



**Environmental Management Practices of Accommodation
Establishments and Their Effects on Perceived Corporate Reputation:
A Research on Hotels of Kayseri and Nevşehir**

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Extensive Summary

Accommodation establishments have several impacts on environment because of their heating, cooling, lighting, cooking, cleaning, showering, swimming and etc. activities. Such environmental impacts have recently brought the environmental implementations of the businesses into the agenda. However, most of the literatures on environmental issues are focused on production businesses rather than service businesses.

Corporate reputation is a new concept come into prominence recently. The image left over internal and external stakeholders of a business is defined as the corporate reputation of that business and it has significant effects on sustainable success of operations. Consumer preferences rapidly change in current competitive environment; therefore businesses should always make a hit with their customers. Hospitality industry has also tended to environmental management practices to gain a sustainable competitive advantage, to pull the green-customers to their places, to minimize the environmental impacts of their activities and consequently to get cost-savings. Businesses are able to create a positive corporate reputation with such environment-friendly practices. Moving from this point, environmental management practices of hospitality businesses and effects of such practices on corporate reputation were selected as the topics of the current study.

Objectives of the present study were set as to determine the environmental management practices of the hospitality businesses in Kayseri and Nevşehir Provinces, to determine the differences in environmental management practices of participating businesses based on their size, type, environmental management certification/program

like variables and finally to put forward the effects of environmental management practices on corporate reputation.

Therefore, questionnaires were sent to a total of 67 hotels with tourism operation license and operating in Kayseri and Nevşehir Provinces and 57 responses were received.

Following conclusions were drawn from the current analyses:

1. It was observed that participated businesses had higher mean (4.05) for reactive environmental management practices than that for proactive environmental management practices (3.42). Such a case indicates that environment was the focus of the participating hotels in Kayseri and Nevşehir but preventive and voluntary environmental management practices have not reached to desired levels.
2. The t-test and anova analysis were used to determine the differences in environmental management practices of participating hotels in Kayseri and Nevşehir based on size, type, possession (chain hotel, private business), ISO14001 quality certification, written environmental program and activity regions. Significant differences between integration (whether or not they are chain hotel) of reactive environmental practices of the hotels were observed only at $p < 0.05$ level. That means chain hotels have more intense reactive environmental management practices.
3. Regression analysis was performed to determine the effects of environmental management practices on perceived corporate reputation. There was a medium level effect (36.9%) of reactive environmental practices on perceived corporate reputation and such effect of proactive environmental management practices on perceived corporate reputation was observed as 22.1%.
4. Hospitality businesses still emphasize and take reactive environmental management practices into consideration. They also find environmental protection-oriented reactive activities more effective than strategic and voluntary-based proactive environmental management activities. Accommodation enterprises has been a reactive environmental more noticeable practices to be considered by the customers, hotel owners and managers in the strategic environment, lack of awareness of the presence of reactive activities of these enterprises focused on environmental protection on corporate reputation, strategic perspective and proactive environmental management activities on a voluntary basis to see a more effective may cause.

Current results indicate that hospitality businesses should increase their awareness on environmental management issues. Business personnel, including the owner, should be trained for sustainable development creating a well balance between ecology and economy. Within this context, implementations encouraging environmental sensitivity such as “green star” of the Ministry of Culture and Tourism and “White star” of Turkish Hoteliers Federation should be supported more and made more implementable, effects of environmental management practices on business performance should be emphasized and environmental management issues should be diversified for different tourism regions.