INTENTION OF FOREIGN TOURISTS TO STAY IN ECO-CERTIFIED ACCOMMODATION: WITH SPECIAL REFERENCE TO SRI LANKA

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Abstract

The purpose of this study is to explore the intention of foreign tourists to stay in eco-certified accommodations. In the tourism supply chain tourist accommodation facilities play a key role, because a significant portion of the tourists’ satisfaction is closely associated with the quality and facilities of the accommodation. The accommodation establishments have the possibility to make more negative impacts on the natural environment, since they utilize more natural and other resources. Therefore the environmental friendly conducts of the lodging industry contribute vastly to maintain the sustainability of tourism industry and to preserve the natural environment. Today, the accommodation establishments in both developed and developing countries have adapted the nationally and internationally recognized eco certifications and standards, as a proof of the environmental conservation and also as a marketing strategy. These certifications and standards are not mandatory in Sri Lanka. Therefore a less number of accommodation units have voluntarily received them due to the high cost and efforts involve with the accreditation process. Most of the hoteliers justify their poor attention and interest for eco-certifications, saying that yet they have not realized, whether the tourists are concerning the eco-friendly practices and eco certifications, when they select accommodation. Further, the hoteliers are ready to go for eco certification and standards bearing the associated heavy cost and massive efforts, if the tourists are concerning the factor eco-certification and environmental friendly operations when selecting their accommodation. Hence, this study conduct to explore the degree of interest of the foreign tourists to stay in eco certified accommodation places, and know whether they are willing to pay premiums for their eco-friendly stay. Further, the study broadly examined the factors that affect foreign tourists’ intention to select eco certified accommodation facilities. Many researchers have highlighted a large number of factors that affect consumers’ green purchasing behaviour. The study mainly targeted to determine the effect of tourists’ personality characteristics (collectivism nature and external locus of control of the tourists’ personality) and social influencing factors (subjective norms and environmental visibilities) towards their intention to select eco certified accommodation facilities. The study was conducted as a questionnaire survey and all the foreign tourists, who visit Sri Lanka, were taken as the target population and 384 tourists were randomly selected according to the sample size table of Krejcie & Morgan, (1970). Descriptive statistics, correlation and regression analysis were employed as the data analysis techniques. The study concluded tourists with strong collectivism and internal locus of control exhibit a positive intention to select eco certified accommodation facilities and their environmental visibility and subjective norms positively affect their intention to select eco certified accommodation.
facilities. Further, the study found that the green purchasing intention of the foreign tourists were in a higher level and also they will pay price premiums for eco certified accommodation facilities

Key Words: Green purchasing intention, foreign tourists, eco certifications, accommodation facilities

1. Introduction

The tourism industry, which has spread all over the world is very prominent in the business society as a massive profit generator and also deliver more other socio-cultural benefits. It remains as the fastest growing service industry in the economies in most of the developing countries (Ranasinghe & Deyshappriya, 2012). The industry provides an important impetus to growth in other sectors such as agriculture, transportation, retailing and manufacturing and is therefore seen as a key component of the economic development. Also, it plays a major role for the generation of foreign exchange, which directly facilitates the improvement of foreign reserves of the economies. (Ranasinghe & Deyshappriya, 2012). Tourism generates one out of every eleven jobs as well as it is prominent among the environmental conservators as a source which generates a gigantic environmental damage. Many studies are highlighted that the negative impacts on environment due to the tourism development. For example, “emissions, noise and congestion related to tourist transportation, intensive use of nature, energy and water and raise waste management requirements are foremost among these environmental issues” (VISIT Association, Europe.n.d.). Natural environment is the key supplier in any industry regardless of its’ objectives, operations, size and profitability. As far as the environment is safe, every industry gains the possibility of sustainable survival. Understanding this reality, currently most of the industries have given a desirable concentration for the environmental conservation in their business agendas. The tourism industry also has a very close relationship with natural environment and its management.

In tourism the natural environment plays an important role to attract the tourists to the destinations and also acts as the key pull motivator. Hence, extensively the survival of the tourism industry exists, as far as the natural environment is safe. Considering this truth, in the present day the shift in tourism practice from conventional mass tourism to alternative and sustainable forms such as nature based or ecotourism has been taking place throughout the world. Ecotourism, which is a component of sustainable tourism (Dawson, 2001 as cited in Muriithi, 2013) has become more popular among the various emergent forms of tourism. A key goal of ecotourism is to mitigate the impacts of conventional tourism. It is a niche market that could be developed successfully but marketing strategies of ecotourism is vastly differing from conventional mass tourism promotion (Sri Lanka Ecotourism Foundation, 2014). Then one of the strategies used by eco-tourism practitioners to reduce the environmental impacts of their operations is adopting nationally and internationally recognized environmental standards and certifications, which lead to be environmental friendly in the conduct of tourism operations (Muriithi, 2013).

Eco-labeling schemes, environmental certifications, awards, and environmental quality assurance and evaluation systems are currently being utilized as instrumental tools by the tourism industry in developed nations for protecting the natural environment on which the industry depends (Morgan, 1999), and for setting the course for the environmentally compatible development of the tourism industry. The forward thrust towards environmental certification of tourism enterprises emerged as a result of Agenda 21, approved by 182 countries at the United Nations Earth Summit in 1992 (or Rio Summit), which emphasized the need for businesses to comply with environmental regulations and policies to mitigate global environmental problems. While, currently some developing nations are becoming increasingly interested in the adoption of tourism eco-certification initiatives (Sasidharan et
Particularly, the ‘eco certification’ approach may be applied to tourism enterprises such as hotels, resorts, travel agencies, tour operators, ground and water transportation services, and airlines (UNEP, 1998; Mihalic, 2000 as cited in Sasidharan et al. 2001). Tourism remains as the fastest growing service industry in the economy of Sri Lanka like other developing countries. Environment is the key supplier of the tourism industry. In the tourism supply chain tourist accommodation place plays a key role; because a significant portion of the tourist satisfaction depends on the quality of the accommodation and also has the possibility to make more negative or positive environmental impacts. Therefore, environmental friendly conducts of the accommodation sector play an important role to determine the total environmental impact of the industry.

Today, as an environmental conservation and marketing strategy some accommodation establishments in both developed and developing countries have adapted the nationally and internationally recognized eco certifications and standards. These certifications and standards are not mandatory in Sri Lanka when compared to developed countries. Therefore, Sri Lanka possess fewer number of eco certified tourist accommodation units due to the high cost and efforts involve with the accreditation process of these certifications (Sri Lanka Tourism Development Authority, 2014).

Here most of the hoteliers justify their poor attention for adapting with eco certifications, saying that ‘yet they have not realized whether the tourists are concerning the eco practices and eco certifications of the hotels, when selecting the hotel accommodation. Further, they emphasized that if the tourists are concerning the eco certifications and labels for their purchasing decision, they are ready to bear the heavy cost and massive effort involve with those certifications (preliminary investigation, 2015).

Therefore the study addresses ‘the intention of foreign tourists to select eco - certified accommodation places and the factors that affect this intention. It is mainly targeted to determine effect of tourists’ personality characteristics (collectivism nature and external locus of control of the tourists’ personality) and social influencing factors (subjective norms and environmental visibilities) towards their intention to select eco certified accommodation facilities.

2. Research Objectives

Based on the above problem background the objectives of this study are: first to explore the degree of interest of the foreign tourists to stay in eco certified accommodation places, second to examine effect of foreign tourists’ personality characteristics and social influencing factors towards their intention to select eco certified accommodation facilities and third to find out whether the foreign tourists, who visit Sri Lanka are willing to pay price premiums for eco certified accommodation facilities

3. Literature Review and Hypothesis Development

Green Purchase Intention

Laroche Zhou (1996) as cited in Hosein, n.d. suggested that variables such as customers’ consideration in buying a brand and expectation to buy a brand can be used to measure consumer purchase intention. Green purchase intention is conceptualized as the probability and willingness of a person to give preference to products having eco-friendly features over other traditional products in their purchase considerations (Rashid, 2009 as cited in Mei et al. 2012). Chan (2001) as cited in Mei et al. 2012 defined green purchase as a specific kind of eco-friendly behaviour that consumers perform to express their concern to environment. As emphasized by Ramayah et al. (2010) as cited in Rehman & Dost, (2013) green purchase intention is a particular type of environmental friendly behavior which is
exhibited by consumers to show their concern for the environment. Theory of Planned Behavior asserts that green purchase intention is a pivotal determinant of actual buying behavior of consumer. It means that as the intention to purchase a green product increases; there is increased probability that a consumer will actually make that purchase (Peattie, 2001 as cited in Rehman & Dost, 2013).

**Personality Traits**

Personality traits and values refer to relatively consistent internal states and stable pattern of behaviours that explain a person’s behavioural tendencies (Bove & Mitzifiris, 2007). Researchers have long acknowledged that differences in individual personality play a critical role in predicting the individual behaviour (Pirog & Roberts, 2007). The locus of control and collectivism are some personality traits that influence for the purchasing behaviour of individuals (Wang 2014).

**Collectivism**

According to Hofstede (1980) collectivism is the belief that the group had precedence. Collectivistic cultures can be seen as affiliation, admiration, and status, which tend to be one of the main driving forces of consumer behaviour. It emphasizes interdependence, in group harmony, family security, group oriented goals, social hierarchies, cooperation, and law of competition. Collectivism may help explain why and how people of a particular culture behave as they do (Hofstede, 2001).

Kumar et al. (2014) argue that the people who are more collectivistic are likely to be concerned more about environmental problems than those who are less collectivistic. Further they stressed that these people have higher self-efficacy in solving environmental problems. Thus, consumers with a collectivist personality are more concerned with public benefits and consider the environmentally friendly aspects of a product, when making purchase decisions, compared with people with low collectivism beliefs (Wang, 2014). In addition several other empirical researches have emphasized the positive association between the collectivistic and eco-friendly attitudes (McCarty & Shrum, 1994; Ling-yee, 1997; Chan, 2001). Based on these considerations, the following research hypothesis is proposed:

H1a: Foreign tourists with strong collectivism beliefs are more likely to exhibit a positive intention to select eco certified accommodation facilities

**Internal Locus of Control**

Specifically, the locus of control is a personality construct that refers to a person’s perception of whether events are determined internally by their own behaviour or by external circumstances (Bahn & Wright, 2001 as cited in Wang, 2014). This personality trait is divided in to two as internal locus of control and external locus of control. Individuals with an external locus of control tend to believe that ethical dilemmas are beyond their control, whereas those with an internal locus of control are more likely to make ethical decisions in defiance of conflicting social or situational pressures (Singhapakdi & Vitell, 1991). According to Rotter, (1966) as cited in Wong et al. (2012) individuals with an internal locus of control believes that outcomes are related to his or her behavior or personal investment such as time or effort. If consumers realize that their behavior may benefit to the whole environment, which indicates that they have strong internal locus of control they would be more inclined to the green food purchase. Conversely, consumers with external locus of control will think they are not particularly in control of their own actions, thus they will demonstrate less concern towards the environment (Wang, 2009). Further the research findings of Wang, (2014) also revealed that the external locus of control exerts a negative effect on green purchase intention of individuals. Therefore, the following research hypothesis is proposed:

H1b: Foreign tourists with a high internal locus of control are more likely to exhibit positive intention to select eco certified accommodation facilities
Social Influence Variables

Based on social influence theory, a person’s behaviour is predicted on the attitudes and behaviours of others. Social influence theory provides a basis for understanding and encouraging sustainable consumption (Goldsmith & Goldsmith, 2011 as cited in Wang, 2014). Social influences factors affect a person in various ways. For example, people observe others’ behaviours or perceive social pressure from important others to perform a particular behaviour. Social influence theorists have suggested that people from their opinions by sensing social cues, and social cues exert a greater effect, when the uncertainty regarding an issue is high (Wong & Boh, 2010 as cited in Wang, 2014).

Environmental Visibilities

Visibility refers to the possibility of people observing other people (Felstead et al., 2003 as cited in Wang, 2014). Environmental visibility is a person’s perceptions of the number of people participating in environmental activities (Wang, 2014). If more people are involved in environmental activities, the environmental visibility of these issues will increase, thereby improving other people’s environmental responsiveness and ultimately enhancing their green purchase intentions (Wang, 2014). Further, Wang, (2014) concluded that environmental visibility exert a positive effect on green product purchase intention of the consumers in his research findings. Therefore the following research hypothesis is proposed:

H1: Environmental visibility exerts a positive effect on intention to select eco certified accommodation facilities of foreign tourists

Subjective Norms

Subjective norms are the viewed social pressure which influences a person to behave in a certain manner and it has been proved to influence the buying behavior of people (Ajzen, 1991 as cited in Saleki & Slek, 2012). Lee (2008) pointed out that the current society and social pressure have a key role to promoting the purchase of green products, especially in the adolescent population. In other word, subjective norm is individual belief to obey directions or suggestions of surrounding people to join in buying or using counterfeit products (Budiman & Wijaya, 2014). Mann (1969) as cited in Budiman & Wijaya, (2014) stated that subjective norms are social norms that contain a moral concept that plays a role in the formation of individual attitudes towards something. Most of previous researchers have emphasized the positive effect of subjective norms towards the purchasing behaviour of the consumers (Wang, 2014: Danseh et al. 2012: Liang & Chaipoopirutana, 2014). Based on this inference the following research hypothesis is proposed:

H1: Subjective norms exert a positive effect on intention to select eco certified accommodation facilities of foreign tourists
4. Methodology

This study followed the deductive research approach, therefore the researcher need to develop a theory and hypothesis and design a research strategy to test those hypotheses (Saunders et al. 2009). The survey strategy is usually associated with the deductive approach (Saunders et al. 2009). Therefore, the study has adopted the survey research strategy.

It would be impractical for the researcher to collect data from the entire population and hence a representative sample needs to be selected. According to Uma and Roger (2012), the population is the entire group of people, events, or things that the researcher desires to investigate. In this study, all the foreign tourists who visit Sri Lanka were taken as the target population. According to the statistics of Sri Lanka Tourism Development Authority (2015) approximately 1,527,153, tourist have arrived Sri Lanka in 2014. A sample of 384 tourists out of total population was selected according to the table for determining sample size from a given population (Krejcie & Morgan, 1970) at 95 % of confidence level. The rules of thumb proposed by Roscoe (1975) suggest that sample size larger than 30 and less than 500 are appropriate for most research. Hence, the sample size determined for this research is consistent with the above criteria too. The data were collected during the month of April 2015 from foreign visitors, who visited Kandy (Temple of the Tooth Relic, Peradeniya Botanical Garden), Dambulla (Cave Temple), Bentota (Bentota Beach), Badulla (Dunhinda Water Fall), Mahiyangana (Dambana), Anuradapura (Ancient city), Katutura city (Callido Beach) and Colombo (Galle-face beach).

As the study wants to assess the foreign tourists’ intention to stay in eco-certified accommodation facilities, their collectivism and internal locus of control personality traits, subjective norms and environmental visibilities of all tourists without undergoing for any categorization, therefore the study assumed all the foreign tourists as a homogeneous group. The convenient sampling technique was used to draw the sample from the population of foreign tourists, who visited Sri Lanka. The study used both primary and secondary data and the secondary data was collected from annual reports (Central Bank and Sri Lanka Tourism Development Authority) and journals.
As suggested by Saunders et al. (2009) the questionnaire is the widely used data collection technique in the survey strategy. Therefore, the study has employed a self-administered questionnaire survey as the primary data collection technique.

The questionnaire consisted of seven parts as part A, B, C, D, E, F and G and altogether 37 questions. Part A consisted of six questions to ascertain the country, purpose of tour, age, gender, educational level and occupation of the foreign tourists who visit Sri Lanka. Part B consisted of Likert scale (1=Strongly Disagree, 2=Disagree, 3=Moderate, 4=Agree, 5=Strongly Agree) type eight questions to measure the ‘internal locus of control’ personality trait of foreign tourists. These questions were derived from a questionnaire which was introduced by University of Virginia for evaluating locus of control of individuals. Part C is to determine the ‘collectivism’ personality trait of foreign tourists and consists of seven questions. Part D is to determine the ‘environmental visibility’ social influence variable and part E consisted of three Likert scale type question to determine the ‘subjective norms’ social influence variable. Part F consisted of nine Likert scale type question to determine the green purchasing intention of foreign tourists. The questions in Part C, D, E & F were derived from the questionnaire that was used by Wang, (2014) in his research named ‘Consumer characteristics and social influence factors on green purchasing intentions’. Part G consisted of one open ended question to receive the further comments from tourists regarding their green purchasing intention.

Descriptive statistics, correlations analysis and regression analysis were mainly employed as the data analysis techniques with the support of the MINITAB 14 statistical package. Normality Test was used to determine whether the data set of dependent variable (green purchasing intention of foreign tourists) is normally distributed or not. Correlation analysis was conducted to identify the relationship between dependent variable and independent variables. Finally, regression analysis was used to measure the effect of independent variables (tourists’ personality characteristics and social influencing factors) on the dependent variable (green purchasing intention of foreign tourists).

5. Result & Discussion

5.1. Demographic and Behavioural Characteristics of the Tourists

This section discusses the demographics and behavioural characteristics of the tourists who represent the sample of the study and all the details are presented in the table 1. In the sample the highest percentage (53%) represented the female foreign tourists and the rest (47%) were males. Further the sample consisted of different age categories and the highest number of tourists represents the age category between 25-29 years. The lowest percentage represents the age category between 20-24 years.

The sample represents the tourists from different educational background. The highest percentage (35%) of tourists has studied up to secondary level education. Also, a considerable number of tourists have received degree and above qualifications for example, first degree (27 %), postgraduate degree (19%) and doctoral degree (12%). As far as the occupations of the tourists are concerned the highest percentage (20%) goes to the professionals, the rest represents from tradespersons (16%), students (14%), managers/administrators (13%), pensioners (12%), unemployed (10%), laborers (9%) and home duties (3%) respectively. As usual the majority of the respondents (33%) visited Sri Lanka for pleasure. Also, another 22 percent of the tourists have visited the destination for cultural and religious activities.

Further, the study investigated whether the tourists are willing to pay price premiums for eco certified accommodation facilities and fortunately 51 percent of the foreign tourists of the sample prefer to pay price premiums.
Table 1: Demographic and Behavioural Characteristics of Respondents (N =384)

<table>
<thead>
<tr>
<th>Variables</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>47</td>
</tr>
<tr>
<td>Female</td>
<td>53</td>
</tr>
<tr>
<td>Age (Years)</td>
<td></td>
</tr>
<tr>
<td>15-19</td>
<td>9</td>
</tr>
<tr>
<td>20-24</td>
<td>7</td>
</tr>
<tr>
<td>25-29</td>
<td>25</td>
</tr>
<tr>
<td>30-34</td>
<td>15</td>
</tr>
<tr>
<td>35-39</td>
<td>15</td>
</tr>
<tr>
<td>40-44</td>
<td>9</td>
</tr>
<tr>
<td>45-49</td>
<td>12</td>
</tr>
<tr>
<td>50 &amp; above</td>
<td>8</td>
</tr>
<tr>
<td>Education</td>
<td></td>
</tr>
<tr>
<td>Primary</td>
<td>7</td>
</tr>
<tr>
<td>Secondary</td>
<td>35</td>
</tr>
<tr>
<td>First Degree</td>
<td>27</td>
</tr>
<tr>
<td>Postgraduate Degree</td>
<td>19</td>
</tr>
<tr>
<td>Doctoral Degree</td>
<td>12</td>
</tr>
<tr>
<td>Occupations</td>
<td></td>
</tr>
<tr>
<td>Manager/Admin</td>
<td>13</td>
</tr>
<tr>
<td>Professional</td>
<td>20</td>
</tr>
<tr>
<td>Tradesperson</td>
<td>16</td>
</tr>
<tr>
<td>Sales &amp; Personal Services</td>
<td>3</td>
</tr>
<tr>
<td>Unemployed</td>
<td>10</td>
</tr>
<tr>
<td>Student</td>
<td>14</td>
</tr>
<tr>
<td>Home duties</td>
<td>3</td>
</tr>
<tr>
<td>Pensioner</td>
<td>12</td>
</tr>
<tr>
<td>Labourer</td>
<td>9</td>
</tr>
<tr>
<td>Visit Purpose</td>
<td></td>
</tr>
<tr>
<td>Pleasure</td>
<td>33</td>
</tr>
<tr>
<td>Business</td>
<td>13</td>
</tr>
<tr>
<td>Visiting Friends &amp; Relatives</td>
<td>6</td>
</tr>
<tr>
<td>Convention and Meeting</td>
<td>3</td>
</tr>
<tr>
<td>Religious and Cultural</td>
<td>22</td>
</tr>
<tr>
<td>Recreation</td>
<td>3</td>
</tr>
<tr>
<td>Education</td>
<td>20</td>
</tr>
<tr>
<td>Readiness to Pay Premiums</td>
<td></td>
</tr>
<tr>
<td>Prefer to pay</td>
<td>51</td>
</tr>
<tr>
<td>Not prefer to pay</td>
<td>49</td>
</tr>
</tbody>
</table>

Source: Survey Data
5.2. Foreign Tourists’ Intention to Stay in Eco-Certified Accommodation Facilities

The intention of foreign tourists to stay in eco certified accommodation facilities were scaled between 1-5 (five-point Likert scale: 1=Strongly Disagree, 2=Disagree, 3=Moderate, 4=Agree, 5=Strongly Agree). Here the respondents’ choice is close to one (1) means their intention to stay in eco-certified accommodation facilities is low and choice is close to five (5) means their intention to stay in eco-certified accommodation facilities is high. Here, foreign tourist’s average intention to stay in eco-certified accommodation was 2.751953. As a percentage this value is 55 percent.

5.3. Data Analysis

5.3.1. Normality of the Dependent Variable

According to Blumberg et al. (2008) if the dependent variable is not normally distributed the researcher can’t use the parametric tests and have to follow non parametric tests. Then, if the p value of the dependable variable is > 0.05, the dependable variable is normally distributed. The study employed the Anderson Darling Test to check the normality of the green visit intention of the foreign tourists. According to this test, the P-value of the sewing efficiency is > 0.05. Hence it can be stated that dependable variable (green visit intention of the foreign tourists) is sufficiently normally distributed.

5.3.2. Association between Independent and Dependent Variables

Table 2 demonstrates the P-values and correlation coefficient between the foreign tourists’ intention to stay in eco-certified accommodation facilities (dependent variable) and the independent variables (tourists’ internal locus of control, collectivism, environmental visibilities, and subjective norms respectively).

<table>
<thead>
<tr>
<th>Dependent Variable</th>
<th>Independent Variables</th>
<th>P-Value</th>
<th>Correlation Coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green visit intention of the foreign tourists</td>
<td>Internal Locus of Control</td>
<td>0.000</td>
<td>0.790</td>
</tr>
<tr>
<td></td>
<td>Collectivism</td>
<td>0.000</td>
<td>0.818</td>
</tr>
<tr>
<td></td>
<td>Environmental Visibilities</td>
<td>0.000</td>
<td>0.730</td>
</tr>
<tr>
<td></td>
<td>Subjective Norms</td>
<td>0.000</td>
<td>0.821</td>
</tr>
</tbody>
</table>

Source: Survey Data (2015)

If the probability of the test statistic or one more extreme having occurred by chance alone is very low (usually $p < 0.05$), then it has a statistically significant relationship (Saunders et al. 2009). Since the P value of each variable (see table 2) is < 0.05 at 95% confident level, there is a strong positive relationship between the foreign tourists’ intention to stay in eco-certified accommodation facilities and their internal locus of control, collectivism, environmental visibilities, and subjective norms respectively.
5.3.3. Regression Analysis

The following regression model was suggested by the researcher to identify the factors that affect green visit intention of the foreign tourists.

\[ Y = \beta_0 + \beta_1(ILC) + \beta_2(Col) + \beta_3(EV) + \beta_4(SN) + \epsilon \]

Where;

\( Y \) = Intention of foreign tourists to stay in eco-certified accommodation facilities
\( \beta_0 \) = Constant
\( \beta_1(ILC) \) = Tourist’s Internal Locus of Control
\( \beta_2(Col) \) = Tourist’s Collectivism Nature
\( \beta_3(EV) \) = Environmental Visibilities
\( \beta_4(SN) \) = Subjective Norms
\( \epsilon \) = Random error term

5.3.4 Regression Model

Through the data analysis the researcher was able to find the following regression model.

Intention of foreign tourists to stay in eco-certified accommodation facilities = 0.105 + 0.120 ILC + 0.262 Col + 0.0783 EV + 0.356 SN

5.3.5 Analysis of Variance

Table 3 represents the analysis of variance of the fitted regression model.

<table>
<thead>
<tr>
<th>Source</th>
<th>DF</th>
<th>SS</th>
<th>MS</th>
<th>F</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>4</td>
<td>211.864</td>
<td>52.966</td>
<td>385.66</td>
<td>0.000</td>
</tr>
<tr>
<td>Residual error</td>
<td>379</td>
<td>52.052</td>
<td>0.137</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>383</td>
<td>263.916</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Survey Data (2015)

Here;

\( H_0 \): The fitted model is not significant
\( H_1 \): The fitted model is significant

As table 3 explains, since the “P” value of the model is < 0.05, there is adequate evidence to reject \( H_0 \) at 95% significant level. Further the Coefficient of Determination(R-Sq) of this model is 80.3% (see appendix 01). Therefore 80.3% of the variation of the foreign tourists’ intention to stay in eco-certified accommodation facilities can be explained through this fitted model.

5.3.6 Significance of Parameters

The following were the hypotheses set up for the variables: foreign tourists’ internal locus of control, collectivism, environmental visibilities and subjective norms respectively.

\( H_{1A} \) : Foreign tourists with internal locus of control are more likely to exhibit a positive intention to select eco certified accommodation facilities.

\( H_{1B} \) : Foreign tourists with collectivism beliefs are more likely to exhibit a positive intention to select eco certified accommodation facilities.
(H1c) Foreign tourists’ environmental visibility exerts a positive effect on their intention to select eco certified accommodation facilities.

(H1d) Foreign tourists’ subjective norms exert a positive effect on their intention to select eco certified accommodation facilities.

“P” value of all the variables in the model is < 0.05. Therefore, all of them can be accepted as the significant variables (see appendix 01) at 95% confidential level.

5.3.7 Goodness of the Fit of Fitted Regression Model

Figure 2 represents four graphs that illustrate the normal probability plot of the residuals, histogram of residuals, residual versus the fitted values and residuals versus the order of the data for the foreign tourists’ intention to stay in eco-certified accommodation facilities.

![Figure 2](image)

Figure 3 Residual Plots for foreign tourists’ intention to stay in eco-certified accommodation facilities. Source: Survey data (2014)

In the figure 3, the graph on top left checks the assumption of normality of error terms. In this case most of the points are clustered around the fitted line. Hence, it can be stated that the error terms are approximately normal and in this case, the assumption of normality is valid. As further histogram of the residuals (bottom left graph) also in this figure emphasize the normality of the residuals. The graph on the top right plots the error terms against the fitted values. Approximately half of them are above and half are below the zero line indicating that the assumption of error terms having mean zero is valid. It means that the graph illustrates the homoscedasticity (Constant error variance) of the error in the fitted model. On the same graph points (error terms) doesn’t show any pattern and it shows the randomness of the error terms indicating that they are not violating the assumption of independence of error. If the Durbin-Watson statistic is very close to 2, it denotes that residuals randomly distributes. Durbin-Watson statistic of the residuals is 1.91093 and it denotes that residuals randomly distributes. The graph, on the bottom right plots the residuals against the order of data. Approximately half of them are above and half are below the zero line indicating that the assumption of error terms having mean zero is valid. The Variance Inflation Factor (VIF) measures the impact of co-linearity among the variables in a regression model. If the VIF value is less than 10, it depicts that there is no multicollinearity effect among variable. Here the VIF value of all four variables is less than 10 (see appendix 01).
5.3.8 Fitted Regression Equation

Intention of foreign tourists to stay in eco-certified accommodation facilities = 0.105 + 0.120 ILC + 0.262 Col + 0.0783 EV + 0.356 SN

According to this model, when foreign tourists’ internal locus of control, collectivism, environmental visibilities, and subjective norms are constant, the expected level of foreign tourists’ intention to stay in eco-certified accommodation facilities is 0.105 units. When the tourists’ personality characteristic of internal locus of control increases by 1 unit (years) it is expected to increase the foreign tourists’ intention to stay in eco-certified accommodation facilities by 0.120 units. Also, when tourists’ personality characteristic of collectivism increases by 1 unit, it is expected to increase their intention to stay in eco-certified accommodation facilities by 0.262 units. Similarly when tourists’ environmental visibility and subjective norms increases by one unit respectively, it is expected to increase their intention to stay in eco-certified accommodation facilities by 0.0783 and 0.356 units.

5.4 Discussion

The natural environment is a major determinant of the tourism industry, because most of the tourists attract for a particular destination base on its natural beauty. Currently tourism industry has become one of the major sources that make more negative impacts on the natural environment, even it is the most benefited industry from it. Most of tourists presently are on alert regarding the environment friendly conducts of this industry and they engage in environmental friendly purchasing intentions and behaviours (i-e: Staying in environment friendly accommodation facilities). The environment friendly purchasing intention depends on many factors. Sometimes it may be because of the personality characteristics and sometimes it may be because of the influence from the society. One of the findings of this study clearly demonstrate that foreign tourists’ internal locus of control personality characteristic makes a positive impact \( (\beta=0.120) \) on their intention to stay in eco-certified accommodation facilities. Sinhapakdi & Vitell (1991) and Wang (2009), also emphasized that people with an internal locus of control are more concern about the environment and likely to exhibit a green purchasing behavior. Also the current study shows that foreign tourists’ intention to stay in eco-certified accommodation facilities are positively affected \( (\beta =0.262) \) by their collectivism beliefs. Terenggana et al. (2013) also emphasized that collectivist society that has more common interests than the interests of individuals will respond positively and believe in environmentally friendly products.

Further, Laroche et al., (2001) also has explained that collectivist consumers care about their relationships with others, which translate into a certain concern for the welfare of others and attempt to promote ecologically favourable consumption. The conclusion of the Kumar et al., 2014 also was people who are more collectivistic are likely to be concerned more about environmental problems than those who are less collectivistic. Wang, (2014) also explained that consumers with a collectivist personality are more concerned with public benefits and consider the environmentally friendly aspects of a product when making purchase decisions, compared with people with low collectivism beliefs. In addition, several other previous empirical researches have emphasized the positive association between the collectivistic and eco-friendly attitudes (McCarty & Shrum, 1994; Ling-yee, 1997; Chan, 2001). Further, the current study disclose that tourists’ intention to stay in eco-certified accommodation facilities are positively affected \( (\beta =0.0783) \) by their environmental visibility. Wang (2014) concludes that environmental visibility exerts a positive effect on green product purchase intention of the consumers. Ultimately the study demonstrates that tourists’ intention to stay in eco-certified accommodation facilities are positively affected \( (\beta= 0.356) \) by their subjective norms. Wang
(2014), Danseh et al. (2012) and Liang & Chaipoopirutana (2014) also emphasized the positive effect between the green purchasing intention and the subjective norms.

6 Conclusion

Results of the study concluded that tourists’ collectivism, internal locus of control, environmental visibility and subjective norms effect on foreign tourists’ intention to select eco certified accommodation facilities. Accordingly it can be concluded that foreign tourists’ intention to select eco certified accommodation facilities depend on tourists’ personality characteristics (collectivism, internal locus of control) and social influencing factors (environmental visibility and subjective norms). The Coefficient of Determination (R-Sq) of the model is 80.3%. Therefore only 80.3% of the variation of foreign tourists’ intention to select eco certified accommodation facilities can be explained through the fitted model.

Further the researcher concluded that;

1. Foreign tourists with internal locus of control are more likely to exhibit a positive intention to select eco certified accommodation facilities.
2. Foreign tourists with collectivism beliefs are more likely to exhibit a positive intention to select eco certified accommodation facilities.
3. Foreign tourists’ environmental visibility exerts a positive effect on their intention to select eco certified accommodation facilities.
4. Foreign tourists’ subjective norms exert a positive effect on their intention to select eco certified accommodation facilities.

In addition the study found that the green purchasing intention of the foreign tourists’ were in a higher level (2.7/5 or 55%) and most of the foreign tourists (51%) are willing to pay price premiums for eco-certified accommodation facilities.

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Appendix 01

Regression Analysis: Foreign tourist's intention to stay in eco-certified accommodation facilities versus ILC, Col, EV, SN

Intention to stay in eco-certified accommodations = 0.105 + 0.120 ILC + 0.262 Col + 0.0783 EV + 0.356 SN

<table>
<thead>
<tr>
<th>Predictor</th>
<th>Coef</th>
<th>SE Coef</th>
<th>T</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>0.10496</td>
<td>0.07434</td>
<td>1.41</td>
<td>0.159</td>
</tr>
<tr>
<td>ILC</td>
<td>0.12049</td>
<td>0.03886</td>
<td>3.10</td>
<td>0.002</td>
</tr>
<tr>
<td>Col</td>
<td>0.26159</td>
<td>0.03783</td>
<td>6.92</td>
<td>0.000</td>
</tr>
<tr>
<td>EV</td>
<td>0.07826</td>
<td>0.03123</td>
<td>2.51</td>
<td>0.013</td>
</tr>
<tr>
<td>SN</td>
<td>0.35559</td>
<td>0.02776</td>
<td>12.81</td>
<td>0.000</td>
</tr>
</tbody>
</table>

S = 0.370594  R-Sq = 80.3%  R-Sq(adj) = 80.1%