



Article Title

An Empirical Study of Environmental Practices and Employee Ecological Behavior in the Hotel Industry [Summary]

Citation

Chan, E. S. W., Hon, A. H. Y., Okumus, F., & Chan, W. (2017). An Empirical Study of Environmental Practices and Employee Ecological Behavior in the Hotel Industry. *Journal of Hospitality & Tourism Research*, 41(5), 585–608. <https://doi.org/10.1177/1096348014550873>

Abstract

This study examines the relationships among environmental knowledge, environmental awareness, environmental concern, and employee ecological behavior to implement green practices across the hotel industry. Structural equation modeling with a bootstrapping estimation was used with 385 employees from international tourist hotels in Hong Kong. The results show that environmental knowledge positively influences environmental concern and ecological behavior. In addition, employee environmental awareness mediates the relationship between environmental knowledge and concern, while both environmental awareness and concern appear to mediate the relationship between environmental knowledge and ecological behavior. The theoretical and practical implications of study results are discussed and suggestions for future research are provided.

Keywords environmental practices, knowledge, ecological behavior, hotel employees, structural equation modeling, SEM

Summary:

The successful implementation of environmental programs begins with environmental knowledge, understanding, and information released from top management to lower-level employees. It is therefore important for managers to learn more about any relationships that may exist between environmental knowledge and employee ecological actions. Understanding which environmental determinants affect hotel employees' behavior in implementing green practices is critical to the successful implementation of hotel environmental programs. We suggest that hotel organizations should make more effort to train their managers and encourage them

to improve their communication skills and interpersonal relationships with their employees. Regular communication via departmental daily briefings and annual staff meetings for exchange of latest environmental information and environmental performance of the company can be arranged. Managers should be better able to detect the direct and indirect influences of employees' environmental knowledge in the attitudinal processes that relate to employees' ecological behavior. Because the hotel industry is labor intensive, greater employee awareness and concern about organizations' environmental programs can not only improve employees' involvement but also promote organizations' environmental friendly images and reputations, which lead to customer satisfaction and loyalty.

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Conclusion

Finally, this study extends our understanding of how environmental knowledge influences ecological behavior. Much of the existing research has produced mixed or inconsistent results on the relationship between environmental knowledge and behavior (K. Chan, 1999; Dispoto, 1977; Geller, 1981; Ibrahim, Aliagha, & Khoo, 1999; Schahn & Holzer, 1990). Our study findings show that hotel employees are likely to implement green practices in hotels if their environmental knowledge (which is positively associated with their environmental awareness and concern) is enriched, thereby improving their ecological behavior. By offering clear theoretical and practical implications, it is hoped that this study stimulates further research into this important research area in the hospitality field.