



"Gheorghe Asachi" Technical University of Iasi, Romania



AN ANALYSIS OF ENVIRONMENTAL PROACTIVITY AND ITS DETERMINANTS IN THE HOTEL INDUSTRY

José-Luis Sánchez-Ollero^{1*}, Miriam Ons Cappa¹, Eladio Febrero-Paños²

¹*University of Malaga, Faculty of Tourism, Department of Applied Economics, C/ Leon Tolstoi, n° 4, 29071, Málaga, Spain*

²*University of Castilla-La Mancha, Faculty of Social Sciences, 44 Avda. de los Alfares, 16071 Cuenca, Spain*

Abstract

The economic literature provides ample evidence that tourism makes intensive use of land both as a product and as a production factor. However, what is now known as mass tourism was developed in a setting in which respect for the environment among businesses and consumers was conspicuous by its absence. This situation has recently changed as consumers increasingly demand sustainable tourism products and require companies to respect specific environmental commitments. How companies manage this new situation will depend to a large measure on their economic performance and corporate survival strategies. The aim of this study was to determine the conditions under which a hotel company could be considered to apply proactive environmental management strategies or not, using a logit model. The descriptive results suggest that only 26% of the hotels in the sample could be considered proactive, the majority of which were four-star or five-star, part of a hotel chain, and located in the inland of a province. On the other hand, the variables that increase the likelihood that hotels are considered environmentally proactive are associated with the hotel category, belonging to a chain hotel, average hotel occupancy, and labour productivity rate.

Key words: Andalusia, environmental proactivity, hotel industry, logit model, sustainability

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* Author to whom all correspondence should be addressed: e-mail: jlsanchez@uma.es; Phone: +34 952137315; Fax: +34 952136616