



“Gheorghe Asachi” Technical University of Iasi, Romania



EFFECT OF ENVIRONMENTAL ACTIVITIES WITHIN THE FRAME OF CORPORATE RESPONSIBILITY IN HOTEL ESTABLISHMENTS

Beatriz Palacios-Florencio¹, Mario Castellanos-Verdugo², Isabel María Rosa-Díaz^{3*}

*¹University of Pablo de Olavide, Department of Business Organization and Marketing,
Faculty of Business Studies, Carretera Utrera, Km.1, 41013, Seville*

*²University of Seville, Department of Business Administration and Commercialization and Marketing, Faculty of Tourism and
Finance, Av. San Francisco Javier s/n 41018 Seville*

*³University of Seville, Department of Business Administration and Commercialization and Marketing, Faculty of Economic
Science and Business Studies, Avda. Ramón y Cajal N° 1 - 41018 Seville*

Abstract

This paper seeks to empirically examine the relationship between Environmental Activities (EA) included as part of Corporate Responsibility (CR), and corporate image, loyalty, and trust in the hotel sector. It also examines the impact of image on trust, and the impact of trust on loyalty. Data were collected from a sample of 134 customers of four four-star international hotels. The data were processed with PLS-Graph software, using structural equations to test the hypotheses. The findings reveal that EA has a significant and positive relationship with corporate image and customer trust. Although the results indicate that the relationship between EA and loyalty is not significant and positive, EA indirectly influences loyalty through trust. The results suggest that managers should inform the public of their EA practices, which would encourage greater trust in the establishment and, by extension, increase customers' loyalty. This study addresses an identified need to further examine the relationship between EA and image, trust, and loyalty. It also contributes to corporate hotel research by broadening the conceptualization of the EA construct. The study contributes to the hotel sector literature by examining the perception of international customers.

Key words: customer perceptions, environmental activities, hotel sector, PLS

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

* Author to whom all correspondence should be addressed: e-mail: imrosa@us.es; Phone: +34 954-556133