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An investigation into the outlook business travellers to South Africa have towards a green hotel

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ABSTRACT

This study investigated the outlook business travellers to and within South Africa have towards green hotels. The purpose of this study was to determine the extent to which greenness affects consumers in South Africa. This was achieved by reviewing literature related to green hotels and consumers' attitudes towards green products and its competitiveness in the market. A questionnaire was compiled based on existing literature. Data was collected by means of an online survey and the data was tested using the chi square frequency test. The findings indicated that respondents had a positive attitude towards greening hotels but the chi-test indicated that there was agreement on the positive relationship between greening hotels and perception. Guests believed that a standard should be set for green hotels as well as that if a conventional and green hotel served the same function, the green hotel would be the preferred choice. It is important for green hotels to incorporate a premium into the hotel bill. Future research should establish a model that the hotel can adopt to include a premium in the pricing of the hotel. The potential benefits of this study will be to improve the brand and corporate image of the hotel alongside contributing to a sustainable environment.