Topic: The impacts of eco-friendly activities from resorts on guests' satisfaction. A case study of 5-star beach resorts in Da Nang, Vietnam.

Bachelor of Business Administration Thesis

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EXECUTIVE SUMMARY

The thesis investigates the impacts of green practices from resorts on guests' satisfaction—a case study of 5-star international resorts in Da Nang, Vietnam. We collect samples from guests who have used the service at the following seven international resorts in Da Nang, Sheraton Grand Da Nang, Pullman Danang Beach Resort, InterContinental Danang Sun Peninsula Resort, Shilla Monogram Da Nang, Premier Village Da Nang Resort, Hyatt Regency Da Nang Resort and Spa and Crowne Plaza Da Nang, researched through the quantitative method to examine hypotheses. As a result: green practice, service quality, corporate image influence guest satisfaction, where service quality is the most impactful dimension. Moreover, the green practices significantly exert influence on guest satisfaction in direct and indirect approaches. Over the years, several studies have been undertaken worldwide on the impact of green practices on guest satisfaction. Still, no research has been conducted in the city of Da Nang. As noted previously, the following study utilizes secondary and primary data from clients. With these data, the study provides resorts' management bodies with recommendations for enhancing the implemetation of green practices in many aspects of the resorts to maximize customer satisfaction.

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CHAPTER 1: INTRODUCTION

1.1. Background

The tourism and hospitality industries have both had significant and positive effects on the economy as it exists now (Manomaivibool 2015). Due to increasing constraints on mobility, the Travel & Tourism sector's contribution to the global GDP will decline from 10.3% in

2019 to 5.3% in 2020. The percentage increased to 6.1% in 2021. (Travel & Tourism Economic Impact | World Travel & Tourism Council (WTTC) no date). In the meantime, the tourist industry was directly or indirectly responsible for creating 11% of the world's vast job opportunities (UNWTO 2018). Nevertheless, despite this exceptional contribution to the financial growth of society, there is no denying that the detrimental effects of climate change caused by the enormous quantity of greenhouse gases created are significant (Pan et al., 2018). Alongside the building (Turskis, Lazauskas and Zavadskas 2012; Zavadskas, Kaklauskas and Kalibatas 2009), energy (Turskis and Zavadskas 2010; Bagočius, Zavadskas and Turskis 2014), and transportation (Turskis and Zavadskas 2010; Turskis, Lazauskas and Zavadskas 2012) industries manufacturing, and tourism is one of the industries that causes the most damage to the environment (Zolfani, Zavadskas, and Turskis 2013). Due to the water- and energy-intensive nature of their day-to-day operations, resorts, which make up the most significant parts of the tourist industry, are the primary consumers of water and energy (Han et al. 2018). Therefore, throughout the past few years, scholars have begun to focus a significant amount of attention on the problem of sustainable development in the tourism business (Zha et al. 2020), especially in the resort sector (Asadi *et al.* 2020; Chung 2020; Kim, Hlee and Joun 2016).

The hospitality industry has placed a greater emphasis on adopting a wide variety of environmentally friendly practices to lessen the adverse effects they have on the environment and satisfy the growing environmental concerns of customers (Merli *et al.* 2019). Previous research has shown that participating in "green," also known as "eco-friendly" or "sustainable" resort initiatives, is not a short-term structure that will disappear in a short amount of time and that the number of such beach resorts will expand rapidly (Pizam 2009). In light of this circumstance, practitioners and marketers in the hotel sector are becoming increasingly aggressive in developing environmental initiatives and implementing green practices (Lee, Han, and Willson 2011).

Going green is recognized as an effective technique for increasing the competitiveness of resorts and acquiring market share in the hospitality industry by appealing to a clientele that is more concerned about the environment (Merli et al. 2019). In today's world, the needs and interests of tourists in environmentally friendly lodging have been continuously expanding. On the other hand, the environmental movement gradually shifts people's perceptions of this idea. A growing number of beach resorts worldwide are becoming more conscious of their impact on the natural world and are implementing ecologically responsible business practices (Tzschentke, Kirk, and Lynch 2008). It is generally acknowledged that resorts bear

the duty of preserving natural resources by making responsible use of those resources and avoiding the pollution of such resources (Tzschentke, Kirk, and Lynch 2004). As a result of these developments, a new category of resorts came into being, which came to be known as environmentally friendly resorts. Customers are becoming more aware of the negative impacts that resort have on the environment and are looking for "green consciousness" in how resorts conduct their operations (Merli et al. 2019). However, resort marketers still face a substantial obstacle in the form of a significant barrier to acquiring a thorough understanding of what potential customers desire for green consumption (Han et al. 2011). Studies on consumer behavior concerning environmentally friendly beach resort have, up until this point, concentrated on travelers' green knowledge and staying behavior at these establishments (Chen and Peng 2012), the development of a desire on the part of potential guests to stay at an eco-resort (Han, Hsu and Sheu 2010; Han and Kim 2010), the contentment of guests and their willingness to come again (Berezan et al. 2013; Gao and Mattila 2014), views and inclinations of consumers toward environmentally friendly business practices (Han et al. 2011; Chen and Tung 2014). Previous studies have demonstrated that keeping an existing client is more cost-effective than finding a new one (Fornell 1992). People are seeking environmentally friendly beach resorts because they are becoming more aware of the damage that the hospitality sector causes to the environment (Schlegelmilch, Bohlen, and Diamantopoulos 1996). Becoming certified as an environmentally responsible beach resort might serve as the cornerstone of an effective marketing plan (Manaktola and Jauhari 2007). Green practises can bring emotional advantages to customers by appealing to their altruistic or socially conscious tendencies, such as the desire to contribute to a cleaner environment (Hartmann and Apaolaza-Ibáñez 2012)

Vietnam has a huge potential for growing green tourism due to its rich and diverse resources, numerous gorgeous landscapes, and historical monuments. Southeast Asia will become the fourth largest international tourist destination in the world, according to the (World Tourism Organization (UNWTO) 2018), and Vietnam is one of the ten countries with the greatest tourism growth. According to specialists in the 2018 Vietnam Tourism Annual Report (Vietnam Administration of Tourism 2019), the growth rate of international arrivals has reached 22.9 percent (compared to the global average of 5 to 6 percent), making Vietnam a "hot spot" for international tourism. When becoming a "hot spot" to attract travelers without infrastructure and psychological preparation, Vietnam's tourism industry is instantly confronted with a system of hotels, restaurants, and entertainment areas that are expanding

too quickly and becoming overcrowded. Tourism grows "hot," but the control system of state management agencies and the tourism industry has not kept up, resulting in numerous building service companies that "escape" the waste treatment system. In addition, plastic bags, bottles, and other plastic items are dumped unchecked around tourist locations, diminishing the attractiveness of destinations and negatively impacting the national tourism industry's image (Vietnamplus 2019).

Several resorts have been actively harmonizing with nature by providing numerous solutions and measures to reduce negative environmental impacts and promote sustainable growth. According to (The Anam 2021), The Anam Cam Ranh resort in Khanh Hoa has replaced PVC plastic key cards with hardwood magnetic key cards for the complete system of rooms and villas. Mr. Peter Ye, acting general manager of the resort, stated that the wooden key card is non-toxic and easy to decompose, the design is much more advanced than the old plastic card, and the chip inside is also more active, thereby assisting with security. Guests can unlock the door to their room as soon as the room key card is near the lock. Prior to this, the resort utilized only recyclable glass water bottles, rice straws, and bamboo bags in an effort to decrease its use of plastic and nylon. The resort also frequently cleans the beach and uses solar energy and laundry water for plant irrigation. Alma Resort Cam Ranh launches a mobile application to promote non-touch communication between customers and employees, as well as to reduce the printing of paper-based information, so contributing to environmental protection. The application is compatible with the IOS and Android operating systems and features menus, promotions, vouchers, live stream programming, and event details. In addition, the application gives health and safety recommendations for Covid-19. Laguna Lang Co, Thua Thien Hue is well-known for its environmental initiatives, which include the elimination of single-use plastics, golf courses with year-round rice field maintenance, and rice cultivation to help local populations. At the completion of October 2020, incorporation, the resort has encouraged groups from throughout the country to apply for financing from Banyan Tree Group's "Greater Good Grants" program, a new project handled by its Global Fund. The project has granted up to $10,000 in financial support to individuals working in six areas aligned with the Sustainable Development Goals of the United Nations (Banyan Tree Group 2020). According to (Travel Information to Vietnam | Visa to Vietnam - Best travel time - Vietnam tour packages 2022) Inside Meliá Saigon Central, Ho Chi Minh City sponsored a project by artist Holland (US nationality, from Zero Waste Saigon) to replicate the tower of Notre Dame Cathedral with bamboo and natural materials. The 5,4-meter-tall pointed tower model was created using art knitting and shaping

techniques. Azerai Can Tho Resort, situated on Can Tho's pristine Con Au, is committed to sustainable development and community involvement. Here, plastic products, non-recyclable things, and cars powered by gasoline are uncommon. The only products available to travelers are burlap bags, rice straws, glass bottles, and solar-powered automobiles. Additionally, the resort routinely participates in river cleaning initiatives and the preservation of native mangroves (Lan Huong 2021).

Together with green and sustainable tourism, the Alma resort on the Cam Ranh peninsula arranges numerous environmental awareness-raising events for visitors on this occasion. The bakery of the resort will provide a cake decorating lesson for young guests on the morning of March 26. Interested visitors can join the "Back of House" tour to explore the wastewater treatment facility, electric vehicle maintenance and charging station, and numerous other informative stops. In efforts to reduce carbon emissions into the atmosphere. Guests can also engage in a program to plant trees. In response to the drive to protect the environment and conserve energy, the resort will turn off the lights in all food service areas from 19:30 to 20:30 (Phuong Anh 2022).

Green practices are becoming increasingly important in the tourist business. Thus, our study piece examines international 5-star resorts in Danang and offers suggestions. The introduction of green practices will create a tourism destination that is sustainable and attractive. Moreover, introducing green practices at the resort has a favorable impact on customer satisfaction. Environmentally responsible actions will make clients feel more at ease when utilizing the service.

1.2. Practical problems

First of all, the government and the Vietnam Tourism Department have acknowledged the significance of sustainable tourism development. In Viet Nam, Dr. Truong Sy Vinh, Deputy Director of the Institute of Tourism Development Research, claimed that, along with the increase in tourists (from domestic and international visitors), the waste from tourism activities is increasing rapidly. Tourism development also creates traffic congestion, pollutes the air, water, and noise, alters the natural landscape, and disrupts the ecological balance of living organisms (MK 2017). As a result, a sustainable development orientation is a strategy for tourism businesses to reduce the adverse effects of their operations on the natural, cultural, and social contexts. In particular, the tourism industry in Da Nang has also implemented numerous specific action programs to help improve the efficiency with which

natural resources are used because it recognizes the significance of environmental protection and its role in protecting it. Several resorts, hotels, restaurants, and travel agencies are currently aware of the need to ensure the tourism environment and limit waste to the environment so that the new destination is sustainable and attractive to tourists.

Secondly, in Danang city, many lodging facilities have begun implementing environmentally friendly techniques into their daily operations in recognition of the need to go green. In typical, single-use products are limited at Furama Danang Resort, a five-star resort. Instead, environmentally friendly items such as paper straws and utensils such as toothbrushes, combs, and other items are stored in paper bags; the customer's package includes sedge bags and conical hats. Moreover, Furama Danang Resort has implemented some environmentally-friendly practices, including energy-efficient lighting, advanced air-conditioning technology, solar water heating, and the reuse of biofuels (Furama Danang Resort 2021). Additionally, InterContinental Danang Sun Peninsula Resort has created many sustainable initiatives to help maintain Son Tra's unique biodiversity and drive the region's eco-tourism growth.

Currently, "going green" is becoming increasingly a concern for hoteliers and tourists abroad. In addition, there are a variety of previous reports showing that tourists are willing to stay at an environmentally friendly hotel or resort (Han et al. 2010). Moreover, they are increasingly interested in intelligent and sustainable consumption and environmentally friendly products and services. As provided by some previous research (Hu et al. 2011), (Gao and Mattila 2014; Moise, Irene and Molina 2018) there is a positive relationship between green practices hotels and customer satisfaction. According to (Tsai, Wu and Wang 2014) while hotel managers are familiar with green practices, hotel guests may not be aware of them. Guests' awareness of green practices in hotels has a positive impact on their booking decisions (Baker, Davis and Weaver 2014) In addition, many hotels provide the option for daily laundering of sheets, towels, and other linens. Daily washing increases the consumption of electricity and detergents, and indirectly increases pollution. Consequently, this option will lower the cost of energy and water saving. In addition, fluorescent lighting is a viable alternative to incandescent lighting for energy conservation in guest rooms (Sheraliev 2002). Water conservation is also emphasised as a way to maintain the ecosystem. The hotel's excessive water consumption is both costly and detrimental to the surrounding ecosystem. Low-flow showerheads and faucet aerators should reduce water usage as a

solution (Sheraliev 2002). Solid waste management is essential for minimising the cost of garbage transporting and for creating a greener environment. It is a cognitive procedure that compares consumer experience to its initial reference point. It is a cognitive procedure that compares consumer experience to its initial reference point. (Xu and Gursoy 2015), a sense of satisfaction or dissatisfaction that results from comparing a product's apparent performance to its expectation. a sense of satisfaction or dissatisfaction that results from comparing a product's apparent performance to its expectation (Cronin, Brady and Hult 2000). This factor is essential for assessing the effect of green practises on guest satisfaction. As previously said, hotel guests are increasingly anticipating the deployment of sustainable practises. (Berezan et al. 2013). Therefore, this study was conducted in Danang to determine whether or not this relation probably applies in the reality.

1.3. Theoretical problems

This study addresses two major theoretical issues with eco-friendly activities in Vietnam's resorts. First, there is insufficient research examining eco-friendly methods in Vietnam's resorts. Although green practices and eco-friendly activities have been introduced in many sectors of the Vietnamese hospitality industry, there is a shortage of studies on this sector. This is due to the uncertain future of the sustainability trend in the Vietnamese service industry (Mai Anh 2021). In addition, Vietnam's hospitality business has only recently adopted this worldwide trend. Therefore, this subject of study cannot satisfy the theoretical requirements of hospitality scholars.

Another recognized theoretical issue is that "green-practice" research worldwide and in Vietnam focus disproportionately on hotels' going-green initiatives, but resorts, particularly international beach resorts. Using the systematic search terms "green practice," "eco-friendly activities," and "resorts" in conjunction with "Vietnam." The results appear to be related to hotels or the hospitality industry as a whole. Resorts keywords are uncommon, and research on these two topics has been outnumbered or unfocused by hotels and lodging in general. This difference is vital given that Vietnam or Danang has a vast beach area and has hosted a hundred beach resorts in recent years (VOV 2022). The absence of study into the development of green resorts in Vietnam creates a significant gap in the growth of this market category. Collecting statistics on the green activities of resorts is extremely

challenging due to the fact that practically all resorts keep their information and client information private. Due to geographical distance, the majority of forms are collected online.

1.4. Research objectives

The primary goal of the research is to determine the perceptions of guests toward green practices when staying at 5-star international resorts and the impacts of those activities on customer satisfaction. From that, the study shall propose theoretical and practical recommendations to improve the research field of the topic as well as improve the green activities to enhance guest satisfaction for resorts.

The following objectives have been achieved in order to complete this study:

- Objective 1: Investigate the impacts of green practice in 5-star international resorts on guest satisfaction.
- Objective 2: Synthesize proper strategies to effectively improve the resort's guests' satisfaction via green practice.

1.5. Research questions

The questions used for finding out research objectives are as follows:
- Question 1: Which factors influence guest satisfaction at 5-stars international resorts implementing green practices?
- Question 2: How do resort managers improve their guest satisfaction by applying green practice

1.6. Research scope

The primary goal of this thesis is to determine the impacts of eco-friendly activities from resorts on guests' satisfaction. To provide the most accurate and objective data, the scope of the study focuses on customers who already experience eco-friendly activities at 5-star international resorts in Danang, including InterContinental Danang Sun Peninsula Resort (IHG), Premier Village Danang Resort (Accor), Hyatt Regency Danang Resort & Spa, Pullman Danang Beach Resort (Accor), Shilla monogram Danang, Crowne Plaza (IHG), and Sheraton Grand Danang (Marriot).

Target sample characteristics:

- Survey type: Offline, online questionnaires
- Participant: guests of InterContinental Da Nang, Premier Village, Hyatt Regency, Shilla monogram Danang, Pullman Da Nang, Crowne Plaza and Sheraton Grand Danang.
- Number of respondents: 182
- Scope of the research: Da Nang, Viet Nam

1.7. Methodology and data review

The study is done using a quantitative methodology and two research approaches, including a literature review and a survey.

A literature review is described as "a written evaluation of what is already known as current knowledge of a topic," with the goal of "providing a new dimension or fresh viewpoint that constitutes a distinctive contribution" (Cronin 2011), which is appropriate for the paper. This strategy aids in gaining secondary data which provides a critical awareness of green practices in resorts and the elements that influence guests' satisfaction. In addition, this method provides a good overview of the holes associated with this topic and what may be filled, as well as a theoretical foundation for texting.

Then, the survey conducted via online and offline channels will be utilized to collect the primary data for the quantitative analysis that evaluates the relationship between green practice influencing elements and guest satisfaction in 5-star international resorts. In addition, multiple regression analysis is employed, as it is one of the most popular statistical techniques (Rahman 2016). After the data have been analyzed and the level of influence of the factors has been determined, the recommended strategies will be proposed based on the previous research, with the priority determined by the level of influence, to assist businesses in enhancing their services and boosting customer satisfaction. The number of survey respondents was 182. For secondary research and primary newspapers, the Internet, scholarly articles, and internal data were used.

1.8. Outline of thesis

Chapter 1: Introduction

Chapter 1 presents background information on the background of impacts of eco-friendly activities from resorts on guests' satisfaction worldwide and domestic encompassing research background, research aims, research questions, and methods.

Chapter 2: Literature review

Chapter 2 provides a research model with hypotheses and delivers applicable ideas as the foundation for the construction and development of research topics.

Chapter 3: Methodology

Chapter 3 presents the research techniques quantitative analysis and data collecting approaches. Then, explain why the study is necessary.

Chapter 4: Analysis and findings

The data from the study results of Chapter 3 are analyzed in Chapter 4. As a result, we will have a better grasp of the elements that influence the pleasure of resort guests who participate in eco-friendly activities.

Chapter 5: Recommendation and conclusion

Based on the findings of chapters 4 and 5, findings and suggestions will be drawn concerning the elements that influence the pleasure of guests at green 5-star international resorts.

CHAPTER 2: LITERATURE REVIEW AND THEORETICAL MODELS

Green resort practices have a tremendous impact on a customer's satisfaction and behavior. Customer satisfaction acts as a bridge between green practices and loyalty (Thai and Nguyen, 2022). In order to remain competitive in the resort industry, resort operators in both green and non-green practice states must demonstrate concern for the environment and participate in environmental conservation (Yusof et al., 2017). The customer's intention to behave differently is impacted as a result of the resort's green image. First, the organization's knowledge of the need to regulate the green training behavior of the resort, as well as its environmental obligations and citizen conduct. Second, the level of awareness and comments that visitors have on environmentally friendly practices in resorts (Lee, Jai, and Li, 2016), coupled with the effect that they have on customer satisfaction and the probability

that customers are going to return. (Berezan et al., 2013) . Green resort image - The resort's environmental friendliness favorably influences how guests perceive its goods and services, enhancing their level of customer happiness (Assaker, O'Connor, and El-Haddad, 2020). Customers' perceptions of green fairness and green resort image are seen to be substantially impacted by the quality of the green experience, which in turn leads to customers' feelings of pleasure with the green experience (Wu et al., 2018). Recognized environmentally friendly business practices have the potential to offer ancillary advantages to consumers by catering to their psychological requirements for issues related to sustainability and may thus motivate customers to have positive views (Chen, 2010). According to the information presented above, research indicates that the green resort is comprised of numerous important components.

2.1. Green practice

The meaning of green practices varies in the hotel business and is related to various techniques. Kim, Lee, and Fairhurst (2017) described green practices as "a business approach with added value that helps a hospitality organization engage in environmental preservation efforts." Similarly, Rahman, Reynolds, and Svaren (2012) defined "green" as "environmentally friendly, that is, doing business in a manner that avoids waste, conserves energy, and promotes environmental health in general." According to Myung, McClaren and Li (2012), green practices attempt to limit the negative influence on the environment by implementing environmental measures for waste reduction and sustainable materials and resources. According to Wolfe and Shanklin (2001), green hotel practices are actions that remove the negative influence on the environment, such as eco-purchasing and recycling. Similarly, Kirk (1995) argued that "green practice" is a broad term, covering issues such as environmental impact (aesthetic, cultural, ecological, and social), sustainability, resource management, and pollution. Manaktola and Jauhari (2007) described it as "a less environmentally destructive property that has committed to numerous ecologically sound measures like water conservation, energy conservation, and solid waste reduction." Moreover, according to the Global Reporting Initiative (GRI) standards for sustainability, besides the aforementioned measures, emission reduction and biodiversity conservation are also forms of green practices (GRI, no date).

Several leading hotel and resort organizations have implemented green practices and integrated them into their strategic plans. Specifically, the Hilton hotel company started to

implement the campaign called: "Travel with Purposes." In May 2018, Hilton launched its Travel with Purpose 2030 Goals, becoming the first major hotel company to institute science-based carbon reduction targets approved by the Science Based Targets initiative. Hilton also became the first major hotel company to send zero soap to landfills and committed to doubling its investment in social impact and cutting its environmental footprint in half by 2030. Besides, Marriott Hotels Make the Commitment to Go Green – Marriott established an environmental policy and committed to "go green." Within the policy, the company established environmental goals and has been steadily striving to meet those marks. Marriott International has sent a letter to the Science-Based Objectives project, agreeing to establish science-based emission reduction targets under emissions scenarios including a temperature increase of 1.5 degrees Celsius. In addition, the hotel corporation committed to a long-term science-based goal to achieve net-zero value chain greenhouse gas emissions by no later than 2050, following the initiative's criteria and guidelines (Marriott, 2021).

The majority of academics have identified three motivations for implementing green practices: financial rewards, consumer requirements, and wishes, and stakeholder interactions (Chan and Hawkins, 2010; Hu, Parsa, and Self, 2010). Alternatively, Buunk and van der Werf (2019) determined that the primary motivations for implementing eco-label standards are that they are better for the environment and enhance the hotel's reputation. According to Hsieh (2012); Esparon, Gyuris, and Stoeckl (2014), while green practices were first implemented as a cost-cutting measure, their emphasis has shifted to securing a significant market share through strengthening connections with stakeholders. Internal organizational factors, such as financial strength and managerial attitudes (Bohdanowicz, 2006; McNamara and Gibson, 2008), and external business variables, such as stakeholder pressure and environmental regulations, influence the implementation of green practices in the hospitality industry (Lynes and Dredge, 2006). The adoption of green practices is correlated with strong stakeholder pressure and the presence of legislation.

2.2. Corporate Image

Corporate image is one of the core values that contribute to the organization's competitive advantage and success. Numerous authors and researchers describe the concept of corporate image and how corporate image is created. Corporate image can be described as the total perception that the general public has of an organization (Barich and Kolter, 1991). On the other hand, Dowling (1986) defines corporate image as the set of meanings by an object,

typically an organization, through which people interpret, remember, connect to it, and go from one's beliefs, ideas, feelings, and impressions. Moreover, it could be the brand and its representation or the interaction of the customer's relationship with the company and its services offerings. It relates to the company's name, history, tradition, culture, product or service variety, and organizational structure made in the minds public (Simões, Dibb, and Fisk, 2005). In the research of Andreassen and Lindestad (1998), corporate image is represented as "a result of accumulated purchasing/consumption experience across time".

As clients perceive all aspects of a corporation, "corporate image" is frequently used interchangeably with "corporate reputation" and "corporate identity" (Kang and Yang, 2010). However, there is no clear definition of corporate image; at the same time, it means a company has more than one image. It relies on how customers evaluate the message from the resort, different perspectives, and different images. Consequently, a customer's decision about an organization is influenced by the overall image, whereas service quality is difficult to measure. When customers are satisfied with the services given, as a result of this approach, customers' satisfaction with the company will be affected. In the context of the accommodation sector, the corporate image mentioned in this study refers to how customers perceive a hotel's reputation. In a variety of disciplines, research studies on the favorable relationship between corporate image and customer satisfaction have been reported, and corporate image may inspire consumer satisfaction (Nguyen and Leblanc, 1998; Faullant et al., 2008; M. Cameran et al., 2010). In the previous empirical study of the involvement of overall image in a hospitality setting, the authors concluded that a positive image of a hospitality property improves customers' propensity to return and spread favorable word-of-mouth (Ryu et al., 2007). Meanwhile, there seems to be limited research on the impact on corporate image and customer satisfaction in the hospitality industry.

According to Burchell and Cook (2006), customers consider the communication of corporate social responsibility initiatives (such as friendly-environmental practices) critical to enhancing the company's image. In addition to communication, the adoption of environmental activities and an enhancement in the organization's green image have a good effect on the organization's overall reputation (Lynes and Dredge, 2006). In the previous report of Chen (2007), companies that put forth the effort to address environmental problems can enhance their corporate image, grow their market, and gain a competitive advantage. Other authors also claimed a connection between green practices and the improvement of an organization's image (Miles and Russell, 1997). Nevertheless, there is a lack of clear evidence in the study area of the hospitality industry's green practices and corporate image.

In this study, the authors will examine the relationship between these two factors in this study.

2.3. Service quality

The theories of customer satisfaction presented in Europe and the Americas served as the conceptual foundation for the idea of service quality (Fisk, Brown, and Bitner, 1993). Oliver and Richard (1981) pointed out that the quality of service extends to the evaluation. that a consumer gives of an object or service they have received. On the other hand, satisfaction is a quick reaction of the customer to the specific product or service they have purchased. Wyckoff (1984) emphasized that service quality would be the amount of additional perfection reached after satisfying customers' expectations or the level of control over variables that could be accomplished while striving for excellence. Even after the service has been provided, there may be modifications to the ownership structure due to the intangible nature of service quality. The level of contentment experienced by customers due to a company's offerings is one measure of that company's overall effectiveness as a business. Parasuraman, Zeithaml, and Berry (1985) thought that the quality of service is determined by comparing customers' expectations with the actual results of the services they receive. To give further definitions, the idea of "service quality" was utilized. This concept is equivalent to "perceived services minus intended." Service quality evaluations consider the outcomes of the services provided and the methods by which they were accomplished. Zeithaml (1988) states that quality is the excellence of a product or service as evaluated by the consumer. As a result, positive connotations are associated with quality assessments.

Service quality is a core element influencing customer satisfaction and loyalty (Hansen and Bush, 1999). Anderson et al. (1994) pointed out that improvements to service quality would improve the satisfaction of served recipients, which may help improve the repurchase intent or possibilities. Service quality has always been an essential factor in maintaining the competitive advantages of the food service sent to recipients (Cheng et al., 2012). Past research also discovered that improvements to service quality would enhance customer satisfaction and repurchase intent of customers in the foodservice sector (Kim, Ng, and Kim, 2009), which boosts the company's business performance and sustainable development. This research also proved that service quality optimization would be a strategic directive for sustainable management of green hotels. Service quality must be assessed during service provision, often when customers encounter employees during the process. Customer

satisfaction for service quality is based on comparisons between the customer's perception of actual services received and their expectations

2.4. Guests' satisfaction

Guest satisfaction refers to the evaluation of how pleased and fulfilled the guests are with services and goods (Padma and Ahn, 2020). Guest satisfaction has long been seen as an indicator of business development and it is one of the notions that has lately sparked the most attention in the hospitality industry at large and the hotels in particular. Guest satisfaction and fulfillment have been characterized in the studies using a wide range of cognitive and emotional terms. Individuals evaluate rewards (benefits) as well as the cost of their involvement in services from a cognitive perspective (Oliver, 1980; Chitty et al., 2007). An effective approach, on the other hand, defines guest satisfaction as an affective reaction of different intensities centered on specific components of acquisition or usage that occur when the client assesses the products and services. Therefore, satisfaction can be explained as the overall affective reaction toward the service experience (Oliver, 1980). Prior research has found that green strategies can improve guest satisfaction if they perceive high-quality service. Instead of saving money, such schemes attempt to minimize the negative effects of normal activities on the environment, thus further aiding society in dealing with climate change (Berezan et al., 2013; Lee and Heo, 2009; Gao and Mattila, 2014). Conversely, Robinot and Giannelloni (2010) claimed that the impact of green practices of hotels and resorts on guest satisfaction varies depending on what type of operation; in this context, even though environmentally green practices are generally positively assessed, guests take into account the reusability of towels and sheets as a basic item they require from their accommodations, and the lack of that item adversely impacts their enjoyment. As previously reported by Berezan et al. (2013); Hu, Fu and Wang (2011); and Gao and Mattila (2014), the findings confirm the hypothesis that hotel's green measures might boost customer satisfaction, resulting in a substantial, positive association between "green" performance and customer satisfaction.

In conclusion, customer satisfaction at the hotel is the overall experience of the guest throughout his stay at the hotel, which, according to Pizam and Ellis (1999) comprises physical items, employee employment, atmosphere, environment, and emotions. Accordingly, the idea of client experience is also more thorough. Zeithaml (1988) argued that customer satisfaction may be assessed by feedback on the client's experience. It is the

customer's satisfaction that determines the economic and emotional worth of a product, deriving from the experience of making the customer happy or dissatisfied.

2.5. Related models

This research was carried out in three stages: the first stage consisted of a literature review concerning green practices, corporate image, service quality, and customer satisfaction in the context of green resorts to identify the relationship between these dimensions and propose an analytical framework; the second stage involved the application of a primary quantitative method to construct the measurement scales based on questionnaires, and the third stage involved the application of a quantitative approach to test the measurement scales for their reliability and validity. This study aims to present an analytical framework to investigate the link between corporate image, pricing, service quality, perceived value, guest happiness, and customer loyalty. The research will be based on the existing scholarly literature.

2.5.1. Conceptual framework of customer satisfaction and loyalty in the service industry (Nguyen *et al.* 2018)
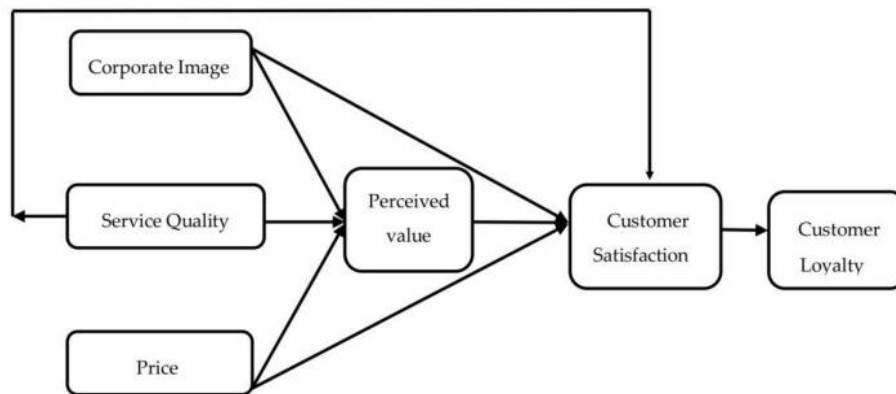
Figure 1. A framework of study (Nguyen *et al.*, 2018).

The objective of this model is to investigate the relationships between six factors: corporate image, service quality, price, perceived value, customer satisfaction, and customer loyalty. First, we can see that corporate image, service quality, and price directly affect perceived value. If the resort guests could feel the benefit of the amenities or features of the resort management, the positive reviews by the resort guests about the image of the resort could have improved. Perceived value directly affects customer satisfaction. Customer satisfaction

directly affects customer loyalty. Besides, service quality also directly affects customer satisfaction. In addition, corporate image, service quality, and price indirectly affect customer loyalty through perceived value. This implies that corporate image would not significantly affect guest loyalty without the mediating effect of perceived value. However, corporate image, service quality, and price directly affect customer satisfaction. The function of customer satisfaction as an intermediate variable for green resort image and visitor loyalty is classified as a complete mediator. In other words, the relationship between the two variables, namely green resort image and visitor loyalty, is meaningless without the mediating variable of customer satisfaction. (Hendarto, Djazuli and Puspaningrum, 2021).

2.5.2. Theoretical framework of guest experience in green hotels
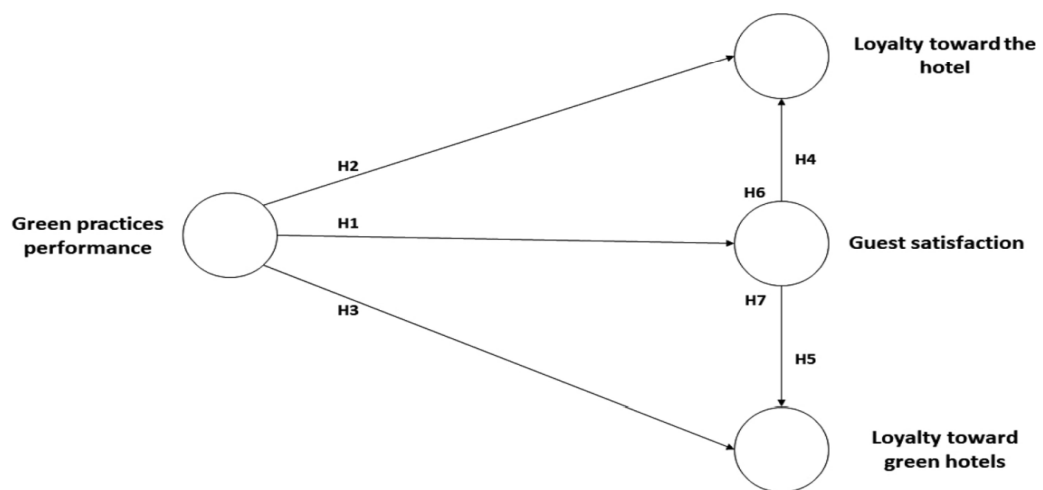
Figure 2. Theoretical Model of (Merli *et al.* 2019)

According to the Theoretical Model by Merli et al (2019), the purpose of this model is to investigate the interrelationships between the four components listed above: green practices, loyalty toward the hotel, guest satisfaction, and loyalty toward green resorts. Initially, hotel environmental policies have a beneficial effect on visitor satisfaction. Next, hotel environmental practices influence guest loyalty to the property positively. Additionally, hotel environmental initiatives have a favorable effect on guest loyalty toward green hotels. Moreover, guest satisfaction is a crucial predictor of guest loyalty to a hotel. Following that, guest satisfaction is a strong predictor of guest loyalty toward green hotels. The relationship between hotel environmental practices and guest loyalty to the hotel is mediated by guest

satisfaction. In addition, guest pleasure mediates the relationship between green resort environmental practices and guest loyalty.

2.5.3. Conceptual model of customer satisfaction and loyalty in the service industry Andreassen and Lindestad (1998)
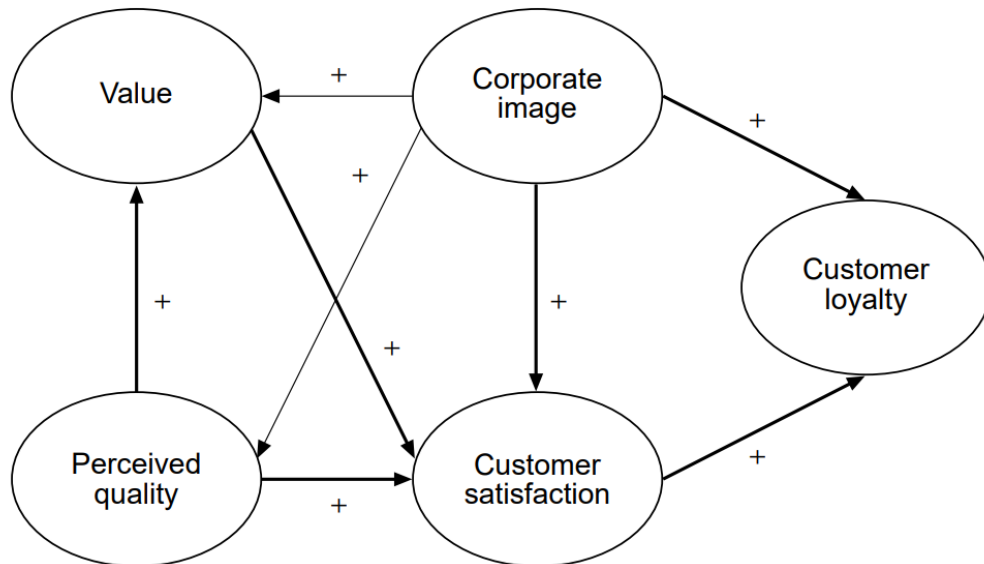
Figure 3. Conceptual model of Andreassen and Lindestad (1998)

This article aims to investigate the effect of corporate image on value, quality, customer satisfaction, and customer loyalty for service providers with varying levels of service knowledge in the consolidated industry. The research collected data from participants and companies integrated into The Norwegian Customer Satisfaction Barometer. The findings reveal that for customers with a high level of service knowledge, the corporate image has a lower impact on perceived quality and customer satisfaction than customers with a low level of service competence. In addition, perceived quality strongly influences customer satisfaction, whereas value has no effect on (dis)satisfaction. According to the authors, corporate image is the primary driver of guest satisfaction in the service industry. Thus, managers should strive to optimize customer delight by developing a solid corporate image and ensuring high-quality services. The authors said that businesses show a successful brand campaign with a relatively attractive brand, which means the corporate image is very different from other businesses in the same industry. Moreover, corporate image and customer satisfaction are two main approaches to customer loyalty for most service providers

in retaining or attracting customers. There is an urgent need for research on the significance of company image and customer satisfaction in acquiring new customers and how this may vary across service industries.

2.5.4. Conceptual framework of the role of green practices on the relationship between service quality and customer satisfaction in the hotel industry
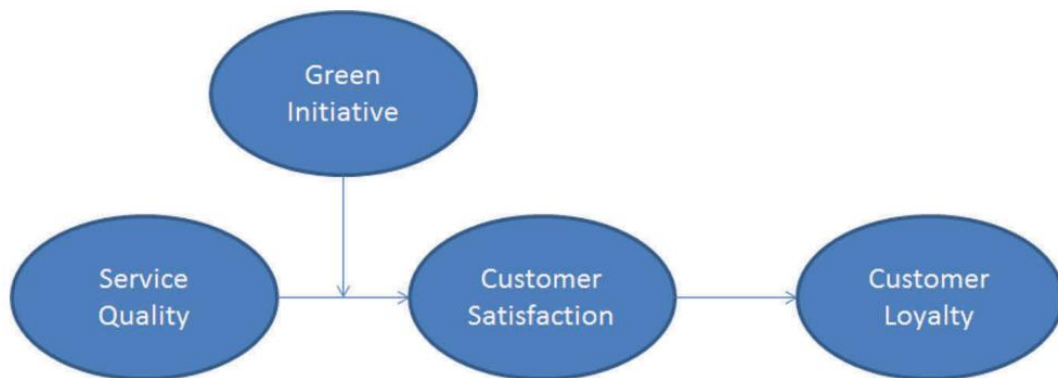
Figure 4. The proposed framework of Seoki Lee, Kyung-A Sun, Luorong (Laurie) Wu & Qu Xiao (2018)

The objective of this study is to determine if a green initiative has a moderating influence on the link between service quality and customer satisfaction in the Chinese hotel setting. The survey approach is used to collect the data from Chinese guests. Green initiatives provide a strong moderating influence on the link between service quality and customer satisfaction, but, curiously, in the opposite direction of the expected moderating role. The more customer satisfaction, the bigger its influence on customer loyalty. Customer loyalty minimizes marketing expenses, boosts revenue, and generates positive word-of-mouth.

In other words, a hotel's green activism boosts the influence of service quality on guests' satisfaction. In contrast, a lack of green activism dramatically deteriorates the favorable impact of service quality on guests' satisfaction

2.6. Overall Evaluation

There are many related framework models from international scholars, and studies on the relationship between green practices and guest satisfaction indicate diversified results. While some demonstrate the positive impacts of green resort attributes on guest satisfaction and experience, some discover that the linkages between those factors are weak, and green practices may be deemed as an ineffective measure for guest satisfaction improvement. Regarding customer satisfaction, it is incomprehensible not to mention customer loyalty. As a result, the majority of mentioned research papers and models have the appearance of a customer loyalty factor. However, this study does not investigate this factor in depth. In addition, most of the author's articles study is mainly about the hotel industry. Overall, it was found that the authors' consensus in the previous research is that service quality has the most substantial influence on customer satisfaction (Andreassen and Lindestad, 1998), (Nguyen *et al.*, 2018). Given these differences, the impact of green practice with related elements still needs to be researched for the resort sector in Da Nang city in particular and in general Vietnam.

On the other hand, many factors that affect customer satisfaction have been analyzed. However, there has not been a previous study showing a direct relationship between these factors (green practice, service quality, corporate image, and guest satisfaction). Thus, the authors nominate the most mentioned factors to comprehend their more intimate connection in this study. The authors decided to select the four most suitable components for the resort sector in Da Nang city: green practice, service quality, corporate image, and guest satisfaction. This impact research may be more significant in the hospitality industry than in other sectors, as hospitality workers may experience these environmental initiates in providing high-quality service to resort guests. At the same time, it still meets the required environmental standard.

Up to now, the most emerging topic is the environment, so there is extensive research regarding various issues mentioned. However, in Vietnam, there is little research on the

impact of green practices on guest satisfaction, even direct or indirect, which means service quality and corporate image. Especially in the resort industry in Da Nang city.

2.7. Hypothesis and research model

After collecting the data from literature of prior articles, analyses, and research, this study adopts inherited defined theories and definitions. This study demonstrates that four suitable components were assembled into five impact relations appropriate for the international resort in Da Nang city. Furthermore, as mentioned above, this study does not discuss customer loyalty. That is why it is omitted, so the model must be compiled appropriately.

Specifically, the framework of Nguyen *et al.* (2018) included corporate image, service quality, price, perceived value, customer satisfaction, and customer loyalty. Nevertheless, the authors realized that the connection between green practice and price is fragile and lacks evidence. At the same time, the perceived value factor exists in different conceptualizes and includes many other sub-components such as acquisition and transaction values (Al-Sabbahy *et al.*, 2004). That leads to complicated and makes measurement difficult. The conceptual model of Andreassen and Lindestad (1998) also introduced the effect of corporate image on value, quality, customer satisfaction, and customer loyalty. This framework emphasizes the importance of corporate image to guest satisfaction. The perceived quality takes into account the mediate role.

This study focus on the influence of green practice on guest satisfaction in the international resort in Da Nang city. This research applied the model of Lee et al. (2018); and Merli *et al.* (2019) based on the similarities idea as a significant reference. These two models are concerned about the connection between green practice and customer satisfaction. Furthermore, this article considers how service quality and corporate image affect guest satisfaction directly and indirectly. Consequently, this article has five hypotheses demonstrating five relations: the influence of green practices on guest satisfaction, service quality, corporate image, and the influence of service quality and corporate image on guest satisfaction.

2.7.1. The influence of green practices on guest satisfaction

Scholars have long disputed the link between service quality and customer satisfaction in the hospitality business (Albayrak and Caber, 2015; Anderson and Mittal, 2000). However, additional research into the association between eco-friendly resort features and customer satisfaction is needed (Han et al., 2011; Lee et al., 2018; Yusof et al., 2017). Customer satisfaction is seen as a critical component in sustaining firm competitiveness (Nash, Thyne, and Davies, 2006). It may be a cognitive activity that compares a customer's experience with their initial reference point (Xu and Gursoy, 2015). Cronin, Brady, and Hult (2000); Oliver (1981); Oliver (1993; 1977) causing an individual to experience either satisfaction or dissatisfaction due to contrasting a product's actual performance with the expectations they had for it. This factor is essential in determining the impact that environmentally responsible actions have on the level of pleasure experienced by guests. As was said before, customers have more expectations than ever before of resorts incorporating environmentally-conscious practices into resort management (Berezan et al., 2013; Robinot and Giannelloni, 2010). Robinot and Giannelloni (2010) found that customers evaluate resort environmental features as "fundamental aspects," representing an essential service component. On the other hand, other scholars believe that this characteristic may be representative of "facilitating traits" that might contribute to the enthusiasm of the guests (Slevitch et al., 2013). Bruns-Smith et al. (2015) showed that even though there is a weaker link between environmentally friendly activities and customer satisfaction when core traits are taken into account, the absence of ecologically friendly practices does not adversely affect customer satisfaction. In the context of the eco-friendly resort, academics have conducted research that tests and confirms the relevance of the link between satisfied customers and environmentally conscious business practices (Ham and Han, 2013; Merli et al., 2019; Prud'homme and Raymond, 2013; Xu and Gursoy, 2015; Yusof et al., 2017). On the other hand, others find that ecologically friendly characteristics moderate the association between service quality and customer happiness (Lee et al., 2018). Other researchers also investigated the influence that various environmentally friendly behaviors have on levels of contentment (Prud'homme and Raymond, 2013; Gao and Mattila, 2014; Han et al., 2018).

In the travel sector, satisfaction is measured based on tourists' pre-trip expectations and lovely sentiments during or after the travel consuming process (del Bosque and Martín, 2008). Martínez (2015) states that "green satisfaction" is defined in green resorts as a new

level of consumption-related fulfillment to satisfy consumers' environmental wants, sustainable expectations, and green demands. The literature has extensively researched the link between eco-friendly resort features and customer satisfaction in the hotel setting. According to findings from previous studies, green practices can make customers feel more satisfied (Yu, Li, and Jai, 2017; Merli *et al.*, 2019; Olya *et al.* (2021). According to the results of Yu, Li, and Jai (2017) research discovered that specific environmentally friendly initiatives, such as "guest training," "energy," "water," "purchasing," and "education and innovation," have a significant impact on the overall satisfaction that customers have with the resort. Robinot and Giannelloni (2010), guests regarded the reuse of sheets and towels as a fundamental feature they anticipated from a green alternative. The lack of that attribute affected their happiness adversely. Similarly, Yu, Li, and Jai (2017) believe that advanced green initiatives impact consumer satisfaction more than important green initiatives. Therefore, the authors have shown up hypothesis H1 as follows:

H1: Green practices in green resorts have an influence on guest satisfaction.

2.7.2. The influence of green practices on corporate image

Green activities can be considered an effective technique for reinforcing the corporate image since they project a positive picture of the company and demonstrate the organization's commitment to society (Ko, Hwang and Kim, 2013). The environmental performance and history of the firm are regarded as essential corporate social responsibility concepts (Klein and Dawar, 2004). The organizations that invest in ecological concerns can portray a more positive image than those that do not because their concern for the welfare of society is viewed favorably (Flavián, Guinalíu and Torres, 2005; Lindgreen and Swaen, 2010). Today's businesses are pursuing corporate social responsibility initiatives to enhance their corporate image (Virvilaite and Daubaraite, 2011) as social responsibility contributes to their corporate image (Chang, 2009). Moreover, the involvement of commercial organizations in environmental causes is of significant benefit to a company's image-building efforts (Mendleson and Polonsky, 1995). Businesses who invest in environmental management are not only able to prevent objections or penalties regarding environmental protection, but it also helps them improve their corporate image (Porter and Claas van der Linde, 1995). According to Chen, Lai and Wen (2006), businesses can enhance their corporate image and productivity through green innovation or by investing in environmentally friendly activities. In the context of eco-friendly issues, it has been determined that activities related to

corporate social responsibility have a substantial effect on the consumer's perception of a company's image (Berens, van Riel, and van Bruggen, 2005; Ellen, 2006). In reality, the vast majority of empirical research that shows the positive link between greater environmental support by companies and an increase in benefits such as an improved company image indicates that the correlation is favorable (Miles and Covin, 2000) focused on voluntary environmental report sharing. Multiple studies indicate that the number of environmental reports continues to rise over time (Kim, Ferrin and Rao, 2008). In addition, customer support for socially responsible businesses tends to be greater than that for other businesses. Therefore, EA is one of the primary strategies for consolidating a company's image in its environment (Hoffman, 2000), which can then be converted into a lasting advantage. This evidence, presented by earlier research, is thus evaluated using the hypothesis below:

H2 : The influence of green practices in green resorts on corporate image

2.7.3. The influence of green practices on service quality

Hotels and resorts are mainly engaged in eco-friendly or 'green practices' as consumers become more aware of and concerned about environmental problems (Ham & Han, 2013). Although few studies have been conducted on the subject, some have suggested that green practices improve service quality for hotels and resorts (Khan, 2003; S. Lee et al., 2017; Preziosi M. et al., 2022). Moreover, a study points out that eco-friendly features play a moderate role in service quality and customer satisfaction (Lee et al., 2018). When proposing strategies to improve service quality, managers choose to invest in sustainable practices, as these strategies contribute to enhanced guest satisfaction. Merli et al. (2019) also claimed that "green practices are part of service quality attributes in eco-labeled certified facilities.". Resort green attributes describe a distinct service quality dimension in resorts that have been certified as environmentally friendly. The customer's perception of the corporation's environmental efforts is bolstered by implementing eco-friendly and service quality practices (Kassinis and Soteriou, 2008). Furthermore, these authors have in-depth the following article, provided service firms that incorporate environmental principles into their service quality operations are more likely to have satisfied customers than those focusing solely on eco-friendly methods. Research suggested that when environmental practices are paired with high service quality, they may positively impact customer satisfaction (Kassinis and Soteriou, 2015). Furthermore, it is essential to mention that green features in a resort should not be viewed as a substitute for superior service. A company's green credentials

might sometimes make up for a weak product or service performance. Some previous empirical evidence suggests that environmentally conscious consumers are happy to pay for it (Kang et al., 2012). Green hotel operators must therefore ensure that their hotels maintain at least the same extent of customer service quality as their non-green competitors to keep clients. This issue is controversial in exploring how service quality interacts/integrates with a hotel's eco-friendly practice to affect customers' satisfaction. Based on the above discussions and arguments, this research hypothesizes as follows:

H3: Green practices in resorts have an influence on service quality.

2.7.4. The influence of corporate image on guest satisfaction

Corporate image is the face of a firm that helps customers recognize and make decisions to utilize. Building a positive image is about producing concrete benefits for a firm. Services firms within a sector have become highly comparable in today's competitive industries and distinction via delivering services is challenging. A rising variety of service organizations have gone on a path of orienting using communication channels such as advertising and interactive marketing (Lee et al., 1996) to develop successful company images to promote attractiveness. According to Lovelock (1984), corporate images tend to perform a subsidiary role in customer selections unless rival services are seen as practically comparable in terms of performance, availability, and price. As a result, we anticipate that company image will play a vital part in both acquiring and maintaining clients under present market conditions. The corporate image was originally viewed as an essential aspect in the general assessment of the services and the organization (Grönroos, 1984: Bitner, 1991; Gummesson and Grönroos, 1988). Aside from the corporate image as a result of accumulated customer experience, most firms additionally provide complicated and complex informative settings like direct marketing, advertisement, or media to lure more customers and retain current customers. According to Grönroos (1984), the corporate image can be seen as a filter that affects the impression of a firm's business. Corporate image is considered to have a halo impact on customer satisfaction evaluation. Whenever the guests are happy with the products or services provided, their perception of the organization improves. This mindset will have an influence on customers' satisfaction with the business. In this essay, we define company image as a collected attitude (relying on personal experience or not) towards the organization.

The quality of services has a considerable impact on corporate image and guest contentment (Nawi et al., 2019), especially enhancing the beneficial effect of business value on guest

happiness (Moise et al., 2019). Furthermore, knowledge and perceptions about the company from the outside surroundings have a big impact on customer citizenship behavior when offering feedback to the organization. Establishing a corporate image, in particular, will assist firms in the future in maintaining and strengthening good relationships with customers. As a result, practicing green operations can strengthen the company's reputation, which in turn stimulates customer satisfaction (Van et al., 2016).

The results suggest that corporate image has a favorable and considerable effect on customer satisfaction. Feelings of joy using the product as an actualization of the attitude of customer loyalty, business image, and service quality via customer satisfaction has a good and substantial influence on customer loyalty. Customer satisfaction may be predicted based on brand image. Consequently, a favorable business's brand image will likely result in increased customer satisfaction. The following describes the hypothesis:

H4: The corporate image of green resorts influence on customer satisfaction.

2.7.5. The influence of service quality on guest satisfaction

The link between service quality and client satisfaction is initially established via the study of (Parasuraman, Zeithaml, and Berry, 1985). They presented the SERVQUAL paradigm, which has five dimensions: dependability, responsiveness, assurance, empathy, and tangibles. The model defines service quality as the contrast between expectation and perception for these five characteristics. According to Hurley and Estelami (1998), there is a causal link between service quality and customer satisfaction, in which service quality influences customer satisfaction, which in turn influences future purchase intent. Cronin and Taylor (1992) posit that service quality is one of the main influencing factors that lead to customer satisfaction. In addition, they suggest that the link between Total Quality Management and service quality, as well as behavioral intention, is influenced by total value and satisfaction. Previous research has shown a correlation between service quality and visitor pleasure.

The experimental findings of Wüstenhagen (2008) indicate that there is an interplay between service quality and environmental measures in the lodging business and that this has an influence on consumer satisfaction. Specifically, if hotels just employ green measures, this has no effect on customer happiness; but, if these efforts result in a decline in service quality, this results in consumer discontent. Moreover, Amendah and Park (2008) note that the actual

implementation of green practices might send good signals to visitors, hence increasing their acceptance and happiness with such efforts. Therefore, the authors have proposed hypothesis H5 as follows:

H5: Service quality in green resorts has an influence on guest satisfaction

2.7.6. Proposed research model

Based on the theories, models, and behaviors that have been studied in previous articles on green practices in hotels and resorts as well as guest satisfaction, the following conceptual model was developed to investigate the effect of green practices and other factors on guest satisfaction in international resorts in Da Nang, Vietnam. The approach consists of four facets: green practices, service quality, corporate image, and guest satisfaction. The model clearly demonstrates the relationship between customer satisfaction factors. All of the concepts, hypotheses, and models discussed and reviewed in this chapter were derived from prior research. Analyzing and combining models with studies and theories to create the core model. Adjustments are made to the final model in order to make it more applicable to the study setting. And the model selected for application in this research is the one presented below:
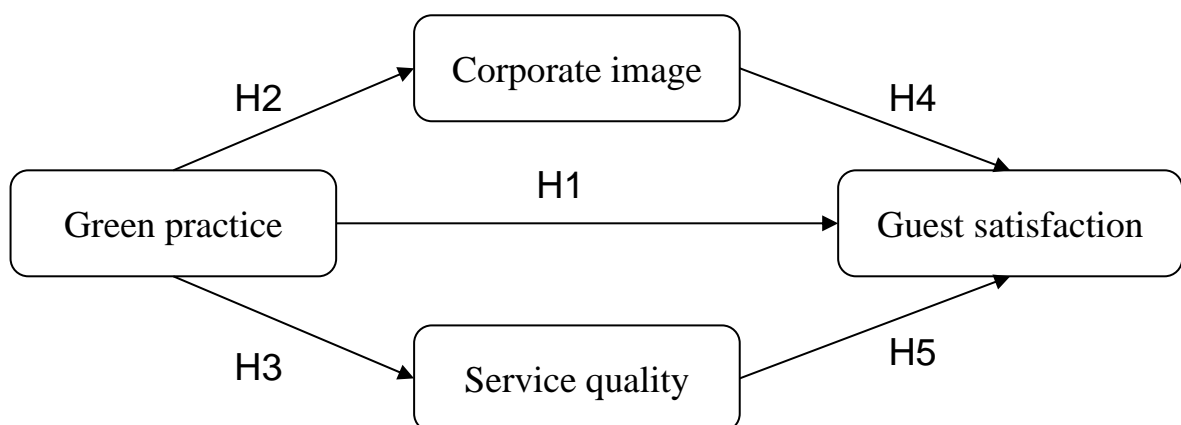

Figure 5. Proposed model

CHAPTER 3: METHODOLOGY

3.1. Introduction

3.1.1 Research philosophy

The research philosophy is a concatenation of ideas on the collection, processing, and use of evidence concerning a topic (Doyle *et al.* 2020). Realism, positivism, interpretivism, and pragmatism are well-known approaches to study.

Realism: In philosophy, realism refers to items that are acknowledged or seen to have existence or nature that is independent of whether or not anybody is thinking about or viewing them (Phillips 1987) defines philosophical realism as the belief that entities exist independently of perception or our hypotheses about them.

Positivism: is a philosophy that rejects metaphysics and theory by making only scientifically, logically and mathematically substantiated claims. Positivistic thinkers utilize scientific approaches and organize the knowledge-generating process with the aid of quantification to increase clarity in the description of parameters and their connection (Antwi and Hamza 2015).

Interpretivism: Also known as interpreting study components, interpretivism infuses human interest into a study by requiring researchers to interpret study parts. Interpretive researchers assume that access to reality (given or socially constructed) is only through social constructions such as language, consciousness, shared meanings, and instruments (Myers 2019).

Pragmatism: posits that notions are only significant if they encourage action. The pragmatic study theory focuses on the truth. (Biesta, 2010) The author concludes that interpretations of this assertion range from weak to strong, with the latter stance suggesting that ''Pragmatism provides the philosophical foundation for mixed methods research''. Consequently, pragmatism does not belong to any intellectual framework or reality, according to (Alghamdi and Li 2013).

In this study, positivism is investigated. At 5-star resorts in Da Nang, data will be collected and validated to establish a theoretical foundation. The examination and evaluation of the

problem based on the findings of positivist research will provide a solid foundation for identifying and proposing solutions for companies.

3.1.2 Research approach

According to Cresswell (2007), demonstrating the research approach is an efficient strategy for increasing the credibility and validity of the study. Different experts in scientific research may attribute various perceptions to the research approach. The research approach in some articles and journals may indicate data collection and analysis methodologies in general, as well as distinctions between qualitative and quantitative approaches. However, in this study, the research approach implies a general strategy for conducting the analysis. As a result, the research approach can be classified into three groups: Deductive, Inductive, and Abductive.

3.1.2.1 Deduction approach:

Following Trochim (2006), the deduction starts with the general and concludes with the specific; arguments based on laws, rules, or other widely accepted concepts are best presented deductively. Deductive research tends to work from the 'top to down,' from a framework through hypotheses to findings to confirm or refute the theory (Creswell and Plano Clark 2007). If establishing a research strategy to test hypotheses based on the theory developed through the reading of academic literature, the study can be applied to the deductive approach. For this approach, proposals or hypotheses based on an existing theory might be tested using data collected from the field (Saunders, Lewis and Thornhill 2007). Furthermore, Blaikie (2010) provides a listing of the six successive steps that a deductive approach will proceed through

1. In order to formulate a theory, it is necessary to propose a provisional idea, a premise, a hypothesis first (a testable assertion concerning the relationship between two or more ideas or variables), or a series of hypotheses.

2. Deduce a testable proposition or set of propositions by making use of the current body of literature or by outlining the conditions under which it is anticipated that the theory will hold.

3. Evaluate the assumptions and the logic of the argument that created them, comparing this analysis with previously established theories to determine whether or not it offers a step forward in the understanding. If it is true, then proceed next step.

4. Examine the presumptions by accumulating relevant data to measure the concepts or variables and doing research on the results.

5. If the findings are do not conform to the presumptions—that is, the tests come back false —then the theory is flawed and either needs to be abandoned altogether or reworked before continuing.
6. The theory is said to be corroborated when the outcomes of the analysis are found to be compatible with the premises.

The deduction is characterized by several essential features, one of which is the requirement that concepts be operationalized in a manner that makes it possible for facts to be measured, typically quantitatively. As a method of scientific inquiry, the deductive approach is most likely to be supported by the positivist research philosophy because of its emphasis on structure, quantification, generalizability, and hypotheses that can be tested.

3.1.2.2 Induction approach:

An alternative approach to developing theory is the induction approach. Thomas (2006) defined inductive analysis as "approaches that predominantly employ detailed readings of raw data to derive concepts and themes." In other words, inductive analysis refers to "approaches that primarily use comprehensive readings of raw data to derive concepts and themes." The main objective of the inductive methodology is to release the researcher from the constraints imposed by organized approaches so that the findings can naturally emerge from the frequent, dominant, or noteworthy themes that are present in the raw data. Additionally, inductive inference use established premises to produce unproven conclusions. The idea would be to obtain a sense of the situation to have a better comprehensive understanding of the causes of the issue. Through the analysis, it makes sense of the interview data collected. This analysis would result in the formation of a new theory, which is typically expressed as a theoretical model or conceptual framework. It is possible that the same conclusion is generated in the end. Howerver, the way of research to that theory used an inductive approach: the specific to the general; theory from the data (Saunders, Lewis and Thornhill 2007). It is common practice in various qualitative data studies, particularly grounded theory, to use the inductive approach (Strauss and Corbin 1998). Research that takes an inductive approach to reason will likely be especially interested in the context in which such events occur. As a result, the investigation of a limited number of subjects, rather than a large population as would be the case with the deductive inference, might prove more productively. Scholars that follow this line of thought are more likely to work with qualitative data and employ a range of approaches to obtain these data to establish various

perspectives on the phenomena they study. On a topic-by-topic basis, interviews are carried out, and the resulting data are examined to seek patterns in the respondents (Flick 2018). Thus, the inductive method is the one that is most likely to be influenced by the interpretive philosophy because of its ties to the humanities and the significance it places on individual interpretations (Saunders, Lewis and Thornhill 2007).

3.1.2.3 Abductive approach:

The purpose of the abductive method is to compensate for the deficiencies that are inherent in the deductive and inductive approaches. In typical, the process of abductive reasoning starts with a collection of observational data that is partially complete and then moves on to the most likely explanation for the findings. At the same time, it should be made clear that abductive reasoning is like deductive and inductive approaches in that it is used to make logical conclusions and develop theories. In the abductive method, the research process begins with an observation or set of observations "surprising facts", and the rest of the research is spent trying to figure out what they mean. "Surprising facts" can happen when a researcher finds something in the real world that can't be explained by any of the theories that are already in place (Bryman and Bell 2015).

In this research, the authors decide to adopt the deductive approach for building hypotheses about the relationship between the variables: green practice, corporate image, service quality, and guest satisfaction. Based on the previous study, the authors inherit factors that have already been researched and proved to impact guest satisfaction in many fields. This process will help to more accurately identify to test hypotheses and survey within the study's scope.

3.1.3. Research methodology

Research technique refers to the actual manner in which a certain piece of research is conducted. Specifically, it refers to how a researcher systematically designs a study to produce accurate and trustworthy results that address the research objectives and goals. Two forms of research methods include qualitative, quantitative, and mixed techniques, which are distinguished by their emphasis on either words or statistics or both. In this particular investigation, we relied solely on a quantitative methodology.

3.1.3.1. Objective:

The two most important aspects of quantitative research are the procedures of data collection and analysis, which are performed on numerical information. The objective of this is to use it to discover patterns and averages, analyze causal relationships, make predictions, and extend the conclusions to bigger groups.

3.1.3.2. Varieties of quantitative research methodologies:

When you analyze how the researcher plans to manage the variables in the inquiry, it is easier to comprehend the many sorts of quantitative research designs. There are four primary categories of quantitative methods: Descriptive, Correlational, Causal-Comparative/Quasi-Experimental, and Experimental Research.

3.1.3.3. Advantages of quantitative data:

The objectivity of quantitative data is a significant advantage. It relies on quantifiable data with fewer variables. This can help to eliminate bias from the research and produce more reliable results. Additionally, it is frequently simpler to collect big sample sizes. Frequently, qualitative data study requires more in-depth interactions with individuals. However, quantitative data requires simply numerical responses. It is frequently far simpler to distribute a survey to thousands of individuals than to conduct interviews with them.

3.1.3.4. Drawback of quantitative method:

The outcomes of this study method are dependent on numerical responses; as a result, you gain slightly less insight into the group's thoughts, goals, and motivators. You receive a less detailed picture. Lacking a context for a critical component. In order to circumvent this, you can offer 'open-ended' responses, which allow participants to fill in more thorough responses as opposed to simply checking a box. However, this requires responses with sufficient time and comprehension of the question. It is somewhat unnatural. Quantitative research must be conducted in an unnatural setting in order to be controlled. And while this is significant, it implies that the results you obtain may differ from real-world conclusions. You're confronted with constraints: Quantitative methods require predetermined responses, and how a person thinks, feels, or does may not always be on the list. Your lack of options conceals their true response, and it may push them to choose a response that does not accurately reflect their feelings.

3.2. Data collection methods

3.2.1 Sampling techniques

3.2.1.1 Sampling method

According to Acharya *et al.* (2013) a sample is a segment of the population that has been chosen to be representative of the total population. Based on will make statistical conclusions from them and estimate the characteristics of the population as a whole.

Non-probability sampling and probability sampling are the two sampling techniques (Hair, Ortinau and Harrison 2010) and probability sampling allows the researcher to assess sample error. Nonprobability sampling strategies, on the other hand, cannot evaluate sample error, hence restricting the generalizability of the study's conclusions.

Each sampling unit within the stated target population has an equal chance of being selected as a representative sample in probability sampling. Methods for sampling based on probability include simple random sampling, systematic random sampling, stratified random sampling, and cluster sampling. The actual chance of selection for each sample unit may or may not be equal, depending on the type of probability sampling methodology employed. Probability sampling enables the researcher to evaluate the dependability and validity of the data by evaluating the likelihood that sample results deviate from those of the intended population. In conclusion, this study employs probability sampling. The researcher can pick a sample that is likely to be representative of the study population using this technique. In addition, because it is feasible to compute sampling error, statistical estimating methods and statistical test hypotheses may be utilized in data processing to generalize sample results to the entire population. Common frame. However, this strategy is difficult to implement when the list of the general population cannot be identified; it also requires a great deal of time, money, and manpower.

According to this strategy, we prioritize delivering surveys to clients who are enjoying services at 5-star international resorts. Besides, we also give surveys to some friends who had experience at 5-star international resorts.

3.2.1.2 Sample size

It is highly important to estimate the number of people who will participate in the research. The larger the size of the sample, the more accurately it reflects the population as a whole.

At the same time, it will make the study more precise and will reduce the likelihood that there will be errors in the research. From a practical viewpoint, according to (Hair *et al.* 2010)**,** (Hatcher 1994), the size of the sample was determined based on a ratio of 5:1, which was used in the calculation. As a direct consequence of this, the minimum size of this investigation ought to be at least five times greater, depending on the quantification of the question. The total number of variables that were found to be present in this investigation resulted in the discovery of 31 different question items, which indicates that the minimum sample size should be at least n = 5*31 = 155. PLS-SEM was chosen as the analysis method due to the comparatively low number of participants (n = 200) in comparison to the level of complexity of the model (56 observed variables). In order for the model to converge under PLS-SEM, there need to be at least 10 to 15 observations for each observed variable (Nunkoo, Ramkissoon, and Gursoy 2013). This necessitates a significantly larger sample size than our sample of 200 observations, which is the case in this particular scenario. PLS-SEM, on the other hand, is known to generate stable and robust results when the sample size is between 100 and 200 observations, and this regardless of the complexity of the model (Chin 1998; do Valle and Assaker 2016). As a result, PLS-SEM was used in this case because it was the most appropriate method to use.

The effect size related to the route coefficient under consideration determines the minimal sample size at which a PLS-SEM test achieves an acceptable level of power (often 0.8). (Cohen 1988; Cohen 1992; Goodhue, Lewis, and Thompson 2012; Kock 2014). The likelihood that a real impact would be accurately identified with a small sample size increases with the magnitude of a path coefficient at the population level, which typically increases with increasing effect size. Because of this, it is sometimes difficult to properly identify strong route coefficients at the population level, whether they are positive or negative. Therefore, a researcher may think about employing a small sample size in a PLS-SEM study if the researcher anticipates that all of the path coefficients of a model will be strong before gathering empirical data, resulting in significant effect sizes.

3.2.1.3 Questionnaire design

The use of questionnaires as a collection strategy has been chosen by us for the primary data. Questionnaires are a very practical method for gathering relevant, comparable data from a big number of persons. However, questionnaires can only provide reliable and useful findings if the questions are clear and explicit and if all respondents are asked the same way.

Therefore, careful consideration must be paid to the questionnaire's layout (Fox, Mathers and Hunn 2000).

The sample covers all adults over the age of 18 who reside in Vietnam; information, conversations, and reviews concerning green practices in five-star international hotels and resorts in Da Nang, Vietnam, for travelers who have stayed there or who are interested in the topic. Prior to the survey, 9 individuals piloted the survey instrument, in which there are a total of six academic researchers and three industry professionals. To improve the questionnaire, previous interviews were undertaken. Objects have been updated in response to input. No personally-identifying information is requested on the survey questionnaire, ensuring the confidentiality of survey participants.

Online survey: The survey link is shared on Facebook, particularly in job-seeking groups, study exchange groups, and other prominent community pages. Respondents answered survey questions online, and the data were recorded in an Excel file. Online surveys are an excellent method for reaching and interacting with a research audience. This is the quickest approach to obtaining responses from people across the nation. Online surveys also enable market research to be conducted at a fraction of the expense. It is possible to pre-screen participants for online surveys, allowing only those who suit the target profile to participate. Those who meet the profile requirements are permitted to complete the survey. Also, it is highly convenient for everyone to participate in a survey since it simply takes a few minutes to finish the survey in any location.

Offline survey: Send out questionnaires directly to the people we know who are connected to the subject, such as our friends, family, coworkers, and former guests at the resort where we used to work.

Quantitative approaches will be investigated through survey questionnaires. The structure of the survey consists of 4 parts: introduction, filter question, other questions, the primary question, and conclusion. In the "Introduction" section, we explain the definition of green practice and the benefits of applying it to business and improving the lives of local people. The second portion is a "Filter Question" to filter survey participants to check if they are a good fit for our study. responses must be tourists who have stayed or have been looking for and interested in information, interactions, and evaluations concerning green practices in 5-star international resorts in Da Nang city. In the third portion, "additional questions" linked

to demographics: gender, age, occupation, etc. This part will assist us to segment customers to know which customer groups influence the intention concerned the green practices the most. Demographic questions will be measured using a nominal scale. Next is the "Main Question" - this is the most significant section, the sequence of questions that will give the findings to perform the analysis and produce the ultimate conclusion in the research. Question items to measure variables using a 5-Point Likert Scale, ranging from strongly disagree to strongly agree. Finally, there's the "Conclusion" area, where we'll wind up the survey and thank survey respondents for their time and patience to complete it.

3.2.1.4 Measurement method

The authors employed a web-based survey questionnaire to collect data from research subjects. In typical, this survey is being conducted using Google Forms. The authors used two techniques to collect data: online and offline. For the offline example, the authors visited the resorts specified in the questionnaire, such as Intercontinental, Hyatt, and Sheraton. Furthermore, an offline survey is preferred for data collection since it may be administered directly to the participants under the researchers' observation. Since an offline survey would be time-consuming and the sample size would be inadequate, the authors opted to conduct further surveys online instead. The writers are also cautious when choosing which participants to distribute. Online surveys have reduced data quality because of the increased complexity of input processing.

The authors included four relevant factors in the questionnaire, including three independent variables and one dependent variable. In social science research, the Likert scale is one of the most basic and widely used scaling methods. As a result, this study uses a 5-point Likert scale to measure respondents' opinions. A Likert scale is a psychometric tool that allows respondents to express their thoughts, feelings, and attitudes about a topic by selecting one or more specified options (Nemoto and Beglar, 2014). The participant evaluates a series of statements about various subjects (attitude, objects, people, and events) and indicates their level of agreement with each one, from strongly agree to strongly disagree (Taherdoost , 2019). Specifically, the answers have values from 1 to 5 with the following convention: 1 - Strongly Disagree; 2 - Disagree; 3 - Neutral; 4 - Agree; 5 - Strongly Agree.

a. Green Practice

There are seven items in the Green Practice variable. Therein three items are taken from (Merli et al. 2019), the following two items are taken from (Kassini and Soteriou 2015), and the last two items are from (Jiang and Gao 2019).

Code	Items	Reference
GP1	The resort implements water and energy saving practices.	Merli et al. 2019
GP2	The resort tries to avoid disposable or single-dose products.	
GP3	The resort uses environmentally certified or green-labeled products.	
GP4	The resort uses recycling extensively.	Kassini and Soteriou 2015
GP5	Environmental activities were evident throughout your experience at the resort.	
GP6	Resort uses green building materials.	Jiang and Gao 2019
GP7	Resort donates to green projects.	

Table 3. 1. Measurement scale of Green Practice

b. Service Quality

The Service Quality variable has five items. Therein the first item is collected from Shafiq et al., 2013 and the four remaining items are taken from Ali et al., 2021.

Code	Items	Reference
SQ1	The resort's physical facilities are visually appealing.	Shafiq et al. 2013
SQ2	The green resort performs the services as promised.	Ali et al. 2021
SQ3	Staff of the resort understand the specific needs of their customers.	
SQ4	The resort provides a safe environment to stay in.	

Code	Items	
SQ5	Staff at the resort are always willing to help customers.	

Table 3. 2. Measurement scale of Service Quality.

c. Corporate Image

Items of Corporate Image are taken respectively from (Cretu and Brodie 2007); (Chang and Fong 2010); and the two remainings belong to (Nguyen et al. 2018). In total, there are four items.

Code	Items	Reference
CI1	I believe that the popularity of eco-friendly resorts is superior.	Cretu and Brodie 2007
CI2	The resort has a fine environmental reputation.	Chang and Fong 2010
CI3	The resort frequently appears in media channels (newspaper, television...).	Nguyen et al. 2018
CI4	The resort always shows business ethics.	

Table 3. 3. Measurement scale of Corporate Image.

d. Guest Satisfaction

In the Guest Satisfaction variable, there are four items. Therein two items are from (Merli et al. 2019); one is taken from (Oliver 2014) and the other is from (Chen 2010).

Code	Items	Reference
GS1	I am satisfied with my experience in this resort.	Merli et al. 2019
GS2	I am pleased when I stay in green resorts rather than others.	

| GS3 | I am glad about choosing eco-friendly resorts for their environmental credentials. | Oliver 2014 |
| GP4 | I am content with green resorts due to the positive impact they have on the environment. | Chen 2010 |

Table 3. 4. Measurement scale of Guest Satisfaction.

3.2.2 Secondary data

The secondary data sources that were utilized for the literature study were gathered from several information websites such as Google Scholar, ScienceDirect, Springer, and Google Books, amongst others. In addition, it is important to get information on the resorts through the use of periodicals. Specific definitions of what constitutes a "green practice" and other hypotheses to aid in the study process. This thesis explores the fundamental green practice factors of tourist satisfaction in worldwide resorts. If there have been less studies on this topic, especially in developing nations such as Vietnam, a conceptual model constructed from past research should be utilized.

3.2.3 Primary data

On the basis of the literature analysis, we build a questionnaire and measurement plan for our research. In this study, online and offline response collection methods were employed to acquire quantitative data. Regarding the offline survey, members of the research team delivered the questionnaire to a selection of international resorts and asked guests to fill it out. In addition, the online poll was shared on travel-related social media sites, such as Facebook and Instagram. Before delivering the official survey, a pre-test survey was distributed to 10 lecturers and 5 hospitality professionals in order to obtain comments on the questionnaire's applicability and clarity. Consequently, we observed the survey respondents' comprehension of the scale and modified it accordingly.

3.2.4 Sample characteristic

At Da Nang's beach resorts, samples are gathered from the resort's customers, employees, and patrons. The following alternatives are mentioned: Sheraton, Crown Plaza,

Intercontinental Da Nang, Pullman, Premier Village, Shilla, and Hyatt Regency. In addition, we tasted through our partners in the hotel industry.

3.3. Data analysis method

The authors analyze primary data using PLS-SEM. PLS-SEM is a causal modeling technique that optimizes the variance of the dependent latent components that may be explained (Hair, Ringle and Sarstedt 2011). PLS-SEM is being used in marketing and other business disciplines (Reinartz, Haenlein, and Henseler 2009), with more than 100 research on PLS-SEM appearing in the top 20 marketing journals. Typically, PLS-SEM evaluation is a two-step procedure including independent evaluations of the measurement and structural models.

3.3.1. Evaluation of measurement models

In this assessment phase, writers must differentiate between reflective and formative measurement methods in order to assess them (Henseler, Ringle and Sinkovics 2009). The evaluation of the validity of reflective measurement models focuses on convergent validity and discriminant validity. In contrast, in a formative measurement approach, indicators indicate the (possibly) independent sources of the latent concept and do not always correlate substantially. Moreover, it is expected that formative indicators are error-free (Edwards and Bagozzi 2000). Therefore, when formative indicators are involved, the notions of internal consistency reliability and convergent validity are meaningless. Instead, theoretical justification and expert opinion play a larger role in the assessment of formative indices. However, PLS-SEM also provides some statistical criteria for evaluating the validity of formative measurement models.

3.3.1.1. Reflective measurement models

- Internal consistency reliability: Composite reliability should be higher than 0.70 (in exploratory research, 0.60 to 0.70 is considered acceptable).
- Indicator reliability: Indicator loadings should be higher than 0.50 (Marcoulides, 1998).
- Convergent validity: The average variance extracted (AVE) should be higher than 0.50.
- Discriminant validity:
- The AVE of each latent construct should be higher than the construct's highest squared correlation with any other latent construct (Fornell–Larcker criterion).

- An indicator's loadings should be higher than all of its cross-loadings.

3.3.1.2. Formative Measurement Models

- Examine each indicator's weight (relative importance) and loading (absolute importance) and use bootstrapping to assess their significance. The minimum number of bootstrap samples is 5,000, and the number of cases should be equal to the number of observations in the original sample. Critical t-values for a two-tailed test are 1.65 (significance level = 10 percent), 1.96 (significance level = 5 percent), and 2.58 (significance level = 1 percent).

- When all the indicator weights are significant, there is empirical support to keep all the indicators.

- If both the weight and loading are nonsignificant, there is no empirical support to retain the indicator and its theoretical relevance should be questioned.

- Multicollinearity: Each indicator's variance inflation factor (VIF) value should be less than 5.

- Examine the indicator weights to evaluate whether they are impacted by heterogeneity (observed or unobserved) that leads to substantially different group-specific coefficients. Perform PLS-SEM multi-group or moderator analyses if the theory supports the presence of alternative data groups. If no theory or information is provided regarding the underlying data groups, the finite mixture PLS (FIMIX-PLS) approach must be used to evaluate the presence of unobserved heterogeneity.

- When several nonsignificant indicators are employed to assess a formative construct, two or more different constructs should be established if there is a theoretical foundation for this step.

3.3.2. Evaluation of structure models

The primary evaluation criteria for the structural model are the R^2 measures and the level and significance of the path coefficients. Because the goal of the prediction-oriented PLS-SEM approach is to explain the endogenous latent variables' variance, the key target constructs' level of R^2 should be high.

- R^2 values of 0.75, 0.50, or 0.25 for endogenous latent variables in the structural model can be described as substantial, moderate, or weak, respectively.

- Use bootstrapping to assess the path coefficients' significance. The minimum number of bootstrap samples is 5,000, and the number of cases should be equal to the number of observations in the original sample. Critical t-values for a two-tailed

test are 1.65 (significance level = 10 percent), 1.96 (significance level = 5 percent), and 2.58 (significance level = 1 percent).

- Predictive relevance: Use blindfolding to obtain cross-validated redundancy measures for each construct. Make sure the number of valid observations is not multiple integer numbers of the omission distance d. Choose values of d between 5 and 10.

- Resulting Q^2 values larger than zero indicate that the exogenous constructs have predictive relevance for the endogenous construct under consideration.

- Heterogeneity: If theory supports the existence of alternative groups of data, carry out PLS-SEM multigroup or moderator analyses. If no theory or information about the underlying groups of data is available, an assessment of unobserved heterogeneity's existence must be conducted by means of the FIMIX-PLS method, which is available in the SmartPLS software package.

3.4. Ethical consideration

It can be said that ethical issues are the single most crucial part of the research. The primary purpose of this section is to present some of the guidelines that individuals who take part in the study and members of the group adhere to when carrying out the research. Participation in the survey must be entirely voluntary and valid based on the respondents' informed consent. Individuals must be given sufficient information about the purpose of the study and the reasons for which they were selected to participate to ensure that they comprehend the implications of participation and consider and allow freedom regarding whether or not to do so without any pressure or pressure from anyone else. This is the core of the concept of informed consent. Researchers must give individuals sufficient information about the purpose of the survey and why they were selected to participate. It is of the utmost importance to avoid employing offensive or discriminating language towards responses. It is essential to protect the confidentiality of respondent information and maintain their anonymity. The respondents' reactions ought to serve as the basis for the presented data and findings. There is no fabrication or misrepresentation of the data. In a nutshell, the researcher guarantees that the study will not have any unfavorable consequences for any individuals or organizations taking part in it. The author will be the only one accountable for anything linked to the research, including the paper or any material.

3.5. Limitations of the research project

Data collection ran into a few obstacles due to time constraints and the urgent nature of the situation. Consequently, neither the client files nor the replying applications are comprehensive; instead, they focus on the appropriate and pertinent candidates.

Moreover, utilizing a completely original model pertinent to the investigation's subject matter is another challenging option. On the other hand, this model takes the necessary hypotheses from earlier research and incorporates them into its practical applications.

Finally, the protection does not extend to any of the other resorts located anywhere else on the territory of Vietnam. The current research only applies to beach resorts; it does not consider alternatives in the mountains or the forest. In addition, the implementation of environmentally conscious policies in each municipality's vacation resort is different for various reasons connected to the cities' administration.

3.6. Conclusion

This study aims to investigate the connection between environmentally responsible business practices and the level of satisfaction experienced by guests staying at five-star international beach resorts in Da Nang. We carry out quantitative research through questionnaires; this particular The The questionnaire has been reviewed by research and hotel industry specialists to receive comments and make improvements. After entering the collected data into the Partial Least Squares Structural Equation Modeling (PLS-SEM) software for analysis, PLS-SEM combines interdependent and interdependent procedures and a statistical modeling method for determining how to explain the associations between several variables simultaneously.

CHAPTER 4: ANALYSIS AND FINDINGS

4.1. Introduction

Chapter 4 is to present systematic data from the primary information. The data is retrieved from 182 guests who have at least once stayed at the seven aforementioned international 5-star resorts in Danang. These are then analysed using Smart-PLS software. Moreover, the interpretation of raw data and its implication. Systematic comparison and contrast with the literature review are presented at the end of the chapter.

4.2. Analysis of raw findings

4.2.1 Demographic data

Variables	Range	Prequency	Percentage
Resort	Sheraton Grand Danang Resort (Marriott)	39	16.5
	InterContinental Danang Sun Peninsula Resort (IHG)	40	16.9
	Crown Plaza (IHG)	26	11.0
	Pullman Resort (Accor)	33	13.9
	Premier Village Đà Nẵng Resort (Accor)	39	16.5
	Shilla Monogram Danang (Shilla)	22	9.3
	Hyatt Regency Danang Resort and Spa (Hyatt)	38	16.0
Nights of stay	1 to 2 days	88	48.4
	3 to 5 days	84	46.2
	6 to 10 days	7	3.8
	More than 10 days	2	1.1
Gender	Male	93	51.1
	Female	87	47.8
	Others	2	1.1
Age	18 to 29 years old	147	80.8
	30 to 39 years old	30	16.5

	40 years old and above	5	2.7
Purposes of stay	Leisure	111	61.0
	Business	32	17.6
	Both	39	21.4
Company	Single	42	13.9
	Couple	50	16.6
	Family	93	30.8
	Friend	73	24.5
	Colleague	43	14.2
Awareness of resorts' green practices before travel	Yes	155	85.2
	No	27	14.8

Table 4. 1. Respondants' profile

The survey was collected in fourteen days (from 1 July to 14 July 2020). The acceptable responses are 182 out of 210 after rejecting invalid ones. The summary of the respondents' demographics is presented in table 4.1. Specifically, seven 5-star international resorts were chosen to conduct the questionnaire, and the participants experienced more than one selected resort. The figures for InterContinental Danang Sun Peninsula Resort (IHG), Sheraton Grand Danang Resort (Marriott), Premier Village Đà Nẵng Resort (Accor), and Hyatt Regency Danang Resort and Spa (Hyatt) occupied a large proportion of participation, with the number of respondents being 40 (16.9%), 39 (16.5%), 39 (16.5%), and 38 (16%) respectively. Meanwhile, the numbers of resort guests joining the survey from Pullman Resort (Accor), Crown Plaza (IHG), and Shilla Monogram Danang (Shilla) were slightly lower, with respective figures at 33 (13.9%), 26 (11%), and 22 (9.3).

About 51% of respondents were male, while 47.8% were female, and 1.1% preferred not to disclose their sexual orientation. The majority of respondents were between the ages of 18 and 29 (80.8%) and 30 and 39 (16.5%), while only 2.7% were over 40. Many respondents traveled with family (30.8%), followed by friends (24.5%), coworkers (14.2%), single respondents (13.9%), and couples (16.6%). 60% of guests were there for pleasure, 17.4% for business, and the remainder for both leisure and business. In addition, the majority of guests stayed at the hotel for 1–2 nights (48.4%), 3–5 nights (46.2%), 6–10 nights (3.8%), and over

ten nights (1.1%). Table 4.1 also offers an overview of the guests' understanding of green practices at green resorts, with 155 guests (85.2%) recognizing the hotel's eco-label prior to their stay.

4.2.2. Measurement Model Evaluation

4.2.2.1. Convergent Validity

Constructs	Items	Factor loadings	VIF	Cronbach's Alpha	Composite reliability	AVE
Green practice (GP)	GP1	0.777	1.697	0.787	0.845	0.541
	GP2	0.587	1.267			
	GP3	0.663	1.451			
	GP4	0.646	1.470			
	GP5	0.649	1.550			
	GP6	0.709	1.647			
	GP7	0.596	1.407			
Service quality (SQ)	SQ1	0.586	1.247	0.765	0.842	0.520
	SQ2	0.758	1.521			
	SQ3	0.670	1.353			
	SQ4	0.828	1.795			
	SQ5	0.739	1.524			
Corporate Image (CI)	CI1	0.775	1.273	0.759	0.773	0.533
	CI3	0.743	1.172			
	CI4	0.667	1.128			
Guest Satisfaction (GS)	GS1	0.762	1.520	0.799	0.869	0.625
	GS2	0.824	1.814			
	GS3	0.742	1.460			
	GS4	0.829	1.871			

Table 4. 2. Convergent validity results which assure acceptable values

For all constructs, all factor loadings had coefficients above 0.5, which shows acceptable convergent validity except for the CI2 indicator (0.400) (Marcoulides, 1998). In addition,

the convergent validity was evaluated using the average variance extracted (AVE), which ranged from 0.520 to 0.625% and exceeded the threshold value of 0.5. Results indicate that internal consistency reliability is satisfactory for all constructs (Ketchen, 2013). The Cronbach's values range from 0.759 to 0.799, while the Composite reliability (CR) values range from 0.90 to 0.96, above the threshold value (0.7) (F. Hair Jr et al., 2014). All VIF values lie between 1.128 and 1.871, less than 5. Therefore, it is established that the multicollinearity of this inquiry is not a concern (Hair et al., 2019).

4.2.1.2. Discriminant validity

	CI	GP	GS	SQ
CI	0.790			
GP	0.688	0.864		
GS	0.722	0.754	0.890	
SQ	0.733	0.796	0.802	0.721

Table 4. 3. Discriminant Validity (Fornell-Larcker Scale)

	CI	GP	GS	SQ
CI1	**0.775**	0.507	0.491	0.492
CI3	**0.743**	0.541	0.573	0.619
CI4	**0.667**	0.452	0.510	0.482
GP1	0.623	**0.777**	0.660	0.672
GP2	0.324	**0.587**	0.497	0.485
GP3	0.432	**0.663**	0.443	0.434
GP4	0.419	**0.646**	0.431	0.547
GP5	0.453	**0.649**	0.476	0.484
GP6	0.431	**0.709**	0.506	0.585
GP7	0.465	**0.596**	0.448	0.445
GS1	0.504	0.584	**0.762**	0.611
GS2	0.649	0.644	**0.824**	0.662
GS3	0.551	0.525	**0.742**	0.586
GS4	0.571	0.624	**0.829**	0.673

SQ1	0.432	0.451	0.445	**0.586**
SQ2	0.587	0.673	0.603	**0.758**
SQ3	0.493	0.506	0.483	**0.670**
SQ4	0.617	0.636	0.727	**0.828**
SQ5	0.491	0.572	0.590	**0.739**

Table 4. 4. Cross-loadings

Table 4.3 demonstrates that CI (0.790), GP (0.864), GS (0.890), and SQ each have sufficient discrimination (0.721). In addition, Table 4.4 reveals that the loading indicators in the calculated structures are greater than the loading values in the other structures. This demonstrates that the indications of the other constructs were convertible.

	CI	GP	GS	SQ
CI				
GP	0.563			
GS	0.490	0.660		
SQ	0.578	0.808	0.630	

Table 4. 5. Discriminant Validity (HTMT)

Heterotrait–Monotrait ratio (HTMT), which has a high capacity for detecting validity issues in variance-based SEM, was also used to assess discriminant validity. All HTMT values fall below the recommended 0.9 thresholds (Table 4.5), indicating a significant relationship between indicators and constructs. Consequently, discriminatory validity is established for the constructions (Henseler, Ringle, and Sarstedt 2015).

The assessment of the measurement model revealed the reliability and validity of construct measures. Consequently, the subsequent section aims to test the hypotheses developed in chapter 2 by evaluating the structural models.

4.2.3. Structural Model Evaluation

4.2.3.1. Coefficient of Determination

	R-square	Level
CI	0.473	Moderate

GS	0.704	Substantial
SQ	0.633	Substantial

Table 4. 6. The Value of R^2 For Coefficient of Determination

R^2 evaluates the model's predictive accuracy and represents the influence of external constructs on endogenous constructs. PLS-SEM aims to maximize the R^2 value between 0 and 1. Below 0.25, the predicted accuracy is poor; below 0.50, it is moderate; and below 0.75, it is substantial (Henseler, Ringle, and Sarstedt, 2015). Table 4.6. shows the R^2 values for GS (0.704, substantial), SQ (0.633, substantial), and CI (0.473, moderate). Therefore, the structure of the proposed research model shows that the predictive ability is considered to be substantial.

4.2.3.2. Path Analysis
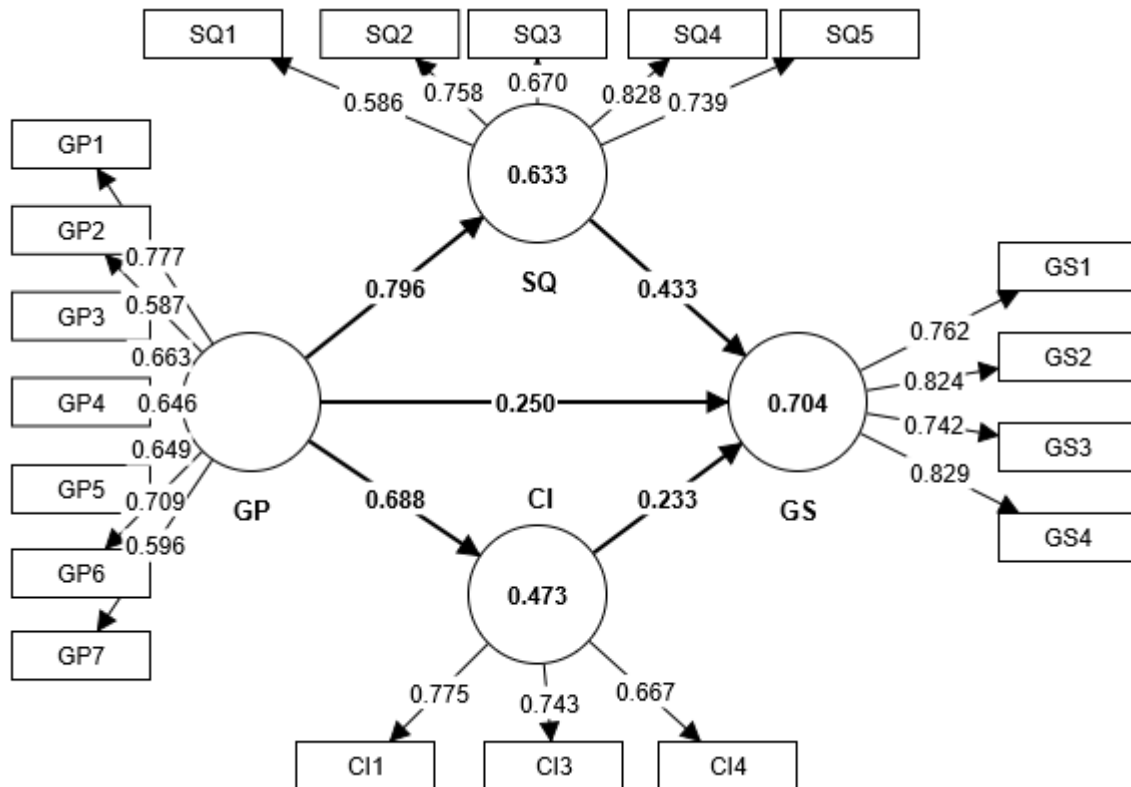
Figure 6. Structural model

Hypothesis	Relationship	Original sample	Mean	SD	T value	P values	Decision
H1	GP -> GS	0.250	0.249	0.084	2.988	0.003	Support
H2	GP -> CI	0.688	0.692	0.038	18.272	0.000	Support

H3	GP -> SQ	0.796	0.799	0.027	29.686	0.000	Support
H4	CI -> GS	0.233	0.237	0.075	3.107	0.002	Support
H5	SQ -> GS	0.433	0.431	0.091	4.766	0.000	Support

Table 4. 7. Hypothesis testing result

Table 4.7 and Figure 6 illustrate the suggested research model's hypothesis testing results. The model evaluated four endogenous variables (GP, CI, SQ, and GS). In general, all five ideas have been validated. After considering the data set with SmartPLS, the revised structural modeling results are displayed in figure 4.3.2. Suppose the p-value is less than 0.05 or the confidence interval is greater than 95 percent, which helps to explain the important predictors of the relationships in a structural model (Hair et al. 2019). The results indicate that all variables, including Green Practice (GP), Corporate Image (CI), and Service Quality (SQ), exert significant effects on Guest Satisfaction (GS). This is because the P-values of all five hypotheses are less than 0.05, with respective values of 0.003, 0.000, 0.000, 0.002, and 0.000 for H1, H2, H3, H4, and H5. Thus, each of the five hypotheses is supported.

Relationship	Specific effects
GP-> CI-> GS	0.160
GP-> SQ-> GS	0.344
GP->GS	0.250
Total effect	0.754

Table 4. 8. Summary of mediating effect test

Table 4.7 present the direct and indirect effects of Green Practice (GP) on Guest Satisfaction (GS) by using the bootstrapping method. Regarding indirect effect, their green practice influences resort guest satisfaction in two approaches, which are via corporate image and service quality. It is clear in Table 4.7 that the indirect effect of green practice through service quality is more significant than that through corporate image, at 0.344 and 0.160, respectively. Besides, the direct impact of green practice on guest satisfaction is 0.250, contributing to a total of 0.750.

4.3 Discussion

4.3.1. Impacts of the each factor on guest satisfaction

H1: Green practices in green resorts have an influence on guest satisfaction.

Green practice is connected with the variable Guest Satisfaction with a p-value =0.003 <0.05. Consequently, Green Practice has a substantial effect on Guest Satisfaction. This conclusion is consistent with previous studies (Han et al. 2011; Lee et al. 2018; Yusof et al. 2017), showing a significant relationship exists between eco-friendly resort characteristics and consumer happiness. Moreover, this aspect is crucial for determining the effect of ecologically responsible initiatives on the degree of guest satisfaction. As previously said, clients have greater expectations than ever that resorts include environmentally conscious methods in resort management (Berezan et al. 2013; Robinot and Giannelloni 2010). This hypothesis is therefore accepted, signifying that the finding is consistent with the theoretical framework and literature review.

H2 : The influence of green practices in green resorts on corporate image

The Green practice variable is connected with the Corporate Image variable with a p-value of 0.000 <0.05, as shown in Table 4.7. Consequently, Green Practice has a substantial impact on Corporate Image. The approved hypothesis is consistent with the theoretical framework and literature review. This conclusion is comparable to findings from prior studies (Flavián, Guinalu, and Torres 2005; Lindgreen and Swaen 2010). Reasonably, they argued that organizations who invest in ecological problems could project a more favourable image than those that do not, as their concern for the wellbeing of society is perceived positively. Moreover, the involvement of commercial companies in environmental concerns contributes significantly to the image-building efforts of a corporation (Mendleson and Polonsky 1995).

H3: Green practices in resorts have an influence on service quality.

According to table 4.7, the variable green practice is linked with the variable Service Quality with a p-value of 0.000 <0.05. Consequently, Green Practice has a substantial impact on Service Quality. The approved hypothesis is consistent with the theoretical framework and literature review. The outcome was also found to be comparable to (Lee et al. 2018). As they indicated, eco-friendly characteristics have a moderate impact on service quality. It is crucial to note that a resort's green features should not be considered a substitute for excellent service. A company's green credentials sometimes compensate for defective product or

service performance. Previous empirical research reveals that environmentally concerned consumers are willing to pay a premium for this product or service.

H4: The corporate image of green resorts influence on customer satisfaction.

According to table 4.7, Corporate Image is connected with Guest Satisfaction with a p-value of 0.002 <0.05. Consequently, Corporate Image affects Customer Satisfaction. The approved hypothesis is consistent with the theoretical framework and literature review. It was also determined that the result was comparable to (Gronroos 1984). The corporate image can be viewed as a filter that influences the perception of a company's business. Considered to have a halo effect on customer satisfaction evaluation and corporate image (Moise et al. 2019).

H5: Service quality in green resorts has an influence on guest satisfaction

Table 4.8 indicates that Service Quality is linked with Guest Satisfaction with a p-value of 0.000 < 0.05. Consequently, Service Quality has an effect on Customer Satisfaction. The approved hypothesis is consistent with the theoretical framework and literature review. This conclusion suggests (Hurley and Estelami 1998; Cronin and Taylor 1992) that service quality influences customer satisfaction, which in turn drives future purchase intent. Maintaining service quality is one of the most important determinants of client satisfaction. In addition, they argue that overall value and satisfaction influence the relationship between Total Quality Management and service quality, as well as behavioural intention. A previous study has demonstrated a link between service quality and tourist satisfaction.

4.3.2. Indirect influence that Green Practice has on Guest Satisfaction

According to Table 4.7. Green Practice variable is also correlated with Guest Satisfaction via two approaches, which are corporate image and service quality. First of all, the indirect relationship index of green practice on guest satisfaction through Corporate Image is 0.160. Besides, the indirect relationship index of green practice on guest satisfaction through service quality is 0.344. It shows that not only green practice can directly impact green resorts' guest satisfaction, but it also can impact guest satisfaction corporate image and service quality. Interestingly, the mediation effect via service quality is more significant, demonstrating the implementation of eco-friendly item when serving guests occupies more pleasure from them rather than featuring those activities to boost the corporate image.

CHAPTER 5: RECOMMENDATIONS & CONCLUSION

5.1. Summary of research results

5.1.1. Research question 1: "Which factors influence guest satisfaction at 5-stars international resorts implementing green practices?"

This thesis's primary objective is to explore factors affecting guest satisfaction at 5-star resorts that implement green practices in Danang. That includes InterContinental Danang Sun Peninsula Resort (IHG), Sheraton Grand Danang Resort (Marriott), Premier Village Đà Nẵng Resort (Accor), Hyatt Regency Danang Resort and Spa (Hyatt), Pullman Resort (Accor), Crown Plaza (IHG), and Shilla Monogram Danang (Shilla), thereby providing the complete model for the study. Many factors affect the dependent variable. However, based on the available research and comparing the relevance to the situation of Danang city, we have selected four dimensions, "Green Practice, Corporate Image, Service Quality, and Guest Satisfaction," as the best fit. Specifically, Green Practice is claimed to, directly and indirectly, influence guest satisfaction. Regarding indirect impacts, green practice affects guest satisfaction in such resorts via the two intermediaries, Corporate Image and Service quality.

According to the analysis in chapter 4, we can rank the ratio of the solid and weak effects of the dimensions. Accordingly, "Service Quality" is the dimension that has the most significant impact on Guest Satisfaction, followed by the figures for green practice and corporate Image. Moreover, considering the mediation between green Practice and guest Satisfaction. The indirect impact via service quality is more immense than that of corporate image.

5.1.2. Research question 2: "How do resort managers improve their guest satisfaction by applying green practice?

The major conclusions of this study offer intriguing information for academics, tourist professionals, and operators of "green resorts" in line with the hypothesis investigated. First, it adds to the body of knowledge on sustainable practices in the hospitality sector, customer perceptions, and how these practices influence customers' adoption of pro-environmental behavior and attitudes. The insights can be helpful to hoteliers as well. Sustainable practices are an option for managers who want to increase service quality since they increase customer happiness and behavioral intentions. Therefore, if a resort can successfully convey its eco-

friendly attitude to consumers, investing in eco-friendly activities can also provide it with a competitive edge over rivals. As a result, contentment is a multi-attribute construct and a crucial loyalty mediator. Customer happiness and loyalty may suffer when providing services fails due to non-environmental factors. The research also demonstrates that visiting eco-friendly lodgings makes visitors more devoted to eco-friendly lodgings in general. As a result, more and more guests are likely to return to and highly recommend a green resort. Therefore, as long as there are no service failures, green practices can only positively affect satisfaction.

5.2. Implications and recommendations

5.2.1 Theoretical implication

Research on Green Practices in the hospitality sector is still in its infancy in Vietnam. Research has been conducted on environmentally friendly techniques; however, most are already in use in other nations. It is not easy to replicate them in Vietnam, particularly in Da Nang. As a result, we decided to undertake additional research on this topic at resorts in the Da Nang area to establish the characteristics that have the most significant influence on the level of satisfaction a client feels after using a service provided by a resort. After completing the quantitative study, we created definitions for the aspects influencing the guests' perspectives of the green practices offered.

Previous research found that Price was a factor that affected the overall pleasure of the guests. However, when considering the use of environmentally friendly practices, the significance of Price is significantly diminished. In addition, Corporate Image in the context of Green Practice has a more significant influence on the option to utilize resort services than Price. Next, there is a connection between customer loyalty and overall happiness with green resorts. Therefore, the findings of our quantitative research indicate that the most satisfied customers are primarily attributable to Service Quality.

Furthermore, the fact that customers place a higher priority on Service Quality demonstrates that this aspect is the factor that contributes the most significantly to their level of contentment. In addition, the study's findings indicate a sizable indirect influence brought about by the combination of Green Practice and Service Quality. Corporate Image, Service Quality, and Green Practice were discovered to be the factors that affect the Guest

Satisfaction perspective. Finally, the factors that affect the Guest Satisfaction perspective were discovered.

In our research, we have looked over previous studies, analyzed hypotheses, and developed new models and elements appropriate for resort chains in Da Nang, Vietnam. In the future, this will serve as the foundation for assisting with developing research on the same subject. At the same time, it will contribute to the provision of optimal solutions for the resort business.

5.2.2 Managerial implication & Recommendations

The findings presented in chapter 4 have identified, assessed, and demonstrated three factors (Green Practice, Service Quality, and Corporate Image) that favorably influence Guest Satisfaction in 5-star beach resorts in Da Nang, Vietnam. Therein, it presents green practice's direct and indirect effects on guest satisfaction. Regarding the indirect result, their green practice influences resort guest satisfaction in two distinct ways: corporate image and service quality. Specifically, the indirect impact of green practice through service quality is more influential than the corporate image.

Customers have considered more than just the lodging facilities for the past decade while choosing a resort to enjoy. Now they evaluate a location's sustainable initiatives against their moral standards. The pursuit of sustainability is today one of the crucial priorities in various corporations, including the hospitality industry, where it is an essential factor for company growth. The significant findings of this research thus offer future insight for general hospitality practitioners, tourism, and specific green resort managers. Furthermore, it enhances the wealth of research on sustainability practices in the hospitality industry. Thus, here are some recommendations are given below.

Green Practice

Green Practice is vital in guest satisfaction in the two approaches mentioned above. It investigates whether or not there is an essential connection between resort green features and customer satisfaction. Eco-friendly activities may give resorts a leg up on their competition if they can effectively communicate their eco-friendliness to guests. As an environmentally-friendly location, a resort can contribute fundamental actions such as conserving energy and water and reducing waste. The study reinforces customers' perception of the importance of saving energy and water in the resort. The operators and managers should focus on

proactively combining sustainable energy technologies. For example, installing motion sensors in low-traffic areas, using energy-efficient light bulbs throughout the resort, and other measures are all critical to preserving the resort's resources. (Mehta, 2007) proposed using energy-saving cooking equipment, low-wattage lighting, and solar power to reduce resort energy use. And for waste consumption issues, the authors recommend segregating trash from resorts by using containers with clear labels and colorful bins for collecting recyclables and employing cutting-edge technologies to monitor energy consumption.

Moreover, they should avoid using one-time or difficult-to-decompose products in the environment. Instead, they might use certified eco-friendly products (i.g. rice straws, paper cups, cloth bags, etc.). On the other hand, managers should implement a green program that involves guests or make them participate. Guests that engage in environmentally-friendly behaviors may be rewarded with cash or a donation to an environmental foundation by some resorts.

Service Quality

According to the study, service quality is the brand attribute that most impacts customers' propensity to utilize services. Consequently, businesses must prioritize service quality. To enhance the service quality of operations, organizations must place the customer at the heart of their business plans and guarantee that all actions are under control. In addition, the research indicates that consumers care more about the service quality than the business's image. To satisfy customers' expectations, corporates must strengthen and enhance employee training programs. The greater the service quality, the greater the number of clients attracted to experience and utilize the service. Consequently contributes to the rise of the business's income.

Corporate Image

The impact of brand image on customers' intentions to utilize a business's services is substantial. Therefore, it is vital to establish a reputation with clients and market the brand via television and newspapers. According to our study, clients are particularly interested in the brand's reputation before deciding to employ the resort's services. After the Covid-19 outbreak, all companies must repair their reputation in the eyes of their clients and provide a secure environment for customers to decide whether or not to utilize their services. Identifying target clients gives firms a more apparent strategy for improving customer

service problems. The most effective method for acquiring new clients is through personal referrals. Because hundreds of advertising words cannot replace recommendations or referrals from friends or family who have used the product or service in the past. Therefore, encouraging firms to promote individual ideas is an efficient and cost-effective way to enhance a company's reputation.

5.3. Limitations and future research

5.3.1 Limitations

The current study has several drawbacks, but these restrictions also provide a springboard for potential new lines of inquiry for the future.

First, some respondents may provide answers based on how they believe they ought to behave rather than how they behave, which means that the most critical variable that will be evaluated is respondents' intentions rather than their actual actions. As a direct consequence of this, data may be gathered to analyze the decision-making process behind the actual purchase habits of passengers. In this study, online questionnaires were utilized for communicating with significantly more customers throughout the city.

Second, this study only focuses on the influence of four elements: green practice, service quality, corporate image, and guest satisfaction. However, other factors also have a significant impact on customer satisfaction have not been mentioned yet.

Third, this study pays attention to guest satisfaction and does not investigate customer loyalty in-depth, one of the essential aspects to help managers retain customers.

Next, the objectivity in the survey may be affected more or less mainly due to the specific scope of the study, which focuses on customers using services at international resorts in Da Nang city because one customer can experience many resorts at different times. Furthermore, because of time constraints, this research was carried out within three months. The relatively short study period resulted in only an acceptable data collection process. The authors want to bring more valuable results.

Last but not least, the ability to evaluate the overall model fit of PLS-SEM is low, so its use to test and confirm the theory is limited. However, this method applied in this study is the most suitable due to this study's sample size being small.

5.3.2 Future research

As a consequence of the limitations, the following perspectives are offered for consideration in future research:

First, in addition to the four factors of this research, many other factors impact guest satisfaction, such as Price and Perceived Quality (Nguyen et al. 2018). For future research, authors may consider including these factors to comprehend the perspective of guest satisfaction in the resort field.

Second, future research considers the influence of customer satisfaction on customer loyalty. Many articles have examined and verified this relationship. However, future research should be conducted to determine whether this is true in the resort environment of Vietnam and Danang.

As mentioned above, one guest can experience many different types/segments of hotels or resorts; therefore, future research should extend the scope of research subjects such as beach resorts, hotels, or four-to-five star segments. In this study, the subjects are customers who visited the international resorts in Da Nang city. Another suggestion for future research is to conduct over a long period, around 8-10 months, so that the results can be more objective, accurate and of higher value.

The next direction for research is to adopt an appropriate analysis method when the sample size is big and complicated. Additionally, it depends on the goal of future research as well.

According to the results, the Corporate Image factor has a less direct and indirect influence on Guest Satisfaction in green resorts than the other elements. Future research can study this to identify the cause behind such predisposition. In the organization, future research could focus on how transparent reporting can get stakeholders involved in green practices, how shareholders and suppliers help implement green procedures, and how benchmarking affects the green rules of small and medium-sized resort businesses. Because there is a wide variety of green certifications available for hospitality firms (Pizam 2009), the meanings of green certifications can be elucidated to further research on environmentally friendly practices. The education of customers may become a focus of potential future study in both the operational and strategic realms. Researchers have focused on several studies on different communication frames' roles in inspiring customers to participate in environmentally conscious actions. Research on consumers' and workers' proactive engagement in

environmentally friendly behaviors might be expanded. Investigations into how customers perceive and react to greenwashing, how different communication tactics impact customer behavior, and the roles and effects of social media are primary group routes for future study on environmentally friendly practices in the resort business.

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APPENDIX

I. Survey

GENERAL INFORMATION

How old are you?

□ 18-29 yearsold

□ 30-39 yearsold

□ 40-49 yearsold

□ 50-59 yearsold

□ >60 years old

Gender:

□ Male □ Female □ Others:

Purposes of stay:

□ Leisure □ Business □ Both

Nights of stay:

□ 1 to 2 days

□ 3 to 5 days

□ 6 to 10 days

□ More than 10 days

Company:

□ Single

□ Couple

□ Family

□ Friend

□ Colleague

Awareness of resorts' green practices before travel ?

□Yes □No

Which of the following chains of hotels and resorts have you ever stayed?

□ Sheraton Grand Danang Resort (Marriott International)

□ InterContinental Danang Sun Peninsula Resort (IHG)

□ Crown Plaza (IHG)

□ Pullman Resort (Accor)

□ Premier Village Da Nang Resort (Accor)

□ Shilla Monogram Da Nang (Shilla)

□ Other:

ASSESSMENT QUESTIONS

Factors of eco-friendly activities in 5-star beach resorts on customer satisfaction

Note: "X" in the following statements refers to the resort you used to stay in.

For each of the following statements, please choose a level of agreement or disagreement about "X".

1 = Strongly disagree

2 = Disagree

3 = I have no opinion

4 = Agree

5 = Strongly agree

No.	Encode	Description	Degree				
			1	2	3	4	5
		Green Practice					
1	GP1	The resort implements water and energy saving practices.					
2	GP2	The resort tries to avoid disposable or single-dose products.					
3	GP3	The resort uses environmentally certified or green-labeled products.					
4	GP4	The resort uses recycling extensively.					
5	GP5	Environmental activities were evident throughout your experience at the resort.					
6	GP6	Resort uses green building materials.					
7	GP7	Resort donates to green projects.					
		Service Quality					
1	SQ1	The resort's physical facilities are visually appealing.					

2	SQ2	The green resort performs the services as promised.					
3	SQ3	Staff of the resort understand the specific needs of their customers.					
4	SQ4	The resort provides a safe environment to stay in.					
5	SQ5	Staff at the resort are always willing to help customers.					
		Corporate Image					
1	CI1	I believe that the popularity of eco-friendly resorts is superior.					
2	CI2	The resort has a fine environmental reputation.					
3	CI3	The resort frequently appears in media channels (newspaper, television...).					
4	CI4	The resort always shows business ethics.					
		Guest Satisfaction					
1	GS1	I am satisfied with my experience in this resort.					
2	GS2	I am pleased when I stay in green resorts rather than others.					
3	GS3	I am glad about choosing eco-friendly resorts for their environmental credentials.					
4	GS4	I am content with green resorts due to the positive impact they have on the environment.					

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