



“Gheorghe Asachi” Technical University of Iasi, Romania



ENVIRONMENTAL RESPONSIBILITY AMONG SMEs IN THE HOSPITALITY INDUSTRY: PERFORMANCE IMPLICATIONS

Angela González-Moreno*, Cristina Díaz-García, Francisco José Saez-Martinez

Department of Business Administration, Faculty of Economics, University of Castilla-La Mancha, Albacete, Spain

Abstract

There is an increasing social and political awareness of the importance of the development of an environmental responsibility orientation among firms. However, despite a growing interest of environmental management research in Hospitality Industry in the last decade, there are still relevant topics that have not received sufficient attention yet. Research tends to focus on large companies almost neglecting Small and Medium-sized enterprises. Based on evidence from “The Eurobarometer 381 Survey on SMEs, Resource Efficiency and Green Markets” the authors analyse the environmental responsibility of European SMEs operating in the Hospitality Industry in Spain, studying their compliance with environmental legislation and how several environmental management practices can lead to better performance in this industry. The findings show that having an environmental responsibility orientation has a positive and significant effect on sales growth in this industry. That is, those SMEs that go beyond environmental legislation and consider environmental concerns among their objectives have a higher increase in sales.

Key words: environmental responsibility, hospitality industry, performance, SME

Received: September, 2015; Revised final: June, 2016; Accepted: June, 2016

* Author to whom all correspondence should be addressed: e-mail: Angela.Gonzalez@uclm.es