their initiative stand as their specialty. Example is the soap left over from the guest rooms is recycled to be used as the cleaning detergent for toilets and bathrooms (Jamaludina & Yusof, 2013). In addition to that, Orpia (2016) stated that solid waste in hotels are coming from the following such as;

excess food, leaves, kitchen wastes, branches and other common thing. In order to control, the common policies is being implemented such as solid waste sorting, recycling and signage in order to convey messages that the establishment a green practitioner.

Employee's Education. According to Khattak (et al., 2014) they stated that hotel operators must focus their attention to giving training to their employees and human resource department to be able to control and developed individual competitiveness in the current business environment. Above all, to develop a competitive individual is a winning team that helps to contribute to systematic approach. Moreover, Vokic (2008) to answer the issues of lack of education, training and development to manpower, hotel operations must provide avenue for this. For a success depends on the skills of the service workers to deliver quality products and services. Above all, training and development improves the delivering quality of customers services. According to ehotellier editor (2015) aside from training employees, upon the selection of right employees provide a wider impact in delivering a quality service. It is considered as a strategy for ecological issues that the industry is facing right now. With that, ehotellier editor (2015) stressed that to easy implementation of the environmental practices should consider education, character and behaviour of the employees and awareness of the employees to the goal of the establishment.

According to Chen (2016) an employee's quality is measured by the education, experience and skill. In order to establish a service quality, hotel operators must provide a continuous enhancement programs for skills and

education to a specific area so they can master and provide an effective and efficient results. Above all, in accommodation industry relies in employees for delivering an excellent service for the main service is the hospitality. In addition to that, Zengeni (2013) emphasizes that employees are the gateway to green culture because employees are the one to demonstrate and to deliver green products and green activities. Therefore, the education of employee's towards green practices is a big role for the absence of education and proper education is a failure of deliverance of green culture. Successful green programs highlight by Chen (2016) that hotel operators must provide an essential management to employees to monitor employee regarding their role and contribution to the hotel greening process. Even though the previous study that greening industries focused only in management and customers perspective but Chen (2016) highlight that the success of green practices are on the on hands of the workers.

Consumer's Education. According to Cometa (2012) the demand of the consumer regarding for green accommodation leads to competitive advantages for implementing the green techniques. The growing numbers of the green tourists are looking forward for accommodations that satisfy their demand for it. With that, green tourists are educated by green practices by themselves. In addition to that, Dimara, Manganari and Skuras (2015) stated that although the commitment of the hotel operators in the green practices the role of the consumers is a big role. According to them, consumers engagement is the fundamental step to produce green value not only in selecting hotels that performing green also, consumers initiative in green

practices is a big contribution such as; engaging in reuse linen program, recycling materials and not throwing garbage anywhere. Moreover, Millar and Seymus (2008) stated that it is important for hotel operators to recognize the needs and wants of their consumers and what are the consumers' motivators in selecting a accommodation. Above all, with the understanding of the needs and wants of the consumers, hoteliers will not only gain demographic characteristics, as well as they will recognize the specific environmental practices the consumer wants to engage in.

Chapter 3

METHODOLOGY

This chapter presents methods that enabled researchers to come up with descriptive findings. Research design, research subject, research instrument and scaling, data gathering procedure, and statistical treatment of the data are indicated in the discussion.

Research Design

This study made use of qualitative research. The respondents answered several questions given through interview. This study determined the perspective of customers of the 3 resorts in attaining ASEAN Green Hotel Standards.

Role of the Researchers

The researchers' taken course, Bachelor of Science in Tourism Management, inspires them to pursue their ambition in excelling within the vibrant industry of tourism. As future tourism industry workers, they were encouraged in pursuing this study about the just about the capabilities of Davao Inland Resort in achieving the ASEAN Green Hotel Standard. This is to measure their capabilities of researching which will be used for another batch of researchers.

Research Participants

The research subjects of this study were the 3 particular resorts the D' Leonor Inland Resort, Gumamela Cave Rock Farm Resort and Lantaw Bukid Farm Resort, who evaluated to become one of ASEAN Green Resort Standard. The study was conducted during the first semester of the school year 2016-2017. The researchers target the head management of the resort as the participants of the study.

Data Collection

In conducting the study, the researchers made the following undertakings: A cover letter and the interview questions. The proposal for the study was progressed to the research adviser, research coordinator and the assigned panelists of the College of Hospitality Education of the University of Mindanao, Davao City. Subsequently, the researchers gave the three (3) Davao Inland Resorts their own guide questions, in regards to their advance preparation for the actual interview. Their responses were expected to be natural during the actual interview. Data were recorded in the method of audio, which were treated during the course of data analysis.

Data Analysis

The researchers transcribed the data and then translated it into English language for a clearer interpretation and analysis. Thus, usually, the

procedure was followed, such as the data collection, organization, and interpretation, all led by the research guide questions of the study. A comprehensive discussion of the data was provided by the researchers so as to be responsible for significant information and precise answer to the thesis title – Capabilities of Davao Inland Resort in Achieving ASEAN Green Hotel Standards.

Trustworthiness and Credibility

To provide trustworthiness and credibility of this study, research respondents' answers will be transcribed individually if there are three (3) respondents. There are three (3) transcribed answers before jumping to the conclusion. Any cancellations or adjustments made in the transcripts will be checked. This is to guarantee legitimacy in the light of the point that the research members may have tended to specific zones in the information examination that they can't help opposing before presentation.

Ethical Consideration

To consider the ethical aspect of the respondents, the researchers will guarantee the respondents that their individual profile will be dealt with full secrecy. Appropriate engagements, schedules, and interviews will be conducted with respect.

Chapter 4

RESULTS AND DISCUSSIONS

This chapter provides the descriptive presentation and analysis of the information gathered from the research informants.

Profile of the Respondents:

There are three (3) respondents in this study and they are into inland resort business.

The following are the:

- D' Leonor Inland Resort
- Gumamela Cave Rock Farm Resort
- Lantaw Bukid Farm Resort

Discussion

This portion presents the discussions on the findings of the study based on the answers of the respondent on the asked questions by the researchers. It has four (4) variables: Green Purchase, Environmental Policy Management System, Employees' Education and Consumers' Education.

The following are the answers of the respondent are discuss as follows:

Green Purchase

When the respondents were asked about their green practices in purchasing the resorts answers are the same that they usually go to the market and make sure that the food that they buy is fresh. Therefore, they don't have a supplier. Instead they go to the market alone. According to Jiang and Kim (2015) stated that hotel operators must extend its efforts in using products that are made in less packaging, green materials, recyclable and under the purchasing green polices as a green hotel follows in not purchasing a toxic cleaning supplies to its local suppliers.

When the respondents were asked about their products that are using green materials the resorts have different answers. Resort 1 answer is that their main product is their food which is the highlight their resort name. Moreover, most of it uses green material like "malunggay" and many more. Resort 2 said that they don't have recyclable material for their product due to the used of green food or vegetables only. Resort 3 said that they don't have such thing using green materials. According to the ASEAN Green hotel Standard (2016) that green product minimize its impact to the environment, must not contribute to destruction of human life, all components are recyclable and above all, it has minimal use of packaging.

Environmental Policy Management System

When the respondent was asked about their environmental policy the 2 of the resorts have same answers and the other is different. Resort 1

answered is that consumers are not allowed to picking seedlings, throwing garbage anywhere and no smoking policy. Resort 2 and 3 have same answer which is smoking is strictly prohibited and the waste is properly segregated. According to Jiang and Kim (2015) they stated that green is not only limited in performing solid waste management in fact there are numerous environmental friendly practices such as water and energy conservation.

When the respondent was asked about what practices that leads to environmental protection one of three resorts have different answer. Resort 1 owner answered is that consumers are not allowed to smoke inside premises, no throwing of garbage anywhere and no to picking of seedlings. Resort 2 and 3 answered is they don't have smoke area and the waste is properly segregated. Green hotels should be active in following the green hotel guidelines and manual for sustainable practices, delivering environmental commitment through putting efforts in having eco-labels or green logo in every product. Aside from that, putting initiative having as technique is the best practice for having environmental management (Jiang and Kim, 2015).

Employee's Education

When the respondents were asked about their employee's education regarding the green initiative, 1 of 3 resorts have different answers. Resort 1 and 3 answers that through monitoring to the employees due to the fact that they are few personnel inside the resort. Resort 2 answers that they call the attention of each department heads and gave them seminar and also the heads teach it to the employees. Green hotel operates in accordance in

responsible manners towards the areas of local community, employee's, community's culture and the environment as well (Karavasilis et al., 2015).

When the respondents were asked about how to they make it sure that employees are applying the green, one (1) out of three (3) resort answered different practice. Resort 1 and resort 2 answered that they always checked the employees. On the other hand, resort 2 answered that aside from evaluation that we gave we also gave them incentives. According to ASEAN Green Hotel Standard (2016) that hotel operation must provide avenue to in training program, orientation for operation and managing staff towards environmental actions.

Consumer Education

When the respondents were asked about how to educate consumer in green initiative, 1 of 3 resorts have a different answer. Resort 1 the owner answer that if ever they caught consumer's disobeying the rules and regulations they automatically attend to it. Resort 2 and 3 answers that we put a lot signage and make sure that the surroundings is clean. According to Chan (2013) stated that the increasing number of the consumers awareness towards environmental issues is alarming to many business including the accommodation industry, with that slowly the accommodation sector adopts it as an green marketing as a tool for environmental messages to promotions and extend its competitiveness advantages.

When the respondent was asked about what are the ways to encourage consumer to participate, 1 of 3 resorts gave different answer. Resort 3 we have police tourist that do citation about the rules and if someone regulate they have some punishment. Resort 1 and 2 answers if they see someone regulate they directly talk to them. Cometa (2012) stated consumers' experienced the best green practices tends to be loyal to the hotel establishment. Moreover, this signifies that consumers' are aware in environmental issues and motivated to participate in green practices.

Chapter 5

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

This chapter shows the summary, conclusion and recommendations of this study.

Summary

This research paper had been conducted to determine the capabilities of selected Davao inland resort in achieving the ASEAN Green Hotel Standard. It has four sub problems such as Green Purchase, Environmental Policy Management System, Employee's Education and Consumer Education

The findings of the study were summarize as follows:

Green Purchase

Resort 1: They purchase a vegetable, fish, and meat for their food in the resort. They usually go in the market and bring ice box for preservation and to avoid contamination, they didn't put it in the usual plastic because it is open and prone to contamination.

Resort 2: They purchase a sealed food from the mall rather than in the fast food chains. Also, they went to markets such as Bankerohan and Agdao Public Markets to purchased products and they assured that all of that are fresh. Aside from that, they have this mandatory policy that all non-

biodegradable and biodegradable materials should be segregated specifically. For vegetables, they don't own the material. It is purchased in different resources.

Resort 3: In terms of purchasing of fish and vegetables for menu, they really assure that all are fresh. Also, they emphasizes that they don't have any product that uses green material since their resort is just a small establishment.

Environmental Policy Management System

Resort 1: In their environmental policy they have these simple guided rules: First, smoking is strictly prohibited within the resort premises because rooms for accommodations are prone to fire. This policy will also lessen garbages. Second, one of the policies is not touching any part of the seedlings or plants because this is the highlight scenery of the resort and it might damage the plants. Lastly, throwing garbage anywhere is strictly prohibited.

Resort 2: The resort itself is free from smoking. They emphasizes that they are one of those hotels and resorts that makes no place for smoking. Also, they put their waste in proper segregation.

Resort 3: They implement the proper waste segregation and no smoking policy.

Employee's Education

Resort 1: They motivated their employees to do and abide to their policies. Since the number of the employees is small, this results to time to time inspection or monitoring, so that there will be self-evaluation.

Resort 2: Every now and then they call the attention of every department heads and used to train them in accordance to their programs, rules and calendar of activities. They provide seminars to boost employees. Aside from evaluation, they boost employee's motivation by providing sort of rewards or incentives to those employees who comply with all the necessary things to do.

Resort 3: They informed their employee's the do's and don'ts' of the resort. Since they are few, the manager can evaluate them from time to time.

Consumers Education

Resort 1: They educate their consumer by word of mouth and putting signage's within the resort about their policies and regulation. In the beginning of the consumers' journey in the resort they inform the do's and don'ts within the resort premises.

Resort 2: They educate their consumers by the moment it enters to the resorts by putting signage's in the entrance area such as "no smoking policy", bomb threat and earthquake drills and more. Additional to that, they have standby tourist police that can charge tourist/visitors to the area for every rule

breaking. Also, employees are obliged to inform guest regarding the rules of the resort.

Resort 3: They educate their visitors by putting signage's in the entrance area. If ever caught throwing garbage's or smoking in the area, they automatically inform the guest wrong doings.

Conclusions

After gathering of data's the researcher came up to these following conclusions:

Green Purchase

The selection of products and services must abide in minimizing environmental impacts. It requires a company, organization or community to carry out an assessment of the environmental consequences of a product at all the various stages of its lifecycle in concerning cost of securing raw materials, manufacturing, transporting, storing, handling, using and disposing of the product. Green products are those that have less of an impact on the environment or are less detrimental to human health than traditional equivalents. Green products might, typically, be formed or part-formed from recycled components, be manufactured in a more energy-conservative way, or be supplied to the market with less packaging (or all three).

With these, resort 1 show's in their green purchasing the proper handling of food so that it is free from contamination. Resort 2 show's in their

green purchasing the proper storing of materials. On the other hand, all resorts have made their purchasing assured that all materials are fresh. Aside from proper handling, manufacturing, storing and disposing product our respondents, based on their answers are not still well oriented in green practices in purchasing. However, they practice some the ASEAN practices in purchasing in which one step closer in achieving the ASEAN Green Hotel Standard. Therefore, all resort must still develop other practices in green purchasing that mention above, in order to complete the standard of ASEAN green purchasing.

Environmental Policy Management System

Environment is the main concern of the green hotel standard. From water conservation, energy conservation, reuse linen strategy, proper waste disposal, establishing grey water, limit emission of garbages (not using of toiletries or garbage bags for garbage bins), 3 R's practices and proper use of the materials coming from the environment, in order to sustain environment.

With these, all our respondents limit their practices by implanting the non smoking policy and proper waste disposal. Therefore, all resort respondents must develop other environmental standards for green hotel in order to achieve the said standard.

Employees Education

Aside from having time to time evaluation and inspections to employees, the company must provide various trainings to employees to enhance the capabilities in practicing and delivering practices. Moreover, the establishment must establish green culture, in order to exercise in naturally.

With these, out of three (3) resort respondents, only resort 2 provides trainings to employees. Therefore, resort 1 and resort 3 must go beyond in disciplining and informing their employees regarding about green standards. Furthermore, resort 2 must constantly provide and exercise these practices in order to sustain this knowledge.

Consumers Education

The consumer's education in green practices is the initiative of the establishment. Therefore, all of our respondents provide their efforts by posting information and informing the guest directly. Moreover they must constantly check if the guests are following the green standards.

Recommendations

The researchers provided the following recommendations based on the findings and conclusions:

- 1. Inland Resort Management.** The management must broaden his /her knowledge regarding the “green practices” in order to achieve the standard. Moreover, this also helps the resort for further development.
- 2. Department of Tourism Region XI.** The Department of Tourism Region XI must provide information about ASEAN Green Hotel Standard to inland resort establishment in order to provide guidelines and help to develop resort operations.
- 3. CHE-BSTM Students.** The CHE – BSTM students can do further research in this study and utilize the content for improving the topic thus, they may use the knowledge and acquire this in their future studies.
- 4. Future researchers.** The future researchers may use the data and information in this study by conducting their future studies. Specifically in variables that were not discussed.

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