

THE INFLUENCE OF ENVIRONMENTAL AWARENESS AND CUSTOMER PERCEIVED VALUE ON TOURIST REVISIT INTENTION: A STUDY ON GREEN RESORTS IN MALAYSIA

Nor Rabiatal Adawiyah Nor Azam¹
Basri Rashid²
Noor Azimin Zainol³

ABSTRACT

The green resort is becoming a popular concept in tourism and hospitality in Malaysia. This development is not only due to the growing awareness on the environmental and social impacts amongst hoteliers and investors but has also been triggered by customers' awareness and their perceived visit value. This paper discusses the influence of tourist environmental awareness and perceived value on their revisit intention. Primary data was collected through the distribution of questionnaires to 450 tourists who travelled to three green resorts in Pulau Langkawi and Pulau Pinang, Malaysia. The result from regression analysis confirmed that their intention to stay at a green resort is positively influenced by their environmental awareness and perceived value. This empirical result may benefit the hotel industry in order to formulate effective marketing strategies and sustain their customers' revisit intention, particularly in relation to enhancing green initiative awareness and perceived visit value.

KEYWORDS: ENVIRONMENTAL AWARENESS. PERCEIVED VALUE. REVISIT INTENTION. GREEN APPROACHES. GREEN RESORT.

¹ Universiti Utara Malaysia (norrabiatal@uum.edu.my)

² (Ph D Tourism Faculty Member). Universiti Utara Malaysia

³ (Ph D Tourism - Faculty Tourism) University Utara Malaysia, Sintok, Malaysia

INTRODUCTION

The industrial sector, through its role in society, has contributed significantly to pollution and exploitation of the environment. The impact of climate change in the future will be a challenge to sustainability. To ensure the sustainability of social life, green practices have become the concern of industrial players. The tourism and hospitality industry is known for intensive use of water and energy, and for generating large amounts of waste. If not managed, this has a negative impact on the environment and also on the operating costs of an organization. Tourism is one of the leading growth sectors of the global economy, but the industry's expansion over recent years has created an increasing amount of stress on the environment. This has seen the emergence of the green tourism concept and is being introduced in urban hotel facilities and lodges (Kostuch, 2002).

“Going green” is a growing trend within the hotel industry, which has been pursuing green practices since the 1990s due to fluctuating economic levels and a strong focus on customer service (Claver, Molina, Pereira & Lopez, 2007). Guests are also an important factor in the success of implementing green practice in the hotel industry. The green and sustainability concept was introduced many years ago in Malaysia, but only began to garner serious attention after the economic crisis of 1997. The Malaysian government started to incorporate the green and sustainability concept during the 8th and 9th Malaysia Plans. The plans and concept were strengthened by the National Green Technology Policy 2009 (NGTP) (Borhan, Vahidi, Philips, Kuang, Kolmanovsky & Cairano, 2012; Chua & Oh, 2011). Adhering to these policies, green concepts began to be incorporated in the Malaysian tourism industry. Based on these policies and awareness, the focus on environmental issues, especially in the tourism sector, has led to the increasing number of green hotels (Hsiao, Chuang, Kuo, & Yu 2014). Consequently, many

hotels are beginning to implement various innovative methods to increase the “greenness” of their operations (Dief & Font, 2010; Manaktola & Jauhari, 2007).

As the number of green products and services continue to increase in the marketplace worldwide, understanding the factors that influence tourists’ intentions to choose green hotels has become increasingly crucial to both academics and practitioners. The closer the move to understanding what causes individuals to pay for green products and services, the more the marketers are able to develop strategies specifically targeted to this particular group. Knowing the green profile of tourists who prefer green hotels allows hoteliers to develop strategies specifically targeted to this segment.

The green issue in the hospitality industry is becoming increasingly relevant to businesses and consumers. This is because environmental issues have garnered public support throughout this decade and in support of saving the earth, the global community has created eco-friendly practices that are collectively known as green consumption. This is largely in response to being influenced by green products, green services, green marketing, green technology and green activities. In line with the rising costs coupled with sensitive demands, and the pressure for economic, social and environmental responsibilities, lodging properties will need to respond constructively to this “green” approach (Robin, 2009). Such prevalence of awareness indicates that the green initiatives do not only affect the manufacturing, consumer products and construction industries, but also the lodging industry.

The hospitality industry’s success largely depends on the environment and ecological condition and its maintenance. Tourists travel from faraway places to experience other countries’ environments, which they expect to be exotic, clean and unpolluted. The environment can be considered as including islands, flora and fauna, wildlife, natural scenery and national forests. As part of major trading components in the hospitality industry, hotels may affect the socio-environment in two stages. First, the construction of the hotel in itself can be rapid, unplanned and uncontrolled, which may cause dust, runoff and debris that can contaminate the air, water and the surrounding

environment. Second, the hotel's daily operation includes activities such as sewerage, waste disposal services and use of resources like water, gas and electricity (Kasim, 2004).

Many studies worldwide have revealed that hotel operations can have a negative impact on the environment. Radwan, Jones and Minoli (2012) stated that the most negative impact is solid waste generation and disposal, which can be classified as wet waste (food waste, garden waste and cooking oil waste) and dry waste including recyclable waste such as metals (cans), plastic, paper, linen and others (Singh, Cranage & Lee, 2014). It has been realized that if the solid waste management in hotels is not handled properly, it can cause a great deal of greenhouse gas (GHG) emitted to the environment. Zografakis, Gillas, Pollaki, Profylienou, Bounialetou and Tsagarakis (2011) stated that hotels are among the largest energy consumers in the tertiary building sector.

Therefore, there are three issues for this study. The first is the emergence of the influence of environmental awareness on the intention to revisit green resorts. The main reason for hotels and resorts implementing environmental practices is to minimize their negative effects on the environment (Ham & Han, 2013). A growing number of tourists have been exerting pressure on service providers, such as hotels and resorts, to opt for more environmentally responsible practices (Yusof, Rahman, Jamil & Iranmanesh, 2014). The adoption of environmental practices among resort operators is considered a potential strategy for ensuring tourist loyalty and intention to revisit (Ham & Han, 2013; Yusof, Rahman & Daud, 2012). Therefore, it is important to ascertain whether tourists' perception of a resort's environmental practices will influence their intention to revisit it.

The second issue is how to enhance the understanding of resort customers' perceived value, and this study will explore how perceived value influences green resort customers' inclination to revisit. Value implies a trade-off between benefits and sacrifices; it implies an interaction between a customer and a product or service (Payne & Holt, 2001). It is thus the implicit criterion employed by an individual in making a

preference judgement, because it reflects the desired “ultimate end-states of existence” (Flint, Odruff & Gardial, 1997). This research also views perceived value as an important element for revisit intention. The perceived value of a service as defined by McDougall and Levesque (2000) is the benefits that customers believe they received, relative to the costs associated with its consumption.

The third issue is revisit intention, highlighted as an important key in tourism destination. Despite the considerable amount of research on repeat visitors, it remains unclear why people undertake repeat visits and what kind of characteristics hold them (Mat Som, Marzuki, Yousefi and Abukhalifeh, 2012). In this sense, previous researchers have examined factors influencing tourist behaviour towards a repeat visit. In tourism, major antecedents of revisit intention such as satisfaction (Fallon & Schofield, 2003; Li & Carr, 2004; Jang & Feng, 2007), novelty seeking (Jang & Feng, 2007), perceived value (Petrik et al., 2001; Um et al., 2006; Chen & Tsai, 2007; Bigne et al., 2009), past vacation experience (Chen & Gursoy, 2001; Kozak, 2001; Petrik et al., 2001), image (Ross, 1993; Milman & Pizam, 1995; Yoon & Uysal, 2005, Chi & Qu, 2008), motivation and satisfaction (Yoon & Uysal, 2005), and destination attributes (Chi & Qu, 2008; Zabkar et al., 2010).

Even so, research undertaken to identify the critical factors that examine customer intentions to revisit have received little attention (Petrick, Morais & Norman, 2014). Therefore, questions such as how their concern grows and stimulates their green demands, converting them into real situations, remain unanswered, asis whether their intention to revisit would be hampered by certain factors. This implies that demands on customer intentions to revisit green resorts remain ambiguous.

This chapter on Environmental Awareness and Perceived Value in the hospitality industry examines the level of awareness, customers’ experience of value and the relationship to revisit intention. Its context is the intention to revisit green resorts, focusing on matters such as the fundamental motivations and influences that lead tourists to repeat visits. Thus, the chapter focuses on two objectives: (1) identifying the influence of environmental awareness on revisit intention, and (2) identifying the

influence of customer perceived value dimensions on their intention to revisit green resorts.

THE SPECIAL INTEREST TOURISM OF GREEN RESORTS

Tourism Council Australia (1998) proposed that the idea of green resorts is to provide natural accommodation and facilities including green services, green products, and a fresh and comfortable environment. Lee Ni (2002) also suggested that a green resort is one which provides both facilities and services with the idea of environmental protection. Green Mountain State (2006) defined a green resort as “a resort that makes efforts on creating a fine environment and encourages its staff and customers to participate in the activity. It also needs to observe carefully each operation to reduce impacts on environment”. The Green Hotels Association defined a green resort as “a resort which saves water and energy in a constructive manner and reduces solid wastes to maintain our environment” (Judy et al., 2007). The study by Erdogan and Baris (2007) defines a green resort as “a resort that evaluates surrounding ecological condition before starting construction and tries not to aggravate impacts on environment”. The core spirit of green resort aims to reduce environmental impacts and energy consumption while providing products and services to customers.

Special interest tourists are generally adults or third-age persons, and adolescents with a spirit of adventure, curiosity and a desire to share experiences. Their intention is to travel to destinations which are environmentally and culturally rich, well conserved, seldom frequented and places where one can still enjoy the luxury of tranquility. Special interest tourists enjoy activities in contact with nature, the beauty of a conserved natural area, the pleasure of watching the fauna in its natural habitat, of exploring, discovering and learning, overcoming obstacles and feeling the pleasure of overcoming them. This chapter therefore focuses specifically on green resorts rather than green hotels because this type of resort offers attractions such as the perfect tropical beach or abundant flora and fauna, green characteristics which appeal to

outdoor explorers and nature lovers. Visitors can engage in a variety of activities that bring them closer to nature when staying at these resorts. Resorts are one of the fastest growing segments of tourism attractions and are rapidly growing in number, diversity, and popularity since the economic boom of the 1960s. Today, a large number of people travel to resorts situated in exotic and beautiful destinations in order to enjoy themselves and escape from their daily routine (Walker, 2006; Yang & Chan, 2010). Rahman (2012) mentioned that “location has an impact on hotel environmental practice” (p. 722). Location in a natural setting is one of the driving factors for resorts operators to become competitive in minimizing and eliminating their operation externalities on the environment (Mihalic, 2000; Leonard, 2010).

Gee (2000, p. 22) states that “The core principle of the resort concept is the creation of an environment that will promote and enhance a feeling of well-being and enjoyment”. Currently, resorts have become one of the dominant segments of the accommodation industry (Inkabaran et al., 2004). Their focus is centred primarily on the customers and the pursuit of superior customer perceived quality of physical environment, value, and image in order to ensure customers’ loyalty and favourable behavioural intentions (Hu et al., 2009).

In practice, green approaches can make a good choice for the hotelier, for example:

- a) The basic area of green approaches was to reduce energy, water and waste consumption. The green approach concept focuses on the 3Rs – reuse, reduce and recycle, and the 2Es –energy and efficiency (Nair & Anantharajah, 2012).
- b) More recently the area has expanded to indoor air quality control, noise reduction, purchasing of green products and materials, paperless technologies, site management, green transportation, environmental education and community service (Pizam, 2009).
- c) The area also includes renewable energy, rainwater harvesting, waste recycling, bioclimatic design, energy efficient lighting and use of local materials (Ceballos-Lascurain, 1993).

In the hotel industry, by recognizing the green shift in consumer behaviour and the importance of promoting environmentally responsible products and services, increasing numbers of hotel companies are adopting proactive environmental management, and implementing environmentally conscious practices to improve their competitiveness (Claver-Cortes et al., 2007). For example, greening efforts by green resorts not only contribute to fulfilling customers' needs in the marketplace, but lower operational costs by reducing the significant extent of solid waste, energy and water consumption (Manaktola & Jauhari, 2007). Accordingly, in recent years many hotels have been proactive in advancing their environmental performance in order to position themselves distinctively in the increasingly competitive lodging market, searching for effective ways to become green (Chan & Wong, 2006; Manaktola & Jauhari, 2007; Wolfe & Shanklin, 2001). Specifically, marketers in the hotel industry are striving to increase their firms' competitiveness (e.g. earning recognition and increasing customer retention) through the greening of their firms, thereby eventually enhancing their hotel' profits (Chan & Wong, 2006; Department of Environmental Protection (DEP), 2001; Manaktola & Jauhari, 2007).

Han and Back (2008), Lewis and Chambers (2000) and Yesawich (1997) identified that many hospitality and marketing researchers agree that increasing customers' positive pre- and post-purchasing decisions is the key to firms' long-term success. An understanding of green hotel marketers' decision-making process is essential in developing effective marketing and service strategies that induce positive purchasing decisions (Han et al., 2010). While the customer's decision-making process is very intricate, it is generally believed that it can be a clue to comprehending this process (Lam & Hsu, 2006; Han et al., 2010). Previously, customers were more concerned with the comfort and the amenities the resorts provided. According to Kirk (1998), most hoteliers would respond to pressure from society or customers. Furthermore, according to a Hotel Melia manager, nowadays customers or travellers are more concerned about the environment. They like to travel to eco-friendly destinations and choose a green hotel for their stay (Raj Murthi, 2013). Butler (2008) concluded that if a hotel fails to

adopt environmentally friendly practices, it may lose potential customers to other green operators.

Several studies have indicated that cost savings are the most influential benefit to increasing environmental commitment in the tourism accommodation industry (Brown 1994, 1996; Kirk, 1996; Cheyne & Barnett, 2001; Essex & Hobson, 2001; Rivera 2001, 2002b; Lynes & Dredge, 2003; Brebbia & Pineda, 2004). Brebbia and Pineda (2004) claimed that financial savings are one of the most significant factors that influence the implementation of environmental initiatives. This is especially evident for hotel businesses that operate in a highly competitive market. In the Canadian context, the cost savings associated with implementing environmental initiatives are similar to other regions in the Western world as the cost of resources such as energy, water and waste disposal are high. Hotel operators who can maximize their efficiency and reduce waste will be more cost-effective than their competitors. Generally a hotel can reduce its energy consumption by 20-40% without adversely affecting performance. The prospect of financial benefits of being green was a prime benefit behind the introduction of the green concept. According to the report of the UK Department of Environment (DOE), applying green approaches can reduce energy saving up to 20%. Green hoteliers can gain profit by lowering the cost of energy, waste, water, emission, operations and maintenance (Butler, 2008).

In conclusion, hotels can save operational cost and reduce the entire societal cost through carrying out green management. In addition, they can increase resorts' reputation and popularity, and brand effect, all forming invisible assets that the resorts can gain. Meanwhile, resorts can reach the standard of green resorts and strengthen their key competitiveness through environmental protection and highlighting these features.

LITERATURE REVIEW

GREEN RESORTS

According to the literature, the term “green” is used to mean “environmentally friendly” (Shrum et al., 1995), and “green consumption” to mean buying eco-friendly products and services, such as purchasing recycled products and buying organic food (Gao & Mattila, 2015; Lu et al., 2015). A green resort is a hotel which is environmentally friendly and adopts energy conservation measures (ASEAN Green Hotel Standard, 2016). According to GHA, the Green Hotels Association, (2014) green resorts are pro-environmental lodging properties that implement various green practices such as saving water and energy, reducing solid waste and recycling and reusing durable service items (e.g. bins and towels) to protect the Earth. Green resorts may be distinguished from ordinary hotels and resorts in that they aim to use products and services that minimize the consumption of water and energy, and reduce the output of solid waste in order to protect the environment from further depletion of its natural resources (Green Hotels Association, 2010).

Hotels and resorts use a considerable amount of consumer and non-durable goods, so the waste generated is likely to have the most harmful impact on the natural environment. Moreover, resort customers generate at least 1kg of waste per day (Pirani & Arafat, 2014), and approximately 50% of the waste is recyclable. In Malaysia, 7.34 million tons of solid waste is generated annually, causing rising concern regarding environmental issues. Hotel operations are one of the main causes of harmful effects to the environment (Ramayah, Lee, & Mohamad, 2010), so it is crucial for them to manage their resources wisely. This is in line with Shrivastava (2000), who views environmental management as a tool that can fit into a social and ecological system. Thus green practice would be a sensible approach for the tourism and hospitality industry. Marketers in the hospitality industry are increasingly aware of the potential competitive advantage of going green. As such, they have been more proactive in taking full advantage of this

opportunity by developing appropriate strategies in order to be considered as environmentally friendly businesses (Manaktola & Jauhari, 2007).

Across the globe, green resort practices involve setting up monitoring systems and standards for each area of the resort. Systems may monitor water, energy or solid waste areas, and are very useful if a resort wants to identify the area that utilises most of the energy in the facility. For example, lighting in areas with high energy use can be targeted, and the resort might choose to set a goal of lowering their energy use by 20% over a one-year period or replacing the current lighting fixtures with compact fluorescent lighting. At another stage, environmental protection and energy-saving concepts can introduce green management into the construction of the hotel facilities. In short, incorporating green management in the hotel industry will provide benefits such as environmental and ecological protection and reducing the hotel's operation costs. The core spirit of green resorts is to reduce environmental impacts and energy consumption while providing products and services to the customers. In this study, a green resort is defined as a place that has implemented various green initiatives in order to reduce its operation's impact on the environment.

ENVIRONMENTAL AWARENESS

Customers are aware of the huge effect that their purchasing behaviour has on the environment (Wahid, Rahbar & Shyan, 2011). This is mainly driven by the fact that people have become more environmentally aware after recognizing how serious ecological problems are (Han, Hsu & Lee, 2009). Over the past decade, consumers' sensitivity toward their environment has skyrocketed in response to the need for ending and even reversing the damaging outcomes of human behaviour on the environment (Leonidou, Leonidou & Kvasova, 2010). With the increase in environmental problems, customers are now trying to help solve such problems through their individual behaviours.

As environmental awareness increases, hotels have started to participate in the environmental movement (Han et al., 2009; Millar and Baloglu, 2011). Green or environmentally friendly hotels voluntarily provide eco-friendly products and services (Millar & Baloglu, 2011). For example, they have started green practices such as 100% organic cotton sheets, towels and mattresses, a non-smoking environment, reusing towels and linen, renewable energy sources like solar or wind energy, and recycling and making efforts to save water and energy. Green resorts follow strict green guidelines to ensure that the guests are staying in safe, non-toxic and energy efficient accommodation. These green practices not only protect the environment but also benefit hotels (Bohdanowicz, 2006; Kassinis & Soterious, 2003; Lee et al., 2010). Therefore, many green hotels prefer to participate in green practices to increase their profits.

Meanwhile, more green social issues have increased customers' awareness of green practices. Studies have found that 79% of travellers are concerned about going green when they select a hotel (UNEP, 2013), and 90% of guests are willing to stay in a green hotel (Mensah, 2004). Travellers have selected the following practices as the top eco-friendly ones when staying at hotels: towel/linen reuse (58%), adjustable thermostat in room (37%) and water-efficient low-flow toilets and showerheads (32%) (TripAdvisor, 2012a). Environmental awareness can increase customers' positive attitude toward eco-friendly practices (Han et al., 2009, 2011), and these customers' environmental concerns affect their decisions when they choose a hotel (Kim & Han, 2010) because they are willing to pay more to stay at a green hotel if it has an environmentally friendly attitude and positive image (Han et al., 2009). Moreover, customers readily accept minor inconveniences in order to participate in green initiatives (Kim & Han, 2010) because purchasing behaviour has become more responsible in relation to the environment (Chen & Chang, 2013).

Hence, in this study, green resorts which are aware of the environment seek to produce more green goods and services in order to satisfy such demands from customers. In recent years, customers who are more likely to express their environmental awareness are expected to revisit green resorts.

PERCEIVED VALUE

Perceived value is considered as one of the most important concepts for understanding consumers in the service industry. Zeithaml (1988) suggested that perceived value is a product or service that can send a message of value to customers by presenting its benefits and distinguishing it from competitors. Perceived value refers to the previous experience of different types of service together with imaginary experience that impact current and future the value-in-context experience of customers. It has been found to be a significant predictor of customers' satisfaction and behavioural intention (Cronin et al., 2000).

Perceived value is understood as a construct of two parts for the customer: one of benefits received (economic, social and relationship) and another of sacrifices made (price, time, effort, risk and convenience) (Bigne, Moliner & Callarisa, 2001; Cronin, Brady & Hulf, 2000; Dodds, Monroe & Grewal, 1991; Oh, 2003). Past research studied perceived value broadly because of its positive effect on marketing performance (Sweeney et al., 1999). Nowadays, perceived value is becoming more significant and hence, corporations can increase customers' purchasing intention through product value (Steenkamp, 2006). A product can send a message of value to customers by distinguishing it from competitors' and other benefits (Zeithaml, 1988).

Studies suggest that perceived value may be a better predictor of repurchase intention than satisfaction or quality (Cronin et al., 2000; Oh, 2000). Perceived value can be analyzed with either a self-reported, uni-dimensional measure (Gale, 1994) or a multi-dimensional scale (Petrick & Backman, 2002; Sheth, Newman & Gross, 1991). Sheth et al. (1991a, 1991b) developed a five-dimensional scale of value: (i) functional, (ii) social, (iii) emotional, (iv) epistemic and (v) conditional values.

Sweeney and Soutar (2001) developed a multi-dimensional scale that includes a functional dimension (economic and quality), an emotional dimension and a social dimension. Jamal et al. (2011) also used a multi-dimensional scale to examine perceived

value among tourists using homestays; the scale included dimensions of functional value (price and establishment), experiential value (activity, culture, knowledge, and hotel guest interaction), and emotional value. Petrick (2002) developed a scale with five dimensions to measure perceived value, namely monetary price, behavioural price, emotional response, quality and reputation.

Sanchez et al. (2006) developed a similar scale to assess the perceived value of tourism products and services. While they examined these dimensions in the context of travel agencies, they also pioneered a formative higher-order construct to measure the overall perceived value of consumers, with each dimension representing a unique feature of perceived value. These dimensions included functional value (establishment, personnel, product/service and price), emotional value and social value.

Nonetheless, the perceived value literature emphasizes that consumers' overall assessment of a product or service is a trade-off between the benefits realized and the costs (Bajs, 2015; Chen & Dubinsky, 2003; Chen & Hu, 2010; Lapierre, 2000; Lee et al., 2007; McDougall & Levesque, 2000; Zeithaml, 1988). Two shortfalls of this model were identified; on the one hand, all of these studies concentrated on the benefit to consumers rather than sacrifice from the exchange. Even though customers are believed to incur both monetary and non-monetary costs (Al-Sabbahy et al., 2004; Petrick, 2002; Sweeney & Soutar, 2001), the existing knowledge of value has not been completed with a well-developed "cost" scale (Sanchez et al., 2006), especially in the green setting.

As perceived value was found to be an important indicator of repurchase intention (Jayanti & Gosh, 1996; Petrick, 1999; Woodruff, 1997), hospitality/tourism providers could benefit from refined measures of the construct. Valid and reliable measures of perceived value provide customers with the ability to identify the dimensions of the perceived value that they experienced; performance may be good or poor.

A broader theoretical framework of perceived value was developed by Sheth, Newman and Gross (1991a, 1991b), who regarded consumer choice as a function of multiple consumption value dimensions. These dimensions – social, emotional,

functional, epistemic and conditional values – make varying contributions in different situations. This study expands a multi-dimensional scale of perceived value that is expected to influence customers' revisit intention, namely functional, social, emotional and epistemic values.

1. Functional value

Sheth et al. (1991, p. 160) defined functional value as “the perceived utility acquired from an alternative's capacity for functional, utilitarian or physical performance”. Functional attributes and rational thoughts dominate the consumption decision-making process, especially when purchasing utilitarian items, in which self-oriented value is highly prominent (Green & Peloza, 2011, p. 50). According to Sweeney and Soutar (2001), functional value is commonly suggested to be generated by quality and price.

2. Social value

Social value is defined as “the utility derived from the product's ability to enhance social self-concept” (Sweeney & Soutar, 2001). The social value of the product or service is obtained through an association with positively or negatively stereotyped socio-economic, demographic and cultural-ethnic groups.

3. Epistemic value

Epistemic value is “the perceived utility acquired from an alternative's capacity to arouse curiosity, provide novelty, and satisfy a desire for knowledge” (Sheth et al., 1991, pp. 161-162). A desire to experience something different or another entirely new experience provides epistemic value for consumers.

4. Emotional value

Emotional value represents “the perceived utility acquired from an alternative's capacity to arouse feelings or affective states” (Sheth et al., 1991). Indeed, several types of goods and services are associated with emotions.

REVISIT INTENTION

Intention indicates the willingness of a person to engage in certain behaviour. Consumers' intention to revisit a destination may be influenced by the value of the destination, as well as by the performance, promotional efforts, and spreading news of new attractions at the destination. Revisit intention refers to customers who have previous experiences with the resorts that they perceive as highly valuable in terms of efficiency and economical aspects; these are more likely to result in revisit intention (Ha & Jang, 2010; Swinyard, 1993).

In the service sector, the studies by both Han et al. (2010) and Han et al. (2009) analyzed the intention to visit, to recommend, and willingness to pay more for the green hotel. Han and Kim (2010) conducted a study from the customer satisfaction perspective to examine its influence on the behaviour intention to revisit a green hotel. Most of the existing studies concentrated on the intention to stay rather than on revisit intention to predict the value and actual behaviour.

Similarly, in the study by Um et al. (2006), the authors identified the relative weight of tourist evaluation constructs affecting revisit intention from the results of surveys of tourists' pleasure in Hong Kong. They discovered that tourists' revisit intention could be determined better by what they perceived from destination performance rather than by what actually satisfied them. Thus, using perceived value to predict tourists' revisit intention can lead to a better understanding of tourists' behaviours after decision making.

Kuo et al. (2009) constructed a model to evaluate service quality of mobile value-added services and explored the relationships among customer service quality, perceived value, satisfaction and post-purchase intention. They revealed that perceived value positively influences customers' post-purchase intention. Furthermore, revisit intention was affected by various factors. Customer perceived value plays a crucial role in determining revisit intention and revisit decision.

Yang and Youngtae (2015) only investigated customer perceived value in the pre-purchase stage; behavioural intention is represented only by willingness to choose to stay at a green hotel. To reiterate the findings summarized above, customer perceived value is expected to be positively related to revisit intention to green resorts because customers will definitely re-evaluate the value of a green resort after a real experience. Most of the customers depend on their past experiences to develop intention to revisit the resort.

An overview of the above research demonstrates that tourist revisit intention is considered as a valuable concept in predicting future revisit behaviour. From Jang and Feng's perspective (2007), repeat visitors are significant in increasing the revenue of tourism destinations and in saving marketing dollars. Similarly, Jayaraman et al. (2010) found that repeat visitors to Malaysia are imperative for increasing revenue in the tourism industry.

Chen and Tasi (2007) asserted that understanding the relationships between future behavioural intention and its determinants assists destination tourism managers in building an attractive image and improving their marketing efforts to maximize the use of resources. Study of repeat visitation is vital for tourism businesses from the economic perspective. Attracting previous customers is more cost effective than gaining new ones (Shoemaker & Lewis, 1999). In tourism, the promotional costs of attracting repeat visitors are lower than for first-time visitors (Lau & Mckercher, 2004; Weaver & Lawton, 2002).

Hence, a critical analysis and in-depth study of the factors influencing repeat visitors may provide the grounds to improve the Malaysian tourism market by attracting repeat visitors. The purpose of this study is to identify the key factors that influence repeat visitors in green resorts in Malaysia. Figure 1 illustrates the conceptual model of the influence of environmental awareness and customers' perceived value on tourist revisit intention.

Independent variable

Dependent variable

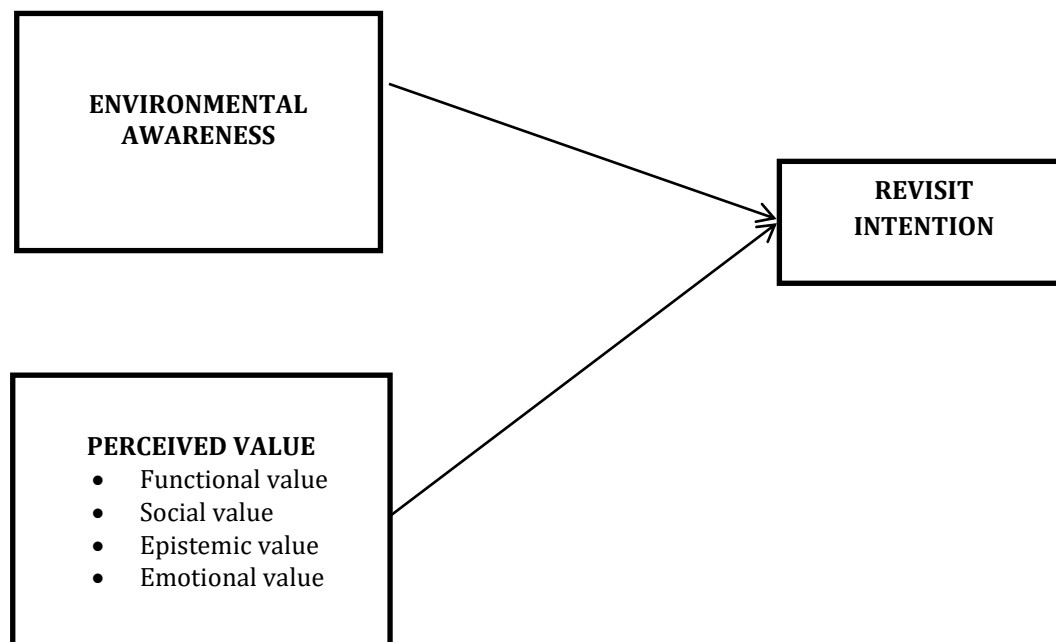


Figure 1 Conceptual model of the influence of environmental awareness and customers' perceived value on tourist revisit intention.

METHODOLOGY

This study is preliminary research to identify the influence of environmental awareness and of customer perceived value dimensions on their intention to revisit green resorts. It was carried out at three green resorts in Pulau Langkawi and Pulau Pinang, Malaysia. The unit of analysis is the resort customers, with questionnaires being distributed to 450 of them who have stayed in one of the selected green resorts and have consumed the products and services at these resorts for at least two days. The questionnaires were structured around a seven-point Likert-type scale. Each statement was evaluated, with 1 depicting strongly disagree up to 7 as strongly agree. The selection of respondents was made based on the purposive sampling method. In this case, the respondents must meet certain criteria and be willing to participate. First, they

must be customers who had stayed in one of the selected green resorts and had consumed the products and services there for at least two days. Secondly, they should have completed their visit recently to ensure that they were able to remember the experience. Hence, the respondents were required to fill in the questionnaire during their stay in the green resort or before they checked out.

The five variables presented for measurement of revisit intention were environmental awareness, functional value, social value, emotional value and epistemic value. The items were adopted from Yang and Youngtae (2015), Rizwan, Mahmood, Siddiqui and Tahir (2014), Sweeney and Soutar (2001) and Jyoti Sikka and Harsh (2011). Pre-testing of the research instrument was carried out to examine its appropriateness and reliability by taking 50 samples. The response rate indicated that the results were sufficiently comprehensive and verified the value of the instrument and the statement received.

RESULTS AND DISCUSSION

The data collected show that tourists' intention to stay at a green resort is positively influenced by their environmental awareness and perceived value.

Table 1
Multiple regression analysis for environmental awareness influencing revisit intention of green resorts in Malaysia.

Variables	B	SE B	B	Sig
Environmental Awareness	0.69	0.06	0.61**	0.00

Note: R = 0.60; R² = 0.36 ; F = 260.47 ; Significant level: *p<.05,**p<.01 B = Unstandardized coefficient; SE B= Standard error of coefficient; β = Beta coefficient.

The results of multiple regression presented in Table 1 showed that the model significantly explains 0.36 of the variance in the influencing revisit intention, with F = 260, p = 0.000. In this case, environmental awareness contributes significantly towards

the prediction of customers' intention to revisit a green resort, with beta 0.61. Therefore, the results confirm that environmental awareness has a positive and significant influence on the revisit intention of green resorts in Malaysia.

Regression analysis concerning perceived value would influence customers' intention to revisit green resorts, with perceived value dimensions functional value, social value, emotional value and epistemic value.

Table 2
Multiple regression analysis for perceived functional value would influence customers' intention to revisit green resorts.

Variables	B	SE B	B	Sig
Functional value	0.61	0.03	0.69**	0.00

Note: R = 0.69; R² = 0.48; F = 417.329 ; Significant level: *p<.05,**p<.01 B = Unstandardized coefficient; SE B= Standard error of coefficient; β = Beta coefficient.

The model of the relationship between the perceived functional value and customers' intention to revisit is p <0.001 which indicates that the perceived functional value significantly influences the customers' intention to revisit the green resorts. The model also reveals that the perceived functional value explains the 0.48 variance in the intention to revisit green resorts. Furthermore, as shown in Table 2, the perceived functional value positively influences the customers' intention to revisit green resorts with β = 0.69.

Table 3
Multiple regression analysis for perceived social value would influence customers' intention to revisit green resorts

Variables	B	SE B	B	Sig
Social value	0.53	0.03	0.57**	0.00

Note: R =0.57;R² = 0.32; F = 219.703; Significant level: *p<.05,**p<.01 B = Unstandardized coefficient; SE B= Standard error of coefficient; β = Beta coefficient

As can be seen from Table 3, this model shows that the perceived social value explains 32% of the total variance of customers' intention to revisit green resorts. It also

indicates that the perceived social value is found to have a positive influence on the customers' intention to revisit a green resort ($\beta = 0.57$).

Table 4
Multiple regression analysis for the perceived epistemic value's Influence on customers' intention to revisit green resorts

Variables	B	SE B	β	Sig
Epistemic value	0.67	0.04	0.64**	0.00

Note: R = 0.64; R² = 0.41; F = 312.543; Significant level: *p<.05, **p<.01 B = Unstandardized coefficient; SE B= Standard error of coefficient; β = Beta coefficient

From Table 4, it can be noted that the model is significant (p = 0.000). The variable perceived epistemic value is found to have a positive influence on customers' intention to revisit green resorts ($\beta = 0.64$). This model indicates that the perceived epistemic value explains 0.41 of the variation in customers' intention to revisit green resorts.

Table 5
Multiple regression analysis for the influence of perceived emotional value on customers' intention to revisit green resorts

Variables	B	SE B	β	Sig
Emotional value	0.24	0.03	0.32**	0.00

Note: R = 0.32; R² = 0.11; F = 53.070; Significant level: *p<.05, **p<.01 B = Unstandardized coefficient; SE B= Standard error of coefficient; β = Beta coefficient

Table 5 shows that emotional value has a positive and significant influence on customers' intention to revisit green resorts, with values of p < 0.001 and $\beta = 0.32$. This model reveals that the perceived emotional value explains only 11% of the total variance of customers' intention, meaning that the positive emotional value for intention to revisit a green resort is higher.

Based on the findings of this research, it can be concluded that there are two factors which influence tourists' intention to revisit green resorts in Malaysia:

environmental awareness and perceived value dimensions (functional, social, emotional and epistemic values).

This result suggests that environmental awareness is crucial in determining the intention to revisit green resorts in Malaysia. Overall, the results provide supportive evidence that environmental awareness contributes significantly to the prediction of customers' intentions to revisit green resorts. The results also indicate that the variable exercising the most influence on the intention to revisit is environmental awareness.

Thus, the findings in this study are in line with the arguments made by Yang and Youngtae (2015), that environmental awareness will positively influence customers' green hotel choices. In the hotel industry, Manaktola and Jauhari (2007) verified that customers with ecological concerns preferred to make eco-friendly purchases. Similar findings have been reported in studies conducted by Millar and Baloglu (2009) who proposed that if potential hotel guests performed eco-friendly activities at home, the level of their involvement with green practices would be high. Han et al. (2010) also stated that customers who practised more eco-friendly activities were more likely to choose green hotels.

The findings from the statistical analysis show that the functional value indicated the most correlation with $R^2 = .480$ and was a high positive contributor with the beta value of $\beta = .690$ ($p < .001$), compared to other sub-dimensions. This result is aligned with the conclusion of Tsay (2010), who stated that customers are becoming more value-oriented; hence, they are willing to pay a higher premium for green products in general. In this context, customers who are prepared to spend more money on green resorts may continue to frequent the same hotel if they have a positive experience. As a result, they will be increasingly loyal to the hotel and the environmental practices the hotel has in place (Graci & Dodds, 2008).

Secondly, social value also showed a significant influence on customers' revisit intention with $R^2 = .320$ and beta value $\beta = .570$ ($p < .001$), thus confirming that social value has a significantly direct influence on revisit intention. Han and Kim (2010), Chen and Peng (2012), Lienet et al. (2012), Teng et al. (2013) and Suki (2013b) affirmed that

social value has an influence on an individual's decision to stay and revisit a green hotel. However, Wang (2004) found exactly the opposite, concluding that social value does not affect the purchase or repurchase of products and services.

Another dimension for perceived value, namely epistemic value, was found to indicate $R^2 = .41$ and $\beta = .64$ ($p < .001$), indicating that epistemic value has a significant direct influence on customers' intention to revisit a green resort. This finding was in-line with previous studies, revealing that epistemic value is one of the core benefits expected from the tourism experience (Williams & Soutar, 2009); the epistemic value of green products, such as product characteristics and product design, significantly influences consumer choice behaviour (Lin & Huang 2012). This can be seen in consumers purchasing products as a result of their familiarity with the brand, their curiosity about a new product or indeed a simple willingness to learn about a new product. In this study, the epistemic value is related to experiencing new and different lifestyles and socio-cultural environments, meeting new people, trying a green product and service, and learning about green resort facilities.

The last dimensions of perceived value, emotional value, also had a great influence on revisit intention, with $R^2 = .11$ and $\beta = .32$ ($p < 0.01$). This finding was in agreement with Sheth et al. (1991), who stated that customers' emotional values can be positive, negative or mixed and vary among individuals according to their distinctive personal and emotional experiences, which impact their purchase decisions. In an eco-friendly context such as a green resort, emotional benefits such as altruism or intrinsic motivations of well-being have proven to be better predictors of eco-friendly activities, including recycling and green consumerism (Barber, 2012; Griskevicius et al., 2010). In this study, the consumers' emotional responses towards their experience while staying at green resorts indicated that they felt excited, surprised, and found a sense of calmness. They derived pleasure and joy from the service they experienced.

In summary, the study has found that overall revisit intention is significantly influenced by environmental awareness, which has the strongest influence on customers' intention to revisit. This also indicates that promoting the positive perceived

value image of the green resort by using good marketing tools will attract customers to revisit.

CONCLUSION

This chapter has explored the influence of environmental awareness on revisiting green resorts, in order to benefit resort managers in designing the green concept resort, and planning marketing strategies by motivating customers to participate in their green programmes. Hotel management should inform customers of their green practices appropriately, and educate them through environmental practices or informational tools such as brochures and exhibitions. This chapter revealed that four key dimensions (functional value, social value, epistemic value and emotional value) related to perceived value encourage customer intention to visit green resorts. This research will benefit practitioners in the hotel industry by assisting managers to understand what attracts guests to visit a green resort. By understanding these issues, resort managers will be better equipped to develop targeted marketing strategies to attract potential guests. For resort operations, it is very important to define customer value, because perceived value is crucial in encouraging customers' recommendation to friends, relatives and others.

THE STUDY'S LIMITATIONS AND DIRECTION FOR FUTURE RESEARCH

This research was an exploratory study that sought to expand our understanding of guests' perceptions of environmental awareness and perceived value based on their experience of staying in green resorts. The results suggest that management should consider how to make guests content with their stay at a green resort. When guests are satisfied with the green services, they become willing to participate in the green programmes. Green programmes may motivate customers by raising awareness of opportunities to save energy and help the environment. Therefore, management needs

to communicate with guests on the social media platform to educate and inform guests about the green programmes.

Despite the meaningful findings, this research has several limitations. It is limited to analyzing only three Malaysian green hotels recognized by the ASEAN Green Hotel Award 2016-2018 at the ASEAN Tourism Forum held in Manila, Philippines. Future research might investigate the relationships proposed in this study to see if they would be applicable to other countries and other sectors.

As an exploratory study, this research was limited to guests who had stayed in a green resort. It did not directly compare the difference between the experienced guests and guests' online reviews. Thus, future survey-based research needs to consider comparing the experiences of guests who had negative or positive experience postings about the green resort practices, and also how their impressions changed after receiving management responses on social media.

Nowadays, hotel guests can freely share their ideas through social media, and their favourable green intentions and positive word of mouth will affect and increase profits in the hotel industry (Han et al., 2009). A green resort should pay attention to guests' comments and provide feedback on them. Guests can learn about green practices before they come to a resort and will have a positive image of such practices. An effective way to communicate with guests is to comment on customers' feedback through social media. This can be an effective informational tool, as well as an effective form of advertisement on social media. According to a survey by TripAdvisor (2014b), 74% of travellers' posted useful information about their experiences to share with others; 84% agreed that appropriate management responses to negative reviews would improve their impressions of resorts.

**LA INFLUENCIA DE LOS FACTORES AMBIENTALES Y LA TEORIA DEL VALOR PERCIBIDO
COMO FACTOR DE REPETICION DE VISITA: UN ESTUDIO BASADO EN LOS RESORT
ECOLOGICOS EN MALASIA**

RESUMEN

El resorte ecológico se ha transformado en una palabra extendida en turismo y hospitalidad para Malasia. Dicho efecto no sólo se ha dado debido a la acreciente consciencia pública sobre lo ecológico sino debido al interes de los turistas por formas de consumo que no dañan los recursos comunes. Este trabajo discute la influencia de la consciencia ambiental y el valor de percibido de producción con el objetivo de mensurar las probabilidades para que un destino se revisitado mas de una vez. Siguiendo métodos de regresión, los resultados confirman que existen interesantes posibilidades de visita a resort que se encuentran ecológicamente ambientados. Los resultados fueron controlados acorde a una muestra de 450 turistas en tres resorts en Pulau Langkawi y Pulau Pinang, Malasia.

PALABRAS CLAVE: CONSCIENCIA AMBIENTAL. VALOR PERCIBIDO. INTENCIÓN DE VISITA. POSTURA ECOLÓGICA. VALOR DE PRODUCTO PERCIBIDO.

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