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Conference Proceedings

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

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5 – 7 April, 2017*

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INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
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- Social Sciences
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Philipp-Müller-Str. 14
23966 Wismar
Haus 19, Raum 113
phone.: +49 (3841) 753 - 7578

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Dr. Chayanan Kerdpitak

CK Research Consultant
Bangkok, Thailand
Tel.+66 087 0287 287
Email: icbts@icittconference.com
Email: conferenceteam@icbtsconference.com

Proceeding Editors

Prof. Dr. Gilbert Nartea

Lincoln University, New Zealand
Phone +64 3 4230233

Proceeding Editors & Program Chair

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University of Sunderland, United Kingdom
Phone 02075317333
Email: vipin.nadda@sunderland.ac.uk

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SPEAKER BACKGROUND



Professor Dr. Ebrahim Soltani

Prof. Dr. Ebrahim Soltani is a Professor of Business School at University of Kent Canterbury in England and he is Department Chair - Quality & Operations Management at Hamdan Bin Mohammed Smart University Dubai of United Arab Emirate. He was appointed associate professor in business management, total quality management, and operation management in 1989 at the University of Kent, he continued his research in the field of operation management, business management. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on industrial and production industry in England and United Arab Emirate.

SPEAKER BACKGROUND



Professor Dr. Kai Heuer

Prof. Dr. Kai Heuer is full professor for business administration at the Business Faculty of Wismar University in Germany. Before, he served as a full professor at the Environmental Campus of Trier University of Applied Sciences. He studied business administration in Germany and the U.S.A. and holds an MBA and a doctoral degree. He has management experience from leading positions in different companies and as business consultant. His research areas are management accounting, organizational development, and international management where he has published numerous papers, reports and textbooks. He is the head of Master Program in Business at Wismar University and a member of the Schmalenbach-Society for Business Economics, Cologne; managing director of the Institute of Health-, Senior- and Social Management; and a former member of the board of the Centre for Aviation Law and Management.

SPEAKER BACKGROUND



Dr. Tariq Khan

Dr Tariq Khan is a Lecturer and Director of Postgraduate Programmes of Business School in Brunel University, Uxbridge, London, United Kingdom. He received his BEng in Aerospace Engineering from Kingston University, his MSc in Manufacturing Technology from University of Warwick, and his PhD in Intelligent Education Systems from University of Salford. He subsequently worked as a research associate in Heriot-Watt University Edinburgh and as a senior lecturer at London Metropolitan University. He has specialist teaching in Business Process Modelling, Web Programming ,Software Engineering, Classical Logic, Human Computer Studies. He has Book and published over 20 papers and reports in such journals as Information Systems Evaluation and Integration (ISEing). He supervised a considerable number of PhD theses and is a consultant on business and supply chain and engineering industry in England and United Kingdom.

SPEAKER BACKGROUND



Dr. Chayanan Kerdpitak

Dr. Chayanan Kerdpitak is a Lecturer and management committee of Doctor of Business Administration Programmes of College Management Innovation in Valaya Alongkorn Rajabhat University in Thailand and a management committee of CK Research Consultant in Bangkok. I was a Lecturer of Principle Marketing, Sales Management, Consumer Behavior, and Marketing Research at The Suan Dusit University in Thailand. She received a Ph.D. in the field of Business Logistics within Industrial at Ramkhamhaeng University, Thailand. She has published over 20 proceeding paper and some reports in such journals as International Journal Business and Economics Research. She has been a consultant on Import Automobile Industry from Germany for International Marketing and Marketing Research. Chayanan graduated a B.B.A and M.B.A in Business Administration from The Ramkhamhaeng University, Bangkok, Thailand (Major in Marketing).

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INTENTION TO VISIT GREEN HOTELS OF THAI TOURISTS IN BANGKOK, THAILAND

Kanyapilai Kunchornsirimongkon

*Hotel and Hospitality Management Program, International College, Suan Sunandha Rajabhat University,
Nakhon Pathom Education Center, Nakhon Pathom, Thailand,
E-mail:kanyapilai.ku@ssru.ac.th*

ABSTRACT

Nowadays, there is an intense competition in the hotel business. In addition to maintaining current customers and increasing new ones, hotels will have to continue making difference in order to make themselves outstanding and convince customers to decide to reserve a room. Changes in customers' behaviors, e.g., having more health and environment concerns, have been observed by a number of hotels over years. Those hotels are, therefore, trying to transform themselves into a green hotel. However, the standard of green hotels in Thailand, as set up by the Green Hotel Association, is quite broad and cannot be seen as concrete. Therefore, this study is aimed to investigate whether a variety of activities organized by hotels made the customers aware that hotels can coexist in the surroundings without creating any negative impact on each other and such awareness will affect the intention to stay of the customers at green hotels.

This study aimed to explore customers' perceptions toward a hotel's green practice and their attitudes toward the practice which might affect their intention to stay at green hotels. Results show that the perceptions and attitudes were positively correlated with the intention to stay at green hotels. The perceptions of a hotel's green practice which comprises activities taking into account 3 important elements: 1) environmental issues, 2) the holistic health of guests, and 3) surrounding society, can best reflect the perceptions of a hotel's green practice. In addition, it was found that the customers' attitudes toward these elements have been found to affect their behaviors.

These results are hoped to provide guidelines for company to improve hotel surroundings and a green hotel practice as a whole to suit the customers' needs, e.g., organizing activities and providing signs/notices that encourage customers to help save environment and be aware of the benefits of these activities to their health. The results, in addition, will guide the society nearby to protect the environment. These all will make the customers feel that they contribute to environmental protection, making the hotel superior to other hotels and resulting in the decision to stay in the hotels.

Keywords–Environment Concern Practice, Health Concern, Social Concern, Perception of a hotel's green practice, Attitude toward the behavior

INTRODUCTION

Tourism is an industry that is vital to the economic stability and social progress of the country. Due to, the main income of Thailand has been generated from tourism. The hotel and resort are hospitality business that play important role with a strong emphasis on the tourism industry of the country. It is a subject that is particularly significant to study and analyze the various factors in order to point out the environmental factors, including the current conditions in the business of hotels and resorts to authorities, organizations, educational institutions, both public and private interests as a factor in determining the measures to support the promotion and development of enterprises to provide the most effective and so on. (analysis of 2553 year hotel and resort technology Association (Thai-Japan December 2553)

Green Concept or friendly environment is taken interesting ideal worldwide which obviously see from increasing number of green product in market such as organic vegetable, green electrical product, high bridge car and green hotel. Increasing numbers of natural disaster, green house effect, global warming, and animal extinction are the factors to change human consumption. Environment awareness trend impact to

human behavior of “ To be part” to preserve and sustain environment for themselves and next generation. Regarding to human consumption behavior, once they change and want to preserve environment, it creates “demand” in markets. People are more conservative by using green product, energy saving, waste separation or 3 R concepts: Reduce Reuse Recycle. Therefore, if there is high demand of friendly environment consumer in the industry, the business responding should be conducted and facilitate consumers to be part of environment conservation. (Hongsakul Mesnukul)

Regarding to consumer behavior changing above, environment preserving concept affects to ways of consumptions of goods and services. If the entrepreneurs can not response the needs or following the trend of demanding, they probably lose their opportunity and being failure on business.

Therefore, the research of perception of intention to Visit Green Hotels of Thai Tourists and Hotel Entrepreneurs to green hotel is focusing on how tourist awareness about Green hotel or knowledge, understanding, idea, ways of green hotel. This study will be benefits to lodging business entrepreneur in order to use the data to apply and plan in their business including marketing strategy to be competitive advantages. Green activities in hotel will assist entrepreneur to be success in business operation and sustainable.

LITERATURE & THEORY

Ideology of Consumer Behavior

Seree Wongmontha (2546: 33) defined the consumer behavior that it's to study the decision making process and action of customer which concern purchasing and using of products or activity related to buying and using of goods and service in order to response their need and consumer satisfy. There are the process of decision making before and after purchasing or its behavior of consumer for searching, purchasing, using, evaluating and disposing products and service.

Ranee Amarinrat (2543: abstract) studied the factors that impact to customers satisfaction of hotel in Bangkok. The research revealed that the customer satisfy was “ much” degree from the service of the hotel. The satisfaction of service was different depended on personal characteristics of age, and education. The main factor to empower customer satisfaction was cleanliness of employee, environment, atmosphere and beauty of hotel.

Ideology and theory of Hotel and Green Hotel

Asian Green hotel standard is standard of Green Hotel in Asian member which agreed on physical resources management for beneficial of preserving and maintaining building, well staff training both providing services and promoting the participation of tourism officer and local people in community to conserve environment, job and local product which affects community development, sustainable and customers requirement responding. (Tourism Department,2012)

The Green Leafs Association (Green Leaf Foundation) is another association to promote green. The Green Leaf Foudation has purposes to provide knowledge about lodging business to entrepreneur to understand ways of environment conservation and promotion including development hotel business in term of service efficiency and energy saving conforming to tourist demands. Tourists feel being a part of preserving environment with hotel in order to advertise being a part of hotel business, participating, caring, including hotel service in efficiency. (Green Leaf Foundation, 2012)

Regarding to study of Ayuso (Ayuso,2006) about idea and method, environment conservation has been used about to manage and operate 30 hotels (grounded theory) in Spain which covered Balearic and Cotalonia. The views of the executive agreed that tourism sustainable is to develop tourism product in which respect to natural resources. That means the least destroy natural as possible by preserving and competitive advantage in tourism market and benefit to economic in long term too. Moreover, the advantages of green and sustainable concept create the different and selling point to hotel industry as following.

- Improve image of hotel
- Special service offering

Long term cost saving
Improve relationship with government sector
Employees motivation improving
Conform to the law and regulation requirement

Statement above can refer to be different and competitive advantage to hotel significantly.

Attitude toward the behavior

Pharpatara (2009) have discussed the meaning of the attitude that refers to the attitudes, feelings, thoughts or beliefs which tends to show that a person's behavior. The attitude will cause people to respond to person, an object or situation both positive and negative. It can be measured or interpreted from unofficially speaking or behavior of those individuals. However, the behavior of any kind will occur often arise from the fundamental beliefs and characteristics of the individual (Ajzen, 1991), for example, attitudes towards environmentally friendly homes affect to their willingness to purchase homes that are environmentally concern.

Perception of a hotel's green practice

Hotel's green practice is environmentally freindly concept. It's primarily as a result of the needs to make a difference from other competitors in the same business. Moreover, there is the flow of the green marketing that is becoming popular today. The introduction of environmentally friendly activities that actually used in the hotel business. In addition to build competitiveness in the residence, it's not only build customer loyalty but also to make a better of overall financial (Ham & Han, 2012). In previous research has found that the practical activity of being an environmentally friendly business hotel can keep the confidence of consumers. This will result in a direct intention to stay green of consumers. (Manaktola & Jauhari, 2007)

Environmental Concern

The increasing of public awareness in the environmental problem result to the needs of consumers that demand for products that aim to protect the environment. As the result, it's encourage the hotel entrepreneur to perform and practice in the hotel (Manaktola & Jauhari, 2007). This environmental awareness is another dimension of marketing which is called CSR or Corporate Social Responsibility. (Choi & Parsa, 2006). A similar understanding between organizations and consumers will build the connection between the causes and origin of the product. Therefore, it's result to the image of the brand according to the organization's requirement and have communication to the focus group. (Ham & Han, 2012).

Health Concern

The holistic healthy concern recognizing of individual has increased dramatically. The health information becomes more useful. It not only raises awareness but enables classification and how it will impact on holistic health (Andrea, 2006). Regarding to consumers turn to consume healthy , there are two motivations which are holistic of health and the image of the consumer. The research most often not be aware of the image of the consumer into account but just be aware of the holistic health of consumers into consideration. The assumption that people will behave in protecting their own health is to ensure good health despite the current advertising shows that the consumer healthy. However, the advertising now a day shows that the healthy products consumption build the positive image of the consumer (Hayes & Ross, 1978)

Social Concern

When we talk about being awareness of the existence of society as a whole, we always talk in terms of CSR in terms of environmental, social and holistic health (Thai Corporate Social Responsibility, 2011), but it also has a large corporate organizations. The focus is on taking care of the surrounding community and business operation (Choi & Parsa, 2006). Several studies suggest that the recognizes social activities practice result to the recognition of the organization. Also the result is a positive attitude and the willingness to

express the behavior of consumers. Therefore, so many organizations have turned to marketing into social responsibility more and more. (Choi & Parsa, 2006).

RELATED WORKS

According to Xing & Kara (2013) study, The Perception of Green Hotels Among Tourists in Hong Kong shows that customers have positive feeling to stay in the green due to reduce energy consumption by using environmentally friendly materials and being able to recycle. The event was held at the hotel and made sense of participation in environmental protection. These customers will be willing to stay green longer and are ready to pay more than the typical hotel, too. Although, they are much discomfort but if they are a part of participate in the treatment environment, they are willing to spend money to stay.

Yunhi & Heesup (2010) studied the Intention to pay conventional-hotel prices at a green hotel and can be concluded that customers are willing to pay to stay in the green in order to contribute to environmental conservation such as using recycled materials as well as recycle of equipment and furniture. The healthy food is considered as green living. However, what the client has in mind is the quality of products and raw material that being used should base on reasonable and payable.

From statement above, it can be concluded that currently society is extremely concern on the importance of environment preservation. One of these is choosing to stay in a hotel that cares about the environment. If the hotel is able to create a natural atmosphere inside the hotel or activities that contributes to environmental protection, it is able to attract more customers and create a competitive advantage for the business very well.

METHODOLOGY

This study is a quantitative research that use the survey research. The questionnaires is used as a tool to collect data by using Self-Administered Questionnaire

Example Framework

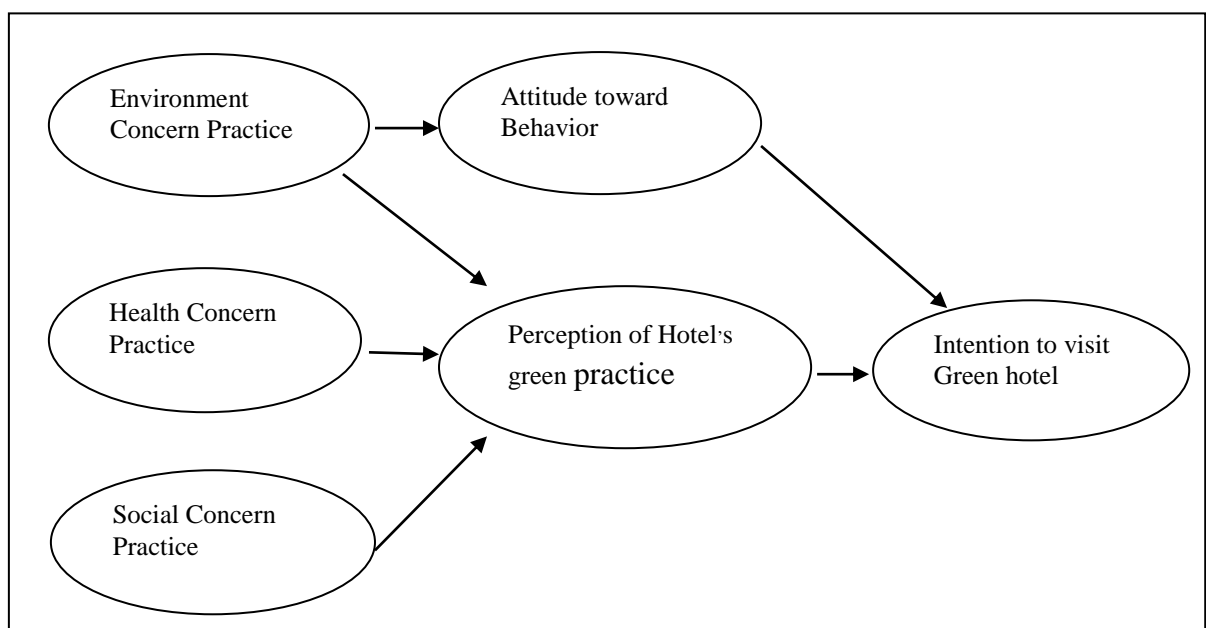
The target group for this study is 400 thai tourists in Bangkok.

Data Collection

Data collection of this research is divided to 2 methods.

1. Self-Administered Questionnaire
2. Online Survey

Figure 1. Conceptual Model



Hypothesis

To answer the objectives of the study, the research defined the hypothesis by following.

H1 (+) Environmental Awareness has a positive correlation to recognize the events in the context of the green.

H2 (+) Recognizing the holistic health has a positive correlation to recognize the events in the context of the green.

H3 (+) Awareness of society has a positive correlation to recognize the events in the context of the green.

H4 (+) Awareness activities in the context of the green has a positive relationship of intention to stay in the green hotel.

H5 (+) Environmental Awareness has a positive correlation between attitudes on behavior.

H6 (+) Attitudes toward behaviors is correlated positively to the intention to stay in the green.

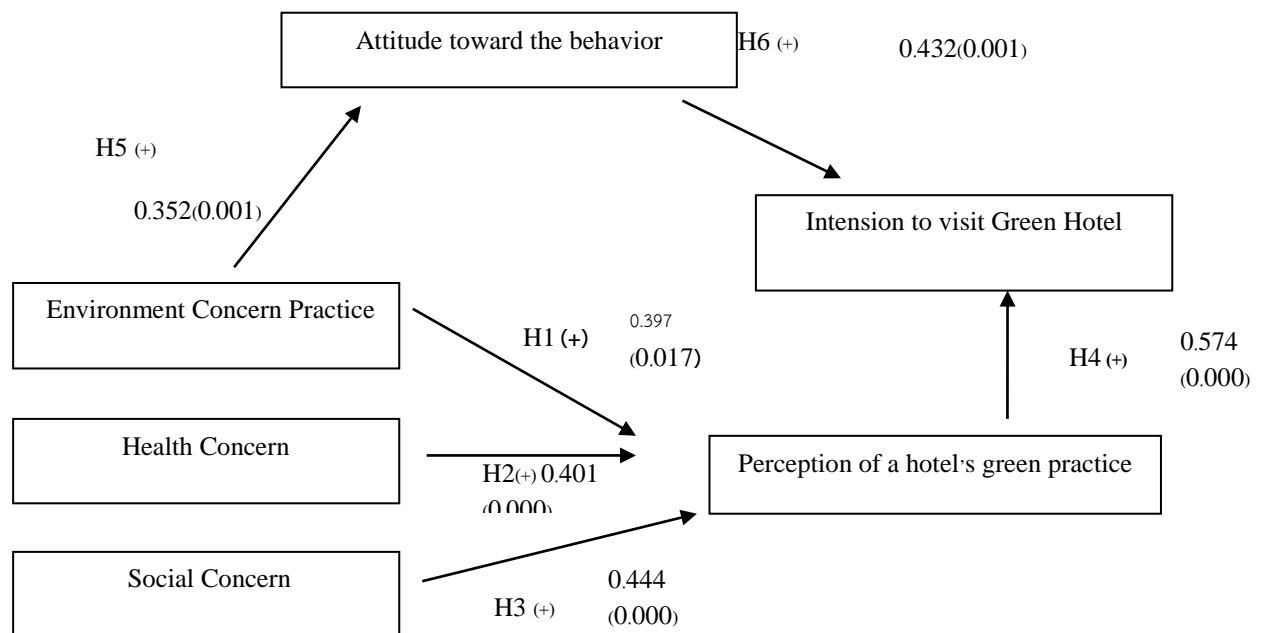
Analysis and Conclusion

1. Descriptive Statistics is used to describe generally of sample by using Frequency Distribution and Percentage.

2. Inferential Statistic is used for analysis and hypothesis testing such as Correlation and Reliability of measurement by Cronbach's Alpha. Analysis Relationship between the multiples variables regression analysis that any variables affects to intention of staying in green hotel.

RESULTS

Regarding to regression analysis, it can be concluded the result as a diagram below.



This diagram shows 3 relevance factors that effect to the intension to visit green hotel of Thai tourist in Bangkok.

The first relevance factor shows that there are 3 independent variables which are Environment Concern, Health Concern, and Social Concern. It reveals that the social concern has highest relevance, next Health concern and the less impact is Environment concern practice to Perception of hotel's green practice.

The second relevance factor shows that Environement Concern practice can effect the attitude of tourist toward the behavior to attend to visit green hotel.

The third relevance factor shows that Attitude toward the behavior and Percepation of a hotel's green practice has impact to intension to visit green hotel.

In summary, the results show that five independent variables had relevance to intention to stay in a green hotel by following the hypothesis. The awareness activities in the context of the green which include the Environmental Awareness, Recognizing the holistic health, Awareness of society are the moste related to intention to stay in the green.

DISCUSSION AND CONCLUSION

1. Environment Concern Practice

Awareness of the environment concern practice results in the recognition of the activities in the context of green hotel practice which is consistent with past research of Ham & Han, 2012, that understanding the similarities between enterprises and consumers will make the connection between the cause and origin of the product. As a result, the image of the brand will according to the organization's needs. Moreover, it also can communicate wider to the target audience and results in the recognition of organization activity. So, if a hotel has awareness environment activity such as recycle practice activity or disposal management activity, it can make customers recognize those contexts.

2. Health Concern

Recognizing the holistic health concern results in perception of the activities in the context of green practice which is consistent with past research of Hayes & Ross, 1978 stated that recognizing the holistic health of consumers will behave in the protection of their own health to ensure of being a good health. Therefore, the advertising of organization shows that consuming a healthy product is a part of creating a good image among consumers. And it will result in the recognition of the activities in the context of the organization too. So if hotels focus on raising awareness of holistic health services, such as organic food, natural product or non-smoking hotel, it will affect the perception of customers to make a decision to stay in the green hotel.

3. Social Concern

Awareness of Social Concern results in the recognition of the activities in the context of green hotel, which is consistent with past research of Choi & Parsa, 2006. They stated the action that recognizes social activities can result in the recognition the organization's activities. The result is a positive attitude and the willingness to express the behavior of consumers. So, many organizations have turned to marketing to social responsibility by even more.

4. Perception of a hotel's green practice

Awareness activities in the context of green hotel practice affect the willingness to stay in the green or intension to visit Green Hotel which is consistent with past research of Manaktola & Jauhari, 2007 stated that the activity can be captured with an environmentally friendly of business hotel. It is important to keep the confidence of consumers increasing. This will result in a direct intention to stay green of consumer.

5. Attitude toward the behavior

Attitude toward the behavior affects their willingness to stay in the green which is consistent with past research of Ajzen, 1991 stated that any behavior often arise from the fundamental beliefs and characteristics of individual. For example, attitude toward environmentally home affects much intention of buying environmentally friendly home.

Refer to the results of the study, the researcher studied for four variables which are Environmentally aware, Recognizing the holistic health, Awareness of society as a whole to recognize the events in the context of the green, Attitudes toward behaviors. This will affect the intention to stay in a green hotel by the findings. It shows that four variables have affected their willingness to stay in the green, as mentioned above, so the results of this research, the company contribute the green activity to develop properly to their own environment. Also the company be able to compliance needs or habits of tourists in Thailand. In addition, companies can use basic data to make a difference, to promote and to do marketing to improve the competitive advantage of the hotel too.

Benefits of the research

1. The enterprises are able to use the research data as a guideline to improve physical environment or overall of green hotel in order to response the needs such as providing activity during stay, having campaign sign or identity of environment concern participating. These activity will affect to customer perception and awareness of being healthy including assisting society to preserve environment. In addition, the hotel will be more outstanding and different among competitors.

2. At the present, we can not deny that the hotel business often depends on the beauty of physical and attractions of the surrounding. This is a factor that tourists choose to stay in a nearby hotel. If the hotel bring awareness surrounding environmental activities or the event recognizes the society as a whole, plus with hotel management, it will assist the environment and the beauty of the sights remained. In addition, to recognize the surrounding society, the employment people in the surrounding villages is also considered creating jobs for the community. It also contributes to the community to preserve the local culture. This is attractive to tourists who want to experience again. So all of these factors will lead to a sustainable business over the long term.

3. Regarding to suggestion from respondents, statistic information shows that the most efficiency public relation of hotel is word to word and second rank is online media via Facebook, Instagram and Search engine such as Google or Pantip and the last rank is public relation via magazine.

Moreover, the researcher found that staying 2 days at green hotel is the most attention to stay by among tourist and willing to pay expenses similar to general hotel. Even though, the hotel has green policy, most of the tourist not attend to pay higher for the green activity. However, healthy activity concern and social concern are able to make tourist attend to stay at the hotel.

FUTURE RESEARCH

This paper is an overview of the relationship between the intention of staying in green hotel and attitude toward behavior and to recognize the activities in green hotel only. However, it was not analyzed in depth. Therefore, research is ongoing to study the factors causing intention of higher paying for staying in green hotel due to being green lodging or having green activity requires an higher investment more than the usual hotel.

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