



**Eco-Friendly Practices in Certified Green Hotels in Phuket:
A Case Study of Russian Tourists**

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**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of
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| ชื่อวิทยานิพนธ์ | การปฏิบัติที่เป็นมิตรกับสิ่งแวดล้อมของ โรงแรมที่ผ่านการรับรองว่าเป็นมิตรกับสิ่งแวดล้อมในภูเก็ต: กรณีศึกษานักท่องเที่ยวชาวรัสเซีย |
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บทคัดย่อ

การศึกษานี้เป็นการวิเคราะห์แนวทางการรับรองตามระบบการจัดการสิ่งแวดล้อมตามมาตรฐานใบไม้เขียวของ โรงแรมในจังหวัดภูเก็ต รวมทั้งศึกษาการรับรู้ของลูกค้าและผู้บริหารของ โรงแรมถึงความสำคัญของการใช้แนวทางปฏิบัติที่เป็นมิตรกับสิ่งแวดล้อม สำหรับใช้เป็นแนวทางในการจัดการสิ่งแวดล้อมเพื่อเป้าหมายสูงสุดในการลดผลกระทบ และปรับปรุงคุณภาพสิ่งแวดล้อมของจังหวัดภูเก็ต ผู้วิจัยใช้วิธีการวิจัยเชิงคุณภาพโดยการสุ่มตัวอย่าง โรงแรมแบบเฉพาะเจาะจง ด้วยคำถามปลายเปิดและการสัมภาษณ์แบบกึ่งโครงสร้าง เพื่อศึกษา โรงแรมที่ผ่านการรับรองมาตรฐานใบไม้เขียว นอกจากนี้ผู้วิจัยใช้ระเบียบวิธีวิจัยเชิงคุณภาพเพื่อ สอบถามการรับรู้ในกลุ่มลูกค้าโรงแรมดังกล่าว สำหรับการศึกษากลุ่มผู้เข้าใช้บริการของ โรงแรม การศึกษานี้คัดเลือกเฉพาะนักท่องเที่ยวชาวรัสเซียที่เข้าพักอย่างน้อย 1 คืน ณ โรงแรมที่ได้รับการรับรอง เพื่อศึกษาถึงความตระหนักด้านสิ่งแวดล้อม และการตอบสนองของลูกค้าของ โรงแรม

ผลจากการสำรวจกลุ่มผู้บริหาร โรงแรม การศึกษานี้พบว่าปัญหาหลักที่เกิดขึ้นในการดำเนินงาน และการใช้แนวปฏิบัติที่เป็นมิตรกับสิ่งแวดล้อม คือทัศนคติของพนักงาน ค่าใช้จ่ายในการดำเนินการ รวมถึงการขาดความตระหนักของลูกค้า แต่พบว่าการมีส่วนร่วมในกิจกรรมด้านสิ่งแวดล้อมจากหน่วยงานภายนอกนั้นมีแนวโน้มดีขึ้น โดยมีกลุ่มโรงแรมหลายแห่ง ประสบความสำเร็จในการร่วมมือกับหน่วยงานรัฐบาลและหน่วยงานภายนอกในการจัดกิจกรรม ด้านสิ่งแวดล้อม

ความสนใจในการปฏิบัติของกลุ่มลูกค้าชาวรัสเซียใน โรงแรมที่เป็นมิตรกับสิ่งแวดล้อม รวมถึง ความตระหนักต่อการรักษาสิ่งแวดล้อม การศึกษายังคงพบว่ามีกลุ่มลูกค้าจำนวนมากไม่ได้ ใช้แนวปฏิบัติที่เป็นมิตรกับสิ่งแวดล้อม และปัจจัยที่สำคัญที่มีอิทธิพลต่อการตัดสินใจของกลุ่ม ลูกค้าในการเข้าพักในโรงแรมที่ได้รับการรับรองมาตรฐานการรักษาสิ่งแวดล้อม คือ ราคา การขาดความ เข้าใจต่อข้อแนวทางการปฏิบัติของ โรงแรมตามมาตรฐานสิ่งแวดล้อม รวมถึงนโยบายที่เป็นมิตร กับสิ่งแวดล้อมของ โรงแรมเป็นอีกอุปสรรคที่ต้องได้รับการแก้ไข

คำสำคัญ: การปฏิบัติที่เป็นมิตรกับสิ่งแวดล้อม, ใบไม้สีเขียว, โรงแรมที่ผ่านการรับรองว่าเป็นมิตร กับสิ่งแวดล้อม, นักท่องเที่ยวชาวรัสเซีย, พฤติกรรมที่เป็นมิตรกับสิ่งแวดล้อม, ภูเก็ต

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ABSTRACT

This study examines the approach of certified, in accordance with the Green Globe and Green Leaf systems, hotels in Phuket to implement environmental management practices, as well as the perception of the importance of using green practices for both hotel guests and hotel managers, with the ultimate goal of reducing the negative effects and improving the quality of the environment of Phuket and the ecology as a whole.

Data collection was carried out using a qualitative research method. Quality research with a targeted sampling method was used for hotels, open-ended questions and semi-structured interviews were conducted to study the experience of hotels that have certificates of environmental funds and apply green practices. Also, a quality method has been applied to hotel guests. For the study, only Russian tourists who stayed at least 1 night in a certified hotel were selected. For the convenience of the guests, the method of selective research was used. These interviews were conducted to examine the environmental awareness and responsiveness of hotel guests.

The main internal problems in the implementation and use of green practices were the attitude of employees and expenses, as well as the lack of tourist awareness, while there was a tendency to more active participation in the external environmental events. Many hotels demonstrated their achievements in cooperation with the government and society aimed at external overall activity and concern for the environment.

A high interest in green practices and environmental awareness among Russian tourists was also noted. But there were a number of problems for which people do not apply green practices. The most important factor influencing the decision-making by tourists about staying in green hotels was the price, not the environmental friendliness and eco-activity of the hotels. The second important factor is the inability to obtain information on the provided green practices and

the hotel's green policies. If hotels would more actively inform consumers about their environmental activities, the number of interested practitioners would be greater.

Keywords: Green Practices, Green Certificates, Certified Green Hotels, Russian Tourists,
Eco-Friendly Behavior, Phuket

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CHAPTER 1

INTRODUCTION

1.1 Background

Nowadays the tourism industry is developing more rapidly than any other industry. Travel and Tourism are the largest economic sector. According to the annual report of World Travel & Tourism Council, this sector accounts for 319 million jobs, representing 10% of total employment in 2018, as well as 10.4% of global GDP (Wttc.org, 2019).

Moreover, it is projected that by 2029 Travel & Tourism will provide 420,659,000 jobs (representing 11.7% of total global employment), an increase of 2.5% per year over this period. Also in 2019, visitors are expected to grow by 4.0%, and thus the world will attract 1,484,910,000 international tourists. It is predicted that by 2029 the number of international tourists will reach 2,196,090,000, which will bring 2,483.9 billion US dollars, an increase of 3.8% per year (Wttc.org, 2019).

The most significant sector in the tourism industry is the hotel sector. It brings the greatest income, but at the same time the greatest harm to the environment. There are three main environmental problems that arise as a result of this activity (Das & Chatterjee, 2015) :

- excess waste
- excessive use of energy
- overuse of water

For fair, the movement for environmental protection is becoming more and more popular. People change their habits and lifestyle for the sake of concern for the environment. Hotels are also involved in this process and try as far as possible to comply with the concept of “green hotel” (Font X., 2002). Today, many hotels add the prefix "eco" or word "green" to stand out among the many hotels and attract more tourists. But not all hotels can really be called "green". There are just over a hundred truly eco-friendly hotels in the world (Das & Chatterjee, 2015) and only 49 green hotels in whole Asian region according with Green Globe certification system (Green Globe, 2019).

In point of fact truly green hotel should use alternative or renewable energy sources, such as solar panels, equipment for collecting and filtering rainwater, offer of

organically-grown food and non-smoking policies, use of xeric gardening methods, etc. Usually such hotels are located in protected areas or parks. They are built from environmentally friendly materials and etc. (Wang R., 2012).

The first green hotels originated in Europe and the USA. And today they have the best eco-technology. For example, they extract water from mountain sources and have environmental water purifiers. They also have established the use of "gray" water. This is a drain from showers and sinks, which is being cleaned and this water is used to replenish ponds or as water for irrigation. And in regions with a good level of winds, many hotels install wind turbines (Font, 2002).

In the United States and Europe, it is customary to confer quality labels — environmental awards — on hotels that take care of the environment. The hotel can receive these awards only after the certification procedure, during which it must prove its compliance with specified criteria (Greentravelerguides.com, 2018). For example, a very well-known certification system is the Green Globe system.

Green Globe provides training, marketing and certification services in 83 countries. It was founded in Los Angeles, California. Green Globe is represented in more than 90 countries and provides a truly international membership that maintains the highest standards of sustainability in the field of green tourism. Today Green Globe is the best certification company in the field of environmental responsibility. The brand and its related programs have great prospects, as the world increasingly takes into account the need to ensure environmental sustainability and respond to global climate change as core values (Green Globe, 2019). In addition to the Green Globe international certification program, Thailand has its own foundation, Green Leaf. It is obvious that the hotel industry in Thailand is paying more and more attention to the environment, as it is aware of its impact on the business. Many of the hotels are already taking initiatives to carry out operations that are less harmful to the environment, from the creation of waste management systems to energy and water conservation campaigns and even volunteer beach cleaning. And this fund helps to raise awareness on this issue among hoteliers, motivate people to preserve nature and at the same time preserve the financial resources of the business (German.hotelthailand.com, 2019). Thus, today obtaining an international certificate is one the most primary goals for hotels. But in order to have successful green hotel, it is not enough to have

only certificates and use eco-practices, it must be considered the willingness of tourists to support it. Exactly such a deeper understanding of green policies among consumers can lead to the development of increasingly effective and efficient green practices and initiatives (Han et al., 2011).

1.2 Phuket's Hotel Industry and Its Environmental Management

For many centuries, Phuket was considered a well-developed province of Thailand due to the presence of such natural resources as tin, rubber, oil palm. Later tourism appeared here. Over the past decades, Phuket has gained an economic advantage over other provinces precisely thanks to the rapid growth of international tourism. First of all, it attracts tourists due to the large number of beaches and tourist areas, respectively. Figure 1.1 shows the number of beaches which located in Phuket.

Figure 1.1 Phuket Island Map



Source: World-guides.com, 2020

Indeed, there are crowded beaches, hotels, shopping malls, numerous bars, clubs were appeared here. Along with the influx of tourists, the need for more intensive care for the

environment began to appear. Thus in the midst of this dense and congested environment, green tourism and an environmentally responsible lifestyle were gaining more and more popularity. In general, this trend originated in the late 1980s. There were several initiators who decided to introduce green tourism in Phuket. They began to offer tourists various green excursions to explore the amazing nature of Phuket. These independent ecotourism operators have begun to offer a range of nature-oriented activities aimed at providing conventional tourists with brief glimpses into the natural environments of Phuket (Kontogeorgopoulos N., 2004).

In 1989, an American expatriate named John Gray, together with two Thai partners, founded Sea Canoe, the first marine ecotourism company in southern Thailand. Sea canoe made day trips in sea kayaks to Ao Phang Nga, where tourists were brought on board "escort boats" to several small islands (Kontogeorgopoulos, 2005). Later, his company received several international environmental awards, and the idea of developing eco-tourism in Phuket gained its popularity.

But mass tourism has skyrocketed every year. This made it the richest province in southern Thailand and allowed it to enter the top ten in the whole country (Kontogeorgopoulos, 2005). Today, Phuket has become one of the popular holiday destinations not only in Thailand or in Southeast Asia, but in the world as a whole. This leads even compared to many European tourist cities. For example, Columbus Direct (award-winning travel insurance company with 30 years of experience) conducted a research in which it studied the number of visitors in the most popular places in the world. This study showed that Phuket is visited by more than 9 million visitors a year and takes 1st place in rating. Thailand's largest island has ten times more tourists per square mile (5090 tourists per square mile) than Barcelona, Spain or Paris, France (Columbusdirect.com, 2020).

As a result of such mass tourism, Phuket continues to face with environmental problems such as lack of water, air pollution, and excess garbage. The amount of Phuket waste generated is growing exponentially every year. So, according to the mayor of Phuket, Somjai Suwansupana, the average monthly amount of waste generated from October 2017 to September 2018 amounted to about 925 tons (Phuket, 2020). And just six months after this announcement, the amount of waste reached 1000 tons (Com T., 2020).

This is a very serious problem but Phuket is trying to deal with environmental issues. And if earlier only a group of initiators was concerned about green tourism and environmental awareness, today more and more people from different social strata see the need for this and begin to take green actions. There are more and more green measures are being taken to clean the island, starting with volunteer cleaning of streets or beaches from debris and ending with government events and laws aimed at preserving and improving the environment. For example, on September 23, 2019, in connection with the monsoons and the increased amount of garbage thrown out from the sea, a massive cleaning of Patong Beach was carried out. During this environmental campaign, more than 2 tons of garbage was collected. "In just two hours in the morning, we collected more than 2000 kg, while garbage was still washed to the beach"- Patong Municipality Chief of Sanitation said (Com, 2020).

In addition to the population and government, hoteliers are also striving to preserve nature through the formation of green policies in business. They are trying to become "greener" and the use of various green practices to improve their work, attract tourists and care for the environment. To confirm their attitude towards environmental awareness, hotels are trying not only to apply green practices, but also to comply with all the necessary requirements that are established in international organizations. Such compliance with the requirements put forward allows hotels to receive green certificates, which is direct evidence of their green activity.

As a rule, not all hotels can afford to apply green practices and become members of international green organizations. Usually this is done by large chain or independent five-star hotels. Tourists who choose certified hotels for holidays, as well as "green" tourists who consciously go to such resorts want to spend time with the benefit of their health and the environment. Accordingly, such tourists are willing to pay more, which has a positive effect on the country's economy, since this money can be spent on improving the environment.

In order to protect and reduce the environmental impact in Phuket for the sustainability of the island, the entire concerned sector should consider and pay serious attention to environmental management. The purpose of this study is to study the role of the hotel business in environmental green management, relevant programs and activities aimed at reducing the negative impact, problems and restrictions in the implementation of green practices in hotels, as

well as to clarify the perception of this activity on both sides - managers of certified hotels and Russian tourists as one of the main nationalities visiting Phuket.

1.3 Research questions

1. What are the green practices being current adopted in certified hotels located in Phuket?
2. How do Russian tourists react on these practices?
3. How ready are they to support green certified hotels?

1.4 Research objectives

1. To investigate the green eco-friendly practices in certified hotels located in Phuket.
2. To examine the Russian customers' willingness to support green practices in certified hotels

1.5 Significance of Study

This study examines the role and actions of the hotel business in the development of environmental sustainability, analyzes the green programs and practices used in certified hotels.

In Thailand, several studies have been carried out in accordance with the environment, but just a little researches have been conducted regarding the operation of certified green hotels located in Phuket.

Also, for the successful operation of a green hotel, the introduction of green practices, bringing benefits to the environment and attracting tourists, it is necessary to have consumers interested in this. And since Russians take second place after Chinese tourists in terms of the number of arrivals in Thailand, it is interesting to consider how Russian tourists relate to the green lifestyle, their attitude to green tourism in Phuket and their willingness to support this. Moreover, there are no researches which analyze the attitude of Russian tourists although they are one of the main national segments among all vacationers who come to Phuket. Thus, this study will help fill the gap in the literature.

Equally important, the topic of environmental pollution in Russia is very relevant (Eco Portal, 2019). Today, the issue of the global environmental crisis worries nearly 95% of Russians and more than half of the citizens of the Russian Federation assess their place of residence as environmentally polluted and dysfunctional (VTsIOM, Russian Higher School of Economics, 2019). Thus, it is assumed that Russians will be interested in green practices used in the hotel industry and Russian tourists as the main national tourism segment on the island are of great importance for the development, implementation and application of green practices in hotel operations. Therefore, it is important to consider and study their attitude to this and their desire to develop and support eco-friendly practices in Phuket.

So this study was aimed at identifying problems encountered during the implementation and use of eco-friendly practices at the hotel, as well as this paper were aimed at obtaining a qualitative in-depth analysis of the attitude of Russians to this and their further desire to support green tourism. The results of this study can be important key points for improving the implementation and use of environmentally friendly methods in certified hotels. In addition, the results can be used to support governmental and environmental organizations in the development of various plans for the implementation of green programs in the hotel industry.

1.6 Scope of the Study

1.6.1 Area of Research

Focusing on green practices in certified hotels, according to Green Globe and Green Leaf certification systems. And also Russian tourists were selected to conduct a qualitative study, since it was the Russians who became the first non-Asian tourism market in Phuket and in general in Thailand. In 2018, 906,454 Russian tourists arrived in Phuket, which ranks second place after Chinese tourists (3,078,317 people) (Mots.go.th, 2020). Those Russian tourists were interviewed who stayed at least one night in one of the selected certified hotels to determine their awareness and desire to support green tourism in Phuket.

1.6.2 Scope of Time

Interviews with certified hotel managers were collected from October 2019 to January 2020. And also semi-structured interviews with Russian tourists who had a rest in certified green hotels were conducted from November 2019 to February 2020.

1.6.3 Scope of Geography

For hotels, the distribution of semi-structured interviews was carried out in green hotels which have Green Globe or Green Leaf certificate, located in Phuket.

Russian tourists who lived in selected certified hotels were interviewed at these hotels.

1.6.4 Scope of Demography

A semi-structured interview was conducted with 10 hotel managers responsible for environmental management at the hotel, this may be Human Resource Manager, Sales Manager, Corporate Social Responsibility Manager, Green Project Manager and Front Desk Manager.

22 Russian tourists were interviewed who stayed at least one night in selected certified green hotels located in Phuket.

1.7 Definition of Key Terms

1.7.1 Eco-Friendly Behavior:

Eco-friendly behavior (also referred to as green behavior/action or environmentally responsible behavior) occurs when a person seeks to minimize his/her harmful effects on the environment and otherwise contribute to environmental protection (Dolnicar, Crouch & Long, 2008).

1.7.2 Environment:

The natural world in which people, animals and plants live (Oxford dictionary, 2020).

1.7.3 Environmental Management System (EMS):

These management tools were chosen by organizations in order to work and organize the possible implementation of environmental protection measures. The EMC procedure classifies all relevant activities in terms of environmental performance, such as documentation, monitoring, evaluation and communication. EMS is one of the significant factors in the management system (Srinivas H., 2010).

Thus, the introduction of EMS provides effective leadership for companies while creating, developing and revising business practices in terms of both corporate and environmental goals (Hui, Chan & Pun, 2001).

1.7.4 Green Human Resource Management (GHRM):

In the context of environmental protection, Human Resource Management (HRM) can contribute to the successful development and implementation of environmental management by harmonizing practices such as selection, performance assessment and training with environmental goals. Thus, there is a growing need to integrate green concepts into HRM, referred to as “Green Human Resource Management (GHRM)” (Jabbour C., 2016).

GHRM differs from regular HRM in that it reflects the company's focus on environmental protection and includes a series of specific HRM practices that focus on fragility of ecosystems and environmental impacts of companies' economic activities. Also, GHRM may be more beneficial for external stakeholders, while general personnel management methods are mainly focused on increasing the effectiveness or profit of the organization. GHRM encourages employees to be committed to environmental activities, which can increase their sense of belonging and pride by motivating them to work. Thus, these environmentally friendly methods can help the company build a reputation, reduce pressure from stakeholders and benefit future generations (Tang, Chen, Jiang & Paille, 2018).

1.7.5 Green:

Connected with the protection of the environment; supporting the protection of the environment as a political principle (Oxford dictionary, 2020).

1.7.6 Green Events:

Green events mean increasing economic and environmental efficiency by minimizing the use of resources and reducing the amount of waste generated as a result of activities. It can be like ordinary events, for example, a monthly meeting of the Department, the opening of a gallery of fine arts, a small conference or meeting that are planned in an environmentally responsible manner (for example, replacing plastic with natural materials - bamboo or paper utensils, water in glass bottles and so on), as well as measures aimed at preserving and improving the environment (cleaning beaches, putting out forest fires, mass planting of trees) (Laing & Frost, 2010).

1.7.7 Green Globe:

Nowadays, enterprises in all sectors require certification to provide independent assurance that their enterprises operate sustainably. For more than two decades, Green Globe has been providing sustainability certification for the various sectors that make up the international travel and tourism industry. The Green Globe International Standard for Sustainable Development has been applied to a wide range of businesses, from accommodation and hospitality to transport and travel operators, conference venues and meeting planners, as well as management and public relations firms.

Green Globe operates in more than 80 countries. Green Globe consultants and independent auditors have experience working with various enterprises and are able to cover the scope of the company and guide the efficient process through certification compliance (Green Globe, 2020).

1.7.8 Green Hotel:

Green Hotel is an environmentally friendly housing that establishes and follows environmentally sound programs/practices (for example, saving water and energy, reducing solid waste and lowering costs) to help protect our planet (Han, Hsu & Sheu, 2010).

1.7.9 Green Leaf:

The Green Leaf Foundation was officially founded and registered on March 17, 1998. The Green Leaf program for hotels under the Green Leaf Foundation is the first step in developing an environmental quality for the tourism industry. The Green Leaf Foundation motivates, rewards and believes in the efforts of hotel owners, operators and their business partners to work together to improve environmental quality management for the prosperity and sustainability of the industry and the country (Green Leaf, 2020).

1.7.10 Green Practices:

This is any practice or action aimed at reducing the negative impact on the environment (Berezan, Raab & Yoo, 2013).

1.7.11 Green Tourism:

Green tourism is tourism that takes into account the needs of the environment, local residents, businesses and visitors; now and in the future. It is relevant to any tourism

business, large or small, rural or urban, regardless of whether it focuses on ecotourism, business tourism or any other tourism niche market. (Seraphin & Nolan, 2018).

1.7.12 Waste Management:

Solid waste management is defined as the discipline associated with the control of the production, storage, collection, transportation, transfer, treatment and disposal of solid waste in a way that best addresses public health, conservation, economics, aesthetics, engineering and other environmental considerations. Solid waste management is something that almost every city government provides to its residents. Although service levels, environmental impacts and costs vary widely, solid waste management is arguably the most important municipal service and a prerequisite for other municipal activities (Hoorweg & Bhada-Tata, 2012).

CHAPTER 2

LITERATURE REVIEW

After viewing the literature, the main arguments are systemized along four distinct categories that show the role of ecotourism and the reasons for its development, also consider hotels which use eco-practices, find out what green practices exist in the Phuket hotel business, how Russian tourists react to this: do they want to spend time in an eco-hotel? Will they support this direction? Are they willing to pay for it?

2.1 The green tourism and certifications

2.1.1 Green tourism prerequisites

The recent advent of green tourism in the world has contributed to a change, or at least an improvement, in the global tourism industry (Kontogeorgopoulos, 2005). Nowadays this is the most rapidly developing destination in tourism. First of all, this is due to environmental pollution. Modern society has serious problems with ecology, which is why both nature and people suffer. Atmospheric pollution occurs primarily as a result of the combustion of mineral fuels. The main atmospheric pollutants are oxides of carbon, sulfur and nitrogen. The annual admission to the atmosphere of oily gas is estimated at 100-150 million tons. The consequences of the emission of oily gas include acid rain, which causes great damage to the plant and animal world, reduces crop yields, destroys buildings, architectural monuments, and adversely affects people's health. Therefore, people need to start caring for the environment. Many works are devoted to this topic, especially the works of Sharpley and Tunney (2000), Little Flower (2006), Jorgenson and Riley (2012), Mashhood and Ghouri (2011). All authors talk about the damage that man inflicts on nature, and everyone is trying to convey the main idea that our task is not only to preserve what is left, but to increase the natural wealth.

It is commonly known, tourism causes great damage to nature. Critics believe that tourism development is a self-destructive phenomenon that ultimately destroys the environment. First of all, the danger is the tourists themselves. Along with the rapid development of tourism, environmental problems such as increasing noise, deteriorating air quality, water pollution and the rapid loss of biodiversity, such as the destruction of coral reefs, etc., are also

growing here. All this leads to the depletion of nature (Das & Chatterjee, 2015). For example, as a result of the rapid growth of tourism in Goa, India, developers at one time built a large number of hotels. After these hotels began to produce up to 66,000 gallons of water per day from wells and other local sources. Many of the wells and rivers on which the community relied have dried up. And this kind of problem is found in many areas where tourism is limited by natural resources (Alexander & Kennedy, 2002).

Given these facts, there is a sharp increase in the need to create an eco-industry – green tourism. (Reimer and Walter, 2013) And now many hotels are trying to become more eco-friendly (Hultman, Kazeminia & Ghasemi, 2015). To do this, they have to radically change their work, namely, switch to renewable energy, pay for new eco-transport (such as bicycles and build separate bike paths for their consumers), build hotels from ecologically clean materials and develop environmental infrastructure, such as walking paths, vacation spots, camps and observation platforms and so on (Pan et al., 2018).

2.1.2 CSR (Corporate Social Responsibility)

Along with intentions to open green hotels and take care of the environment, Corporate Social Responsibility (CSR) arose. CSR is a subject of growing interest among scientists and practitioners. CSR applies to both philosophy and policies that benefit the economy, society, and the environment; CSR is based on the idea that companies have broader responsibilities outside the realm of trade (Henderson J., 2007).

Indeed, the tourism business pays increasing importance to the environmental, social and economic consequences of its own activities, especially given the urgent environmental protection problem today. That is why the development of CSR in the tourism industry is becoming one of the most important trends in the global tourism industry. People working in this field try to bear responsibility for this and are constantly developing various concepts, practices, strategies focused on the environment, the economy, and society (Kokorev P., 2010).

2.1.3 EMS (Environmental Management System)

Despite this, many hotels try to use Environmental Management System (EMS). EMS means goal or vision that seeking to achieve new outlooks. The main goals of EMS are pollution prevention; compliance with regulatory standards and, ideally, going beyond the initial

goals set forth in the company's environmental policy; cost control based on energy and material savings (Sloan et al., 2013).

In addition, the level of competence and awareness of personnel, as well as the fulfillment of tasks that may subsequently have a significant impact on the environment, is a key indicator within the EMS framework (Iraldo, Testa & Frey, 2009). Elements of the EMS program strictly require that all processes be planned, developed, implemented and analyzed focusing on the environmental situation. Thus, the key benefits achieved include not only improving the quality of the environment, but also the following four business benefits, namely: "increasing customer loyalty", "increasing profitability", "improving the image of the company" and "promoting staff morale". To achieve these four benefits, different organizations apply different strategies or activities (Hui, Chan & Pun, 2001).

2.1.4 Green certificate system

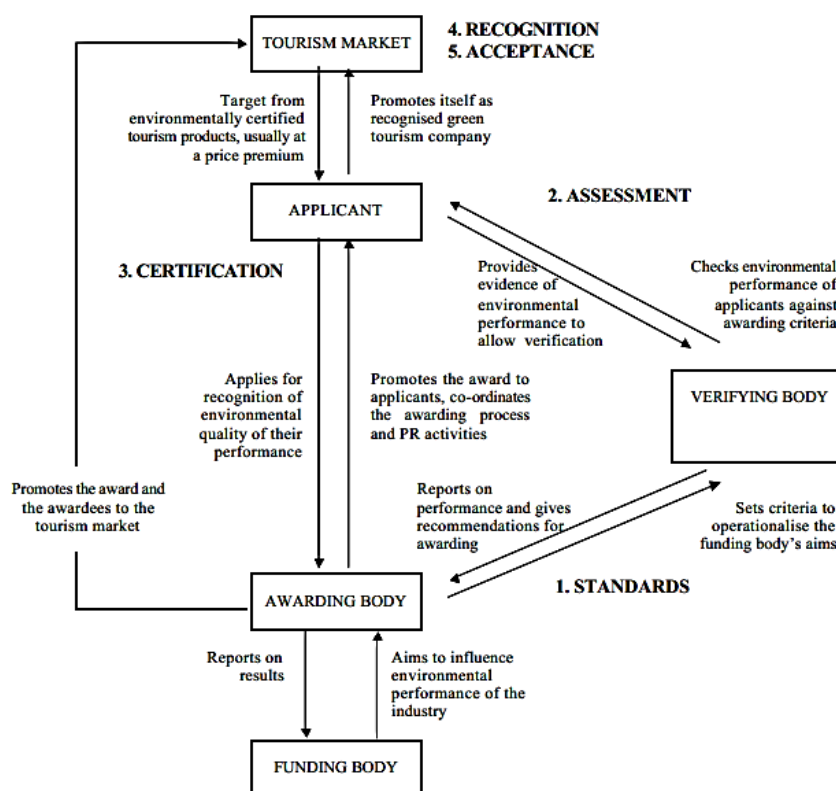
Also, many green hotels seek to officially confirm their eco-friendly policy. There are various international certifications and labels for this. Nowadays it is known more than 100 eco-labels for tourism, hospitality and green tourism, many of which overlap in sectors and geographic coverage since the mid-eighties, but mostly these companies developed in the nineties (Font & Buckley, 2001).

Most of these eco-labels are developed in the same way. First, the financing company seeks to influence the environmental performance of the business as a whole, but usually it is some specific area of the industry that has been identified as problematic. For this reason, he enters into an agreement with a team or company that will act as a contract award body based on an aid grant to cover planning and management expenses. This award body usually has experience in project management, marketing and lobbying, as well as experts on label or field criteria that are looking to change. A contract is then concluded with an external review body to prepare a detailed description of the criteria for labeling and to develop guidelines to verify that the applicant meets the criteria. Applicants typically pay a fee that covers the costs of screening, but since screening is quite expensive and most candidates still see only a limited competitive advantage for environmental labeling, the fee cannot cover the cost of the award (Font, 2002).

After the verification method is agreed upon, the authorized body approves the receipt of environmental labels for applicants in order to create a critical mass that provides

economies of scale during the verification process and which can be reliably presented in the tourism market. Environmental labeling goals are usually aimed at improving the environmental performance of applicants; the means by which this can be achieved. Schematically, environmental labeling looks like this, and consists of five stages: setting standards, conducting an assessment, certification of this assessment, accreditation of certification, recognition of the value of the certificate and acceptance.

Figure 2.1 The players in tourism ecolabels.



Source: Font (2002)

Nowadays there are a lot of international certification program but just eight is the most popular. The most famous of all founds which can award hotels is Green Globe. The World Travel and Tourism Council (WTTC) established the Green Globe in 1993 and is world leading certification. Green Globe's worldwide network is recognized in 187 countries (Globe, 1998).

Its goals are to:

- take care of introducing environmental responsibility in the entire tourism industry, including suppliers and customers;

- encourage the active participation of all companies of all sizes and sectors;
- provide people with an understanding of the benefits of the link between environmental and business practices;
- present annual awards
- create projects aimed at training and providing consulting services;
- organize consumer awareness events. (Harris, Griffin & Williams, 2003).

Applicable factors vary depending on geographical location, type of certification and local factors. Experts check and update the entire Green Globe standard twice a year. Today, the Green Globe standard is available to all Green Globe members and includes: a complete set of indicators for sustainability criteria; certification policies and procedures; and recommendations for auditors. Thus, hotels are evaluated according to several criteria:

1. Sustainable management

Experts evaluate how the business has implemented a long-term sustainable development management system, whether it is consistent with its reality and scale, and whether it takes into account environmental, social culture, quality, health and safety issues. Also, how clearly does the business comply with all relevant international or local laws and regulations (including, in particular, aspects of health, safety, labor and the environment). Much attention is paid to how staff training is conducted, as well as how satisfied consumers are, whether the hotel informs the guests sufficiently about the natural environment, local culture and cultural heritage, how accurate the advertising materials are and complete and whether they promise more than the business can provide. After that, the design of the facility is evaluated, namely, whether the business complies with local legislation on land allocation and land rights, as well as local zoning and protected areas requirements.

2. Social and economic sector

This certification system is required to evaluate how actively the applicant supports initiatives to develop social and infrastructural communities, including education, health care and sanitation. Also, the hotel in question should also provide local employment, which means having local staff, including in senior positions, as hiring and training at the local level is

the key to maximizing the economic benefits of the community and integrating the community with the business. What is important is that business should fairly employ women and local minorities, including in leadership positions, while limiting child labor. The international or national legal protection of workers must be respected here and workers must be paid a minimum wage. The hotel must also conduct fair trade, as well as support local entrepreneurs.

3. Cultural heritage

Respect for local cultures and historical sites must be respected. Businesses should also understand and actively strive to minimize the impact on the artificial and natural environment caused by increased visitor activity. Nowadays rules, regulations and conventions exist to protect historical and archaeological artifacts from the exploitation of international trade, therefore Green Globe experts must be convinced that historical and archaeological artifacts are not sold or displayed, except as permitted by law. In addition, the business being evaluated should help protect local historical, archaeological, cultural, and spiritual sites. And of course, it is important here that the hotel maintains local cultural traditions, for example, it should use elements of local art, architecture or cultural heritage in its activities, design, decoration, food or shops; subject to the intellectual property rights of local communities.

4. Environmental factor

The applicant must show his achievements in the field of conservation of resources. It measures the purchase of disposable and consumables, and evaluates how actively the business is looking for ways to reduce their use. Also, when checking, energy and water consumption are measured, indicate the sources and take measures to reduce consumption. In addition, the expert commission estimates greenhouse gas emissions from all sources controlled by the enterprise and looks at what procedures are being implemented to reduce and compensate them as a way to minimize climate change. Wastewater is also taken into account. To become a Green Globe member, the hotel also needs to provide information on a waste management plan. This plan should be implemented with quantitative goals to minimize waste that is not reused or recycled. Businesses should also inform the Green Globe Commission of their integrated waste management and recycling strategies. In addition to this, the object should demonstrate its concern for harmful substances, so the use of harmful substances, including pesticides, paints, pool disinfectants and cleaning materials, should be minimized; replaced, when possible, with

harmless products; and all chemical use is properly managed. Also, the environmental factor assesses how business relates to the conservation of biodiversity, ecosystems and landscapes (Green Globe, 2020).

In this way, there are 3 degrees of membership:

1. Certified Member status is assigned only to those Green Globe members who are certified according to all necessary criteria in accordance with the Green Globe standard for travel and tourism. This certificate must be confirmed annually when more than 50% of the relevant indicators are achieved.

2. The Gold Member is given to participants who are certified for 5 consecutive years. To obtain this prestigious level is possible only if the applicant meets all the necessary criteria of the Green Globe standard for travel and tourism. Gold membership is not automatically granted after compliance with the requirements, but is awarded after checking the general activities of the participant for a 5-year period.

3. Platinum Status awarded to members who have been certified for 10 consecutive years. Obtaining this degree is possible only if the participant meets all the necessary criteria in the Green Globe standard for travel and tourism. Platinum membership is also not renewed automatically.

This certification system has its own pricing for participation. Prices vary by hotel size. Such as a micro hotel, which includes less than 19 rooms, must pay 750 US dollars or 650 euros for an annual membership. While a medium hotel (60-99 rooms) must pay 2,500 US dollars or 2,000 euros and large hotel with more than 250 rooms has to pay 5,000 US dollars/ 4,500 euros (Green Globe, 2018).

After Green Globe certification hotels try to get also GreenLeaders certificate. The TripAdvisor GreenLeaders program was created to find hotels and guest houses that apply green practices and practices. According to their website, the program was developed in conjunction with renowned green tourism companies. To meet the minimum GreenPartner level, hotels must:

- Reuse linen and towels
- Monitor energy consumption on a regular basis
- Recycle

- Use energy-saving light bulbs
- Train staff and guests on green practices
- Properly treat wastewater (using local or city sewers)

To obtain GreenLeader status, companies must also fill out a questionnaire and score a minimum score. Badge levels are bronze, silver, gold and platinum. Participation in the GreenLeader program is free (Londoño & Hernandez-Maskivker, 2016).

The next one is Green Key Global. The mission of Green Key Global is “to be recognized by the housing industry as a leader in corporate social responsibility certification through educational, collaborative and promotional efforts.” Their programs, mainly oriented to North America, are designed for the living and meeting industry to support sustainable initiatives to improve overall financial performance and public relations.

The Green Key environmental rating program is a specially designed system that identifies hotels, motels and various resorts that take care of the environment and also apply green practices. From 1 to 5 keys are awarded to such objects, depending on their level of compliance with the program. 5 keys - the highest score means the most complete match. After receiving a reward, the hotel receives recommendations on how to maintain and improve the quality of work regarding green methods. The assessment is based on five main areas of the facility’s activities, namely cleaning, corporate environmental management, the production of food and beverages, the availability and condition of conference rooms and engineering. In addition, the program covers nine areas of sustainable practice. These include water supply, energy conservation, solid waste management, hazardous waste control, improving indoor air quality, checking utility services, building infrastructure planning, land use and environmental management. According to Green Key Global, the program has registered 1923 hotels, most of which have from 2 to 4 keys. To become a member, an object must pass 140 questions. 20% of real estate is checked every year. The cost of the Green Key program is \$ 600 ("Eco-Friendly Hotel Certifications Overview - Cloudbeds", 2019).

There is program which try to reduce commonly using of energy. The Energy Star was created by the Environmental Protection Agency (EPA) in 1999 as a United States voluntary program. The purpose of this certification is to promote the idea of energy efficiency.

Only thanks to this is it possible to create environmental benefits and financial value. Their program is available for 21 different types of buildings and factories, including hotels. Energy Star is free for all users and is a great way to determine the energy efficiency of an object. An EPA rating is a measure of effectiveness, not certification, provided by other companies (Star, 2010).

Also, there are commonly known such programs like Green Seal. This is a non-profit organization focused on working with environmental standards. This was created to ensure environmental sustainability by identifying and promoting environmentally responsible products, procurement and production. The fee starts at \$ 1,950 (bronze level) (Seal, 2006). Another program is the Audubon Green Lodging program. Their mission is to provide high-quality environmental education, as well as to assist in the management of water, land and other natural resources wherever people live. They have certified over 3,000 properties in various industries to make the world a cleaner place. Annual fees are starting at \$ 350 for the first year) (Hansen, 2010).

Besides these programs worth mentioning are the very well-known two systems that allow you to control electricity consumption and the safe construction of hotels in general. The first one is LEED. For energy saving and environmental protection, a special system has been developed - LEED (The Leadership in Energy & Environmental Design). This system is based on the use of solar cells. This is a very profitable system, as LEED helps to significantly reduce energy costs. The ecological status also attracts tourists to the hotel. Practice shows that if you install 100 solar panels on the roof, you can save 39% of electricity and 33% of water without compromising the comfort of guests (Rodriguez, 2018; Argibay, 2010; Robinson, Singh & Das, 2016)

And second one is BREEAM. BREEAM (Building Environmental Assessment System, is a research center) is the leading and most significant method in assessing the environmental appearance of buildings. Based on this method, a special program for designing green hotels was developed and now it is a key assessment factor. The BREEAM rating system is completely transparent, easy to understand. Buildings receive ratings from “Satisfactory” to “Excellent”. BREEAM has a positive effect on the design, construction and management of

buildings, and is a powerful tool for reducing operating costs and improving working conditions (Yoon & Lim, 2016).

If considering Thailand, it has own certifying organization- Green Leaf. It was registered on March 17, 1998. This fund was founded with the help of six organizations, such as the Thai Tourism Authority, the Thai Hotel Association, the United Nations Environment Program, the Thai Electricity Control Authority, the Environmental Quality Development Association, and the capital's waterworks. They created a special program called the “Green Hotels Fair and Seminar”, which was introduced in five regions and adopted in more than 1000 hotels (German.hotelthailand.com, 2019).

The objectives of this fund are promotion and dissemination knowledge about environmental protection and help owners and operators working in the tourism industry in developing and using green practices. Any hotel wishing to become a member of this fund must undergo a special procedure.

First, the applicant must submit an application online, where it is necessary to provide clear and accurate data specified in the application forms, and return them to the Green Leaf Fund with payment. After the committee considers the applications, it will provide candidates with a selection questionnaire, which includes 10 questions to check how the business works in accordance with the Law on Strengthening and Preserving the National Environmental Quality and other relevant laws. The applicant must fill out and return the form to the fund.

Hotels that take this first step will receive a “Letter of Participation” and a “Corresponding Questionnaire”, in which the hotel will be evaluated in terms of basic energy and environmental management methods. After the first two steps are completed, the third level of assessment will require the hotel to fill out a “Questionnaire” to assess its role and participation in promoting and developing the quality of life and the environment in the local community. A total of 11 sections are evaluated as follows: Environmental Policy; Waste Management; Energy and Water Efficiency; Purchase of Green Products; Indoor Air Quality; Air Pollution; Noise Pollution; Water Quality; Fuel, Gas, Toxic and Hazardous Materials Management; Environmental Impact; Collaboration with the community and local authorities.

Then, in a timely manner, the committee organizes a visit to check the applicant hotel. This audit team, established by the foundation, will conduct an audit within 48 hours of

contact. The check will take only one day. Here is the entry fee for participation and annual membership for 2 years is 15,000 baht for operating expenses. There is also a hotel rating fee that varies depending on the location of the hotel. For example, hotels in Bangkok and the suburbs (no more than 500 kilometers) must pay 30,000 baht, while hotels located more than 500 km from Bangkok must pay 35,000 baht. This price does not include travel expenses.

The committee draws up points based on the results of the audit. It is awarded the Green Leaf certificate where the rating is indicated from 1 to 5 Leafs, where 5 Leafs mean the highest score. All 5 Leafs can be obtained only if the fund considers hotel really practical and correct in the field of environmental management (Greenleafthai.org, 2019).

After that, the applicant hotel is informed of the preliminary certification ceremony, followed by the official Green Leaf Prize and Certificate Award, and the name of the hotel will be listed in the Green Hotel catalog.

The certification period is valid for two years from the date of issue.

The Green Leaf tries to provide green information via their websites, thus there are two published books that provide tips on how hotels can become greener. Both books, consisting of 36 and 64 pages, provide an overview of global issues that could ultimately lead to global warming. Two papers also highlight ways to save energy and water in hotel operations, give hoteliers tips on how to be more eco-friendly and encourage their guests to use green practices and maintain an eco-friendly atmosphere in the hotel (Greenleafthai.org, 2020).

Thus, today there are many methods for assessing the "greening" of hotels and many opportunities for the development of eco-tourism. But the concept remains poorly understood and heavily misused. Lack of funding, poor management, pressure on the population and development, as well as the poaching and bureaucratic nature of the forest department distort the very concept of green tourism. General data on the results of development of green hotels in the world show mixed results. Although there are many success stories, the list of failures is very high. For successful development, green hotels should be introduced with proper monitoring, evaluation and tight management (Das & Chatterjee, 2015).

2.2 Green practices in hotel businesses

Today, there are many ways that hotels can use to become greener. Environmental responsibility can take many forms, including energy management or recycling practices, such as turning off lights, monitoring the use of air conditioners, or recycling (Bansal & Roth, 2000). Another way to "green" a business is to conserve resources, for example, sending paper letters only when necessary, in normal cases it is preferable to use e-mail. Also, more and more hotels are paying attention to suppliers and are trying to choose only those companies that offer environmentally friendly products for purchases. In this case, they are safe for people (tourists) and do not harm the environment (Rahman, Reynolds & Svaren, 2012).

Finally, such as one the most significant business development author- Irene Lane, in one of her works, wrote- eco-friendly hotel should:

1. use of alternative or renewable energy sources
2. stemming of allergens
3. conservation of energy
4. maintenance of appliances
5. application of newspaper programs
6. management of composting programs
7. provision of bulk soap items and amenities
8. supply of organic cotton towels and sheets
9. employment of guest towel and sheet re-use programs
10. donation of furniture or other over-used property materials to charity
11. use of non-disposable and durable service items
12. offer of organically-grown, locally harvested food
13. education of guests about the hotel's green practices and green membership programs
14. education of hotel staff about the importance of green business practices
15. use of gentle cleaning and laundry supplies
16. supplying of fresh air to guests
17. use of gray water recycling programs

18. provision of guestroom recycling bins
19. employment of non-smoking policies
20. provision of alternative guest transportation programs
21. use of xeric gardening methods (Lane, 2018)

Other famous authors- Gupta, Dash, Mishra and Wang in their scientific works divided green practices into three main categories:

In the rooms:

- Do not use fragrances, but retain the natural flavor or use natural aroma oils
- Avoid artificial light and use natural light whenever possible.
- Replace plastic bags on paper
- Putting guests organic soaps and organic cosmetics
- Install ceiling fans to increase air circulation and reduce the need for air conditioning.
- Print reminder cards for guests and staff to turn off the light when leaving the room.

In the hotel's building:

- Replace stationery with stationery from recycled material
- Set motion sensors or timers to light
- Use energy-saving light bulbs, such as compact fluorescent lamps (CFL).
- Use renewable energy sources such as wind, solar energy, etc.

In the territory:

- Plant your territory
- Have a pleasant natural aroma in the gardens, fresh air
- -Connect the irrigation system to ensure proper operation and schedule of watering.
- Use organic fertilizers and soil amendments.

There are a lot of similar practices, as well as the association of green hotels produces extensive catalogs of eco-products for hotels. Sometimes, in order to reduce the environmental impact, it is enough for the hotel to install special dispensers for soap and shampoo

in the rooms or purchase switches for drain barrels that consume water consumption. Also, green hotels not only offer guests eco-friendly accommodation, food, drinks, outdoor activities, but environmental education. Tourists are taught to recognize local plants and animals, show how to reduce the harmful effects on the environment, and sometimes hold lectures and seminars. Tourists have the opportunity to get acquainted with local customs and culture. Meals also vary by region. Therefore, ecotourism is closely associated with ethnographic tourism.

There are a lot of eco-practices, but certified hotels do not stop at this. They continue to look for new ways to improve their work and green their businesses, which helps to preserve the environment (Merli et al., 2018; Jamaludin & Yusof, 2013; D'Alessandro, 2016; Kim, Hlee & Joun, 2016).

2.3 The attitude of Russian tourists to green practices

2.3.1 Previous researches

Currently, consumers are increasingly concerned about environmental issues such as global warming, depletion of the ozone layer and destruction of the habitat. Many people now understand that their purchase decisions directly affect the environment and they are ready to buy environmentally friendly products (Lee, Hsu, Han & Kim, 2010).

Customer willingness to pay for green initiatives can vary by type of hotel or segment (by economy, average prices, and luxury segments) (Kang et al., 2012). That is why in certified hotels there are relatively fewer green practices associated with guests, since these practices may limit the feeling of luxury and wealth (Kim, Hlee & Joun, 2016).

For example, Deng and Li conducted a survey among 1,711 visitors to West Virginia. Their questionnaire consisted of four sections. The first helped to characterize the trip as a whole. The second section was aimed at identifying the perceptions and attitudes of travelers to green tourism. The third gave an idea of what knowledge about green tourism those who were irrigated possess. And the last one was devoted to consumer attitudes towards the environment and environmental issues. The questionnaire had a five-point rating system, where 1 means that they strongly disagree, and 5 means that they completely agree. And the most significant and interesting results were that more than half of respondents were satisfied with their green tourism experience (it takes 3.95 of 5.00). 3.77 of 5.00 (i.e. 75% of respondents) confirmed their desire to

pay extra money (i.e. 2 to 4 dollars per night) to stay in an environmentally friendly lodging. And also the majority of respondents consider that green hotels should confirm their green policy with the help of various certificates (Deng & Li, 2015).

Indeed, according with reviews from TripAdvisor sometimes people pay attention to eco-friendly atmosphere in certified green hotels:

"...fresh towels when needed and a great eco-friendly atmosphere" (From reviews about Katathani Phuket Beach Resort) (Tripadvisor.com, 2019).

"I like it that it is an eco-friendly resort and management. They organize beach cleanup, and do not supply plastic straws! Everyone drank straight from the glass or mug and upon request, they provide paper straw. Perhaps the next project could be to phase out the plastic drink bottles" (from reviews about Club Med Phuket). (Tripadvisor.com, 2019).

"Eco-friendly resort which means they provide the bare essentials - shampoo, conditioner and body wash (bring your own toothbrush, slippers, body cream, etc.)" (from reviews about Mövenpick Resort Bangtao Beach Phuket) (Tripadvisor.com, 2019).

"Eco-friendly: We like how when the sliding door is opened, the aircon turns off automatically. We also like the biodegradable comb that was provided" (from reviews about The Shore at Katathani) (Tripadvisor.com, 2019). Thus, we can conclude that tourists are generally interested in this topic, but as a rule, the opinions of tourists who are citizens of developed countries that are part of the European Union or from the United States of America are evaluated here. There is absolutely no research and data on the attitude of Russian tourists to this, although the Russians are a very large tourist group in the world.

2.3.2 The environmental situation in Phuket

There are practically no recent studies about what green practices are being applied in the hotel industry in Phuket. Although the island's ecology also suffers from the consequences of tourism activities. Therefore, before analyzing and assessing the chances and prospects of supporting green tourism in Phuket by Russian tourists, it is necessary to study the environmental situation in Phuket as a whole.

Nowadays Phuket is a multicultural society in the context of Thailand, where development is highly dependent on globalization. Tourism development in Phuket began in the late 1980s as part of the Amazing Thailand Campaign, run by the Tourism Authority of Thailand

(TAT). It was named the natural pearl of the Andaman Sea, which promised white sandy beaches, clear sea and tropical scenery (Boonchai & Beeton, 2016).

From the point of view of residents, the development of Phuket was not always positive. Having become a tourist destination in southern Thailand, with regular flights connecting Phuket to tourist destinations such as Australia, Malaysia, Singapore, China and Russia, the number of tourist visits more than doubled from 2004 to 2013. Such growth has stimulated pressure on land development and population growth caused by immigration from all over Thailand. This has led to a reduction in the natural landscape of Phuket and the deterioration of surface, ground and coastal waters (Phuketwan.com, 2020).

And today, Phuket has a number of environmental problems. For example, this applies to coral reefs. Phuket has a total of about 16.63 km² of coral reef. The areas of coral reefs that are close to the open sea are in fairly good condition, especially around Racha Island, where there is no impact of coastal pollution, while the western side of Phuket, from the northern part of Karon Beach to Nai Yang Beach, the coral reefs are mostly in a state of decay.

Another serious problem is excess garbage. Every day, more than 700 tons of consumer waste goes into the island's collection and disposal system. This does not include all garbage discharged into the sea, canals, as well as public and private property, roads and parks. If it takes this into account, the daily amount of garbage produced and disposed of in Phuket is probably approaching 800 tons (Iucn.org, 2020).

The island also has excessive water consumption. For example, in 2017, Water Volume in Phuket was 56.16 million m³, and the need for consumption was 70.76 million m³, that is, Phuket needed another 14.60 million m³ of water resources to maintain its lifestyle. And similar statistics remain to this day, that is, there is regularly excessive water consumption that goes beyond the scope of opportunities (Unescap.org, 2020).

But there are more and more people are switching to an environmentally responsible lifestyle. For example, local residents are trying to pay more attention to environmental aspects, even focusing on religious views. A truly local religion promotes sustainability through problem solving, limiting materialistic desires and focusing on intellectual and moral development. The Buddhist concept of karma has a profound effect on the worldview and face of Thai society and is used to propagate certain environmental behaviors. For example,

belief in reincarnation and fear of the consequences of bad karma were used to deter local residents from illegal logging in Thai community forest management (Salam, Noguchi and Pothitan, 2006).

Various government organizations, along with private business, are increasingly turning to eco-friendly practices. Green events are increasingly held here aimed at improving and preserving the island's natural wealth and diversity, for example, actions to save turtles or clean beaches, which bring significant benefits, because up to a ton of garbage can be collected in one such campaign (Com, 2020).

Green laws are also enacted, which also bring great benefits to Phuket. On January 1, 2020, a decree was signed to abolish the use of plastic bags. Varawut Silpa-archa, Minister of Natural Resources and Environment of the Kingdom of Thailand, said that it is a huge New Year's gift to Thailand and the world.

This new ban on the use of plastic bags is associated with the campaign "Everyday Say No to Plastic Bags", launched by the ministry in cooperation with the private sector. Thus, 75 companies, covering shopping centers, department stores and convenience stores, stopped distributing disposable plastic bags. This is a positive step as Thailand begins to struggle with its own dependence on plastic bags. In addition to the "Everyday Say No to Plastic Bags" campaign, the Department of Pollution Control introduced a 20-year action plan for the management of plastic waste until 2037, which includes measures to combat the use of seven plastic products and types - cap seals, oxidizable plastic, disposable plastic bags, polystyrene, food containers, plastic cups and straws (Thaipbsworld.com, 2020).

In addition to government organizations and local residents, there is also support from private business, including hotels. More and more hotels are switching to green policies in hotel operations and are introducing eco-friendly practices into the system. To confirm their environmental friendliness, hoteliers are interested in meeting the necessary requirements and will receive green certificates. And this trend is developing too fast, that the authorities do not even have time to cope with all requests in a timely manner. Thus, the Thai Hotel Association (THA) has asked the government for financial support to help increase the number of facilities that comply with the Green Hotel standard. Samphan Panpat, the THA's honorary adviser, explained this by saying that the process of checking the compliance of hotels with standards should be

accelerated in order to increase the number of hotels that meet the standard as much as possible. But at present, the process of checking hotels in Thailand takes some time and serves only up to 70 hotels per year due to a limited budget and a lack of specialists (Limited, 2020).

Thus, the consideration and study of green practices in the hotel industry in Phuket will have a significant impact to assess the prospects for development and improve the environmental situation on the island as a whole. But it is extremely important to evaluate not only the introduction and application of green practices in the hotel industry, but also the attitude and willingness of tourists to support this, in this case the desire of Russian tourists.

2.3.3. Readiness of Russians to lead an environmentally responsible lifestyle and develop green tourism

There are almost no reviews from Russian tourists. That is why it should be considered how Russian tourists feel about green practices in certified hotels. Because the Russians are extremely unhappy with ecological situation domestically and globally. According with Russian Public Opinion Research Center (VTsIOM) more than half of Russians (56%) rated the environmental situation in the place of permanent residence as dysfunctional and polluted (VTsIOM, 2019).

Next same research was conducted in 2019 and showed worse results. The Expert and Analytical Center of the Institute of Ecology of the Higher School of Economics (HSE) has learned the opinion of Russians about the state of the environment. The authors found that the problem of environmental pollution worries 94% of Russians. Only 1% of the population believes that such a problem does not exist in the region where they live, and 5% acknowledge its presence, but consider it unimportant. In total, 10.4 thousand people took part in the survey. Most of all, Russians are dissatisfied with landfills: 83% of respondents assess the situation with landfills as “bad” and “critically bad”. Following the Russians called the state of water bodies, forests and atmospheric air in the region. Residents of Moscow, Tuva and Krasnoyarsk Territory are most dissatisfied with air quality. The majority of respondents - 66% - noted the deterioration of the environment in the region of residence over the past five years, and only about 30% of Russians say that it has not changed. Only 4% of respondents say that the environmental situation in their region is improving (Russian Higher School of Economics, 2019).

In this way it is possible to conclude that because of environmental pollution in Russian Federation, Russian tourists are interested in the green tourism. But the development of tourism, especially green, is just beginning to develop in Russian Federation.

First of all, there is a lack of infrastructure. Secondly, the government has only recently shown interest in environmental issues and in the development of green tourism. Before that, if attention was paid to tourism, then only mass tourism. It is well known that Russia invested a lot of money in the development of such a resort as Sochi, especially before the Olympics. Now it is a well-known and well-developed resort that brings great income, especially since Turkey and Egypt are periodically closed for Russians. Thus, in spite of the fact that Russia is a country with huge tourist resources, there are not many tourist zones and especially designated areas for green recreation (Stepchenkova & Morrison, 2008). But more and more people are attracted to environmentally conscious living and green tourism.

According to statistics, Russians are dissatisfied with the environmental situation and are slowly developing green tourism in their country. As a rule, the emphasis is on rural green tourism, since Russia has huge agricultural areas where there is fresh air, forests, natural reservoirs. In such places, it is possible to meet small businessmen who decide to open a rest house or a green small hotel and offer their consumers to get as close to nature as possible. But such hoteliers are not many. Since urban residents are far from such places, and rural citizens do not have the material resources to open this type of business. But this does not mean that the Russians are not interested in this. On the contrary.

The number of people who is beginning to adhere to the right ecological lifestyle is growing every year, especially in large cities. Various green events and exhibitions are increasingly taking place there. Previously, the organizers of such green events were only green initiators or volunteers. Now, government organizations are becoming increasingly involved in organizing green events. For example, from February 14 to February 16, 2020, in the Gostiny Dvor Complex, located in Moscow with the support of the Federal Agency for Tourism and the Ministry of Natural Resources and Ecology, a new project was presented - the Green Wind festival of ecological and rural tourism. Green Wind is a new initiative of the Expo-Park Exhibition Projects company, dedicated to the lifestyle and relaxation in accordance with the new environmental requirements. The festival has become a unique platform for the interaction of

ecologists, business representatives with environmental responsibility, local small and medium enterprises, environmental tourism projects, new generation travel agencies with an emphasis on sustainable development and greening of places (Russiatourism.ru, 2020).

It is also noteworthy that the Russians are not only more involved in some green activities and events, but also apply green practices in everyday life. Many Muscovites and Petersburgers use environmentally friendly practices, including on vacation (Chernovich, Miles & Polyakova, 2015). But still, like tourists, they prefer to visit new countries, rather than travel to the expanses of Russia (Trofimenko & Dzhafarova, 2011). Therefore, it is interesting to analyze how Russians feel when entering a green hotel, whether they are willing to pay for it in another country, whether such a vacation changes something in their minds, and whether they are ready to promote and develop green tourism.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Population

There are two target groups involved in this study:

1. Hotel's staff. Employees (managers of various structures), who are usually actively involved in the planning and implementation of green practices in certified green hotels, were invited to participate in this study.

2. Russian tourists, who stay at least one night in certified green hotel which located in Phuket. Since still Russian tourists are in second place, after Chinese tourists, in terms of arrival in Thailand (906,454 arrivals in 2018) (mots.go.th, 2020), they were selected for an interview.

3.2 Sampling Group, Sample Size and Sampling Method

The qualitative sampling method with interviews was used for both groups because it is more convenient for this study. Qualitative research involving people usually includes three types of data collection: (a) in-depth, open interviews; (b) direct observations; and (c) written documents. Interviews give direct quotes from people about their experiences, opinions, feelings and knowledge. Observation data consists of detailed descriptions of actions, behaviors, and the full range of interpersonal interactions and organizational processes that are part of the observed human experience. And the analysis of documents includes the study of excerpts, quotes, which ultimately gives a complete picture of the consumer attitude to the product or service in question (Patton, 2005).

3.2.1 Hotel staff

Interviews were conducted with the managers of certified green hotels, using sensus method. According to Green Globe certification website (Green Globe, 2020), there were selected the following hotels: Club Med Phuket, Mövenpick Resort & Spa Karon Beach Phuket, Mövenpick Resort Bangtao Beach Phuket, The Shore at Katathani and Katathani Phuket Beach Resort. These hotels were chosen because they have already got international green certifications and of all the hotels with the Green Globe certificate, these are located in Phuket. Every hotel has

Gold Status of membership (Asia - Green Globe, 2020; Guide to the most Eco-Friendly Hotels in Phuket, 2019).

In addition to these, the following hotels were selected for research according to the website of Green Leaf Fund (Greenleafthai.org, 2020): Banyan Tree Phuket, JW Marriott Phuket Resort & SPA, Dusit Thani Laguna Phuket, Swissôtel Suites Phuket Kamala Beach, Duangjitt Resort and Spa, Centara Karon Resort Phuket, The Old Phuket Karon Beach Resort, Andaman Seaview Hotel, Karon Sea Sand Resort & SPA, Access Resort & Villas, Radisson Blu Plaza Resort Phuket Panwa Beach, Marriott's Mai Khao Beach, Centara Grand Beach Resort Phuket, Centara Villas Phuket, Novotel Phuket Resort, Horizon Karon Beach Resort & Spa, Centara Kata Resort Phuket, Novotel Phuket Vintage Park Resort, The Vijitt Resort Phuket, Le Meridien Phuket Beach Resort, All Seasons Naiharn Phuket.

All these hotels from the entire list that were selected because they have certificates and because of their location on the island, it is convenient for research. Totally, 26 certified hotels located in Phuket were selected. Thus, 26 appeals were made in order to interview managers working in selected certified hotels.

3.2.2 Russian tourists

For the second part of a qualitative research and study of the attitude of Russian tourists to green practices, Russians were interviewed using convenience sampling method. Russian tourists were chosen for research, because they take second in the number of arrivals in Phuket (906,454 arrivals for 2018) after Chinese tourists (3,078,317 arrivals in 2018), also due to the fact that there is no research on the desire and willingness of Russian tourists to support green practices in the hotel industry Phuket (Mots.go.th, 2020). Precisely those Russian consumers were selected who had experience living in selected certified green hotels. All these people stayed at the hotel for at least one night. Thus, using convenience sampling method, a study was started, and after several months of data collection, data saturation arose here, which forced to stop collecting interviews. Finally, 22 respondents were interviewed.

3.3 Type of Research

This research is designed to used research method which consist of qualitative study. A semi-structured interview was chosen for a deeper and more detailed analysis of the

respondents' response. Unlike a structured, semi-structured interview is open, which allows you to put forward new ideas during the interview as a result of what the interlocutor says.

3.3.1 Qualitative

Qualitative data was collected from semi-structured interviews with 10 managers in certified green hotels in Phuket. A total of 26 appeals were made.

3.3.2 Qualitative

Qualitative data was gathered from semi-structured interviews with 22 Russian tourists who chose one of the selected certified hotels during their vacation.

3.4. Research Instruments

3.4.1 Semi-structured Interviews

Semi-structured Interviews with 17 interview questions was designed for hotel managers in charge. The interview questions for this study were developed from several previous studies: Han et al., 2009, 2011; Manaktola & Jauhari, 2007; Jackson et al., 2011; Renwick et al., 2008, 2013; Jabbour and Santos, 2008, etc.

The main questions were related to:

- Accommodation establishment's profile
- Current environmental management practices in hotel
- The environmental perception and awareness
- The significant obstacles and the limitations of the environmental management implementation.
- Reaction of Russian tourists on hotel green practices

3.4.2 Semi-structured Interviews

Semi-structured Interviews with 16 interview questions was designed for Russian tourists stay in certified green hotels in Phuket. The interview questions for this study were developed from several previous studies: Maibach, 1993; Roberts, 1996; Han et al., 2009, etc.

The main questions were about:

- Their attitude towards green tourism and green life in general
- Rating of the hotel in question

- Willingness to infringe on own interests for the sake of green practices

- Tourists desire to use green practices in everyday life

- Desire to support green tourism and continue green travelling

3.5 Data Collection

3.5.1 Semi-structured Interviews

Interviews with managers of certified green hotels were conducted from the beginning of October 2019 to January 2020. In total, 26 appeals were made to 26 hotels. Finally, 14 interviews were collected, 10 of which were useful for this study. Interviews were collected at the hotel during weekdays in working hours. The interview schedule was made based on the availability and convenience of the interlocutor. Upon request, interview questions were sent to managers in advance for review by e-mail or LINE.

3.5.2 Semi-structured Interviews

In the period from November 2019 to February 2020, interviews with Russian tourists were collected. Tourists were selected who stayed at certified green hotels according to the Green Globe and Green Leaf websites. Ultimately, 22 Russians were interviewed. If necessary, interview questions were sent to travelers for review by email or WhatsApp before the interview.

3.6 Data Analysis

The qualitative Content Analysis was chosen because it is more useful for this study. There is the key goal of the researcher is to identify certain the meanings invested by social actors in their words or documents/posts/news/etc. published by them. In this case, the number of sources worked out ceases to play a significant role. Much more important is their deep, "high-quality" study. Therefore, the very procedure of high-quality content analysis is the identification of significant semantic elements of the studied text and their subsequent combination (provided that it is possible) (Graneheim, Lindgren & Lundman, 2017).

Content analysis with manager's data was used to analyze the open-ended questions and interviews with hotels staff to evaluate the manager perceptions and awareness,

obstacles and limitations in the environmental management implementation as well as the recommendation in order to drive Phuket as the green island destination, and evaluate reaction of Russian tourists to support this.

For Russian tourists, a content analysis was chosen to study their commitment to an environmentally conscious lifestyle in general, their attitude to green practices used in certified hotels, the desire to pay more for staying in a truly green hotel, and the desire to support and develop green tourism.

CHAPTER 4

RESULTS

The purpose of this chapter is to summarize the data collected and analysis both hotel managers and the hotel Russian guests' perspective of the awareness and responsiveness to green practices used in the hotel industry. It examined current environmental management practices in the hotel industry, significant barriers and limitations to their application, as well as the perception of the importance of using green practices in hotels and in life in general. The study was conducted using a qualitative research method for both groups, which allowed a more detailed study of the respondents' answers.

During the study, interviews were conducted with managers of certified green hotels in Phuket and with Russian hotel guests who have stayed at least one night in the such hotels which certified by Green Globe or Green Leaf certification system.

In a qualitative study, semi-structured interviews were conducted with executives working in certified Phuket hotels. Content analysis was used to analyze open-ended questions. The results of interviews with managers consist of five main sections:

1. Characteristics of Hotel Respondents
2. Green Policies and Certifications
3. Eco-practices in hotel operation
4. Green Business/Operation
5. Attitude of Russian tourists

After collecting qualitative data from hotel managers, semi-structured interviews were conducted with Russian tourists vacationing in these certified hotels. Content analysis has also been used to analyze open-ended questions. Interview results consist of five main sections of the data collected:

1. Demographic factor
2. Eco-friendly attitude
3. Awareness in hotel eco practices and green hotels
4. Intention to pay more
5. Willingness to support this and recommend green tourism

4.1. The Main Findings of the Semi-structured Interview with Phuket Hotel's Industry

4.1.1 Characteristics of hotel respondents

Between October 2019 and January 2020, appeals were made to conduct semi-structured interviews with environmental managers in 26 hotels. The following hotels were chosen:

1. Access Resort & Villas (The Green Leaf certificate);
2. All Seasons Naiharn Phuket (The Green Leaf certificate);
3. Andaman Seaview Hotel (The Green Leaf certificate);
4. Banyan Tree Phuket (The Green Leaf certificate);
5. Centara Grand Beach Resort Phuket (The Green Leaf certificate);
6. Centara Karon Resort Phuket (The Green Leaf certificate);
7. Centara Kata Resort Phuket (The Green Leaf certificate);
8. Centara Villas Phuket (The Green Leaf certificate);
9. Duangjitt Resort and Spa (The Green Leaf certificate);
10. Dusit Thani Laguna Phuket (The Green Leaf certificate);
11. Horizon Karon Beach Resort & Spa (The Green Leaf certificate);
12. JW Marriott Phuket Resort & SPA (The Green Leaf certificate);
13. Karon Sea Sand Resort & SPA (The Green Leaf certificate) ;
14. Katathani Phuket Beach Resort (The Green Globe certificate);
15. Le Meridien Phuket Beach Resort (The Green Leaf certificate);
16. Marriott's Mai Khao Beach (The Green Leaf certificate);
17. Movenpick Resort & Spa Karon Beach Phuket (The Green Globe certificate);
18. Mövenpick Resort Bangtao Beach Phuket (The Green Globe certificate);
19. Novotel Phuket Resort (The Green Leaf certificate);
20. Novotel Phuket Vintage Park Resort (The Green Leaf certificate);
21. Radisson Blu Plaza Resort Phuket Panwa Beach (The Green Leaf certificate) ;
22. Swissôtel Suites Phuket Kamala Beach (The Green Leaf certificate);
23. The Club Med Phuket (The Green Globe certificate);

24. The Old Phuket Karon Beach Resort (The Green Leaf certificate);
25. The Shore at Katathani (The Green Globe certificate);
26. The Vijitt Resort Phuket (The Green Leaf certificate).

Of all 26 hotels, only 10 hotels agreed to conduct an interview. 2 of them admitted that they do not apply any green practices, even despite the presence of a green certificate. Another 2 hotels replied that they do not have a certificate, but they are listed among the participants on the Green Leaf Fund website. 1 hotel was declared on the Green Leaf website, but in fact now it changed name and their staff refused to participate in this study. And 11 hotels flatly refused to give interviews on the topic about green practices.

Thus, during the study, it was a success to talk with employees in 14 hotels, 10 of them gave a full-fledged interview on the topic of eco-practices in the hotel. 4 Ended up with some errors. Total were surveyed- 1 Human Resources Manager, 2 Sales Managers, 1 Corporate Social Responsibility Manager, 1 Green Project Manager and 9 interviews were collected from Front Desk Managers. Most of the respondents were located near Karo, Kata and Bang Tao beaches. More detail characteristics of hotels and respondents are shown in Table 4.1.

Table 4.1 Characteristics of hotels and respondents.

| Characteristics | Detail | Frequency |
|--|----------------------------------|------------------|
| Certification system of selected hotels | The Green Globe certified hotels | 5 hotels |
| | The Green Leaf certified hotels | 21 hotels |
| | Total | 26 hotels |
| Certification system of interviewed hotels | The Green Globe certified hotels | 4 hotels |
| | The Green Leaf certified hotels | 6 hotels |
| | Total | 10 hotels |
| Reaction | Consent to an interview | 5 hotels |
| | Confusion and consent ultimately | 5 hotels |
| | Confusion and failure ultimately | 4 hotels |
| | Refusal to interview | 10 hotels |
| | Total | 26 hotels |

Table 4.1 Continued

| Characteristics | Detail | Frequency |
|--|---|-------------------------|
| Belonging to truly green hotels | Have a certificate and apply green practices | 10 hotels |
| | Have a certificate, do not apply green practices | 2 hotels |
| | Do not have a certificate, but are listed on Green Globe/Green Leaf websites | 2 hotels |
| | Failed to get information | 12 hotels |
| | Total | 26 hotels |
| Key Informants | Human Resources Manager | 1 person |
| | Sales Manager | 2 people |
| | CSR Manager | 1 person |
| | Green Project Manager | 1 person |
| | Front Desk Manager | 5 people |
| | Refused to give the necessary information | 16 people |
| Location | Panwa | 1 hotel |
| | Rawai | 1 hotel |
| | Nai Harn | 1 hotel |
| | Kata Beach | 3 hotels (2 interviews) |
| | Karon Beach | 11 hotels(3 interviews) |
| | Patong Beach | 3 hotels (1 interview) |
| | Kamala Beach | 1 hotel (1 interview) |
| | Bang Tao Beach | 3 hotels (2 interview) |
| | Mai Khao Beach | 2 hotels (1 interview) |
| Total | 26 hotels | |
| Status of Interviewed Hotels | Chain | 9 hotels |
| | Independent (local) | 1 hotel |
| | Total | 10 hotels |
| Level of Membership of Interviewed Hotels | The Gold Member/Status | 8 hotels |
| | Participate | 2 hotels |
| | Total | 10 hotels |

4.1.2 Green Policies and Certifications

Green Policy

Out of 26 respondents, less than half (10 hotels) wrote green rules. Within this group, a total of seven hotels followed a green policy in line with the network's commitment to environmental responsibility. The other two hotels have acted in accordance with environmental standards since the opening of the hotels. They have also clearly defined policies and place a strong emphasis on response and environmental awareness.

While one hotel reported that their green policy had just been approved by the new management team and they had just started green practices at their hotel, it would take more time to develop an environmental management system in their hotel.

However, two hotels with a written green policy and certificates do not apply any environmental practices. Two more hotels admitted that they have nothing to do with green policies.

Environmental Certification

Today, environmental certification is one of the key tools for introducing environmental management practices in order to encourage the hotel industry to be aware and participate in the environmental response. All 26 hotels have been selected according to the Green Globe and Green Leaf websites. That is, it was assumed that they all have a green certificate. However, in practice this was not the case. Details are presented in Table 4.2, which describes how many hotels have a Green Globe or a Green Leaf certificate, how many of the hotels conscientiously apply eco-practices, how many do not, how many have refused to give an interview on this topic and the percentage of the total number has been calculated.

Table 4.2 The ratio of responding hotels, certificates and eco-practices

| | Green Globe certificate | Green Leaf certificate | Does not have certificate | Refused to answer |
|---|------------------------------------|-----------------------------------|--------------------------------------|------------------------------|
| Apply green practices | 4 hotels | 6 hotels | | |
| Does not apply green practices | | 2 hotels | 2 hotels | 12 hotels |
| % of total amount | 16% | 32% | 8% | 44% |

Thus 10 hotels (40%) said that they really have certificates and honestly follow all eco-practices in the field of sustainable tourism and put them into practice. The other two hotels admitted that having a certificate do not apply any green practices:

“Honestly, we do not use eco-practices. There is no energy-saving policy; there are no recycling programs either. Everything is shifted "to the conscience" of tourists. If customers save electricity- good, if not, then no. There is just a beach cleaning, but it is carried out only at the request of tourists and is carried out by its hotel staff. Tourists do not offer to connect to the process, respectively, there are no eco-awards and events for customers.

The other two hotels, despite being listed as certified member hotels on the Green Leaf website, replied that they were not certified. One of them added that this hotel is only going to get a certificate, but when exactly is unknown. One hotel also claimed on the Green Leaf website was found to be non-existent. There is no such hotel on the island. The remaining 11 hotels refused to be interviewed on this subject.

4.1.3 Eco-practices in hotel operation

The main environmental protection activities in the selected and interviewed 10 hotels are shown in tables 4.3, 4.4, 4.5, 4.6, 4.7. The findings were divided into five main areas, including waste management, energy efficiency, water use efficiency, education and training of personnel on environmental awareness, and provision of environmental awareness for guests. For convenience, respondents are marked with their serial number and certification system, for example, GG1, which means the respondent who is under numbers 1 and has the Green Globe certificate. Respondents with Green Leaf certificates is marked as GL(number).

Table 4.3 Green practices for waste management

| Practices | Frequency | Numbers of Hotels and Certificate system (GG= Green Globe, GL=Green Leaf) | % of the Number of Certified Responding Hotels (10 Hotels) |
|---|------------------|--|---|
| <u>Waste Management</u> | | | |
| Solid waste separation at source | 10 | 4 GG, 6 GL | 100% |
| Natural landscaping | 10 | 4 GG, 6 GL | 100% |
| Cleaning beaches | 9 | 4 GG, 5 GL | 90% |
| Active position in public green events | 9 | 4 GG, 5 GL | 90% |
| Use recycled paper brochures | 8 | 4 GG, 4 GL | 80% |
| Composting organic and food waste | 8 | 4 GG, 4 GL | 80% |
| Separate hazardous waste collection | 8 | 4 GG, 4 GL | 80% |
| Avoiding the use of plastic | 8 | 4 GG, 4 GL | 80% |
| Participating in tree planting campaigns | 7 | 4 GG, 3 GL | 70% |
| Availability of tanks for processing and compost | 7 | 4 GG, 3 GL | 70% |
| Using environmentally friendly cleaning products | 7 | 3 GG, 4 GL | 70% |
| Wastewater treatment | 6 | 3 GG, 3 GL | 60% |
| Production of own vegetables | 2 | 1 GG, 1 GL | 20% |
| Average adoption rate | | | 76,15% |

With regard to waste management, it was carried out by separating solid waste at the source, which was found in all surveyed hotels. A study also showed that each hotel is trying to reduce the amount of carbon dioxide by greening its territory. It is commonly known that trees and plants save people from urban gases produced by cars, factories, factories and the whole industry. So, each tree processes 1000 kg of carbon dioxide during its life and produces 120 kg of oxygen per year. This amount of oxygen can provide the life of a small family (of three people) for one year (World ecology, 2020). Thus, all 10 hotels actively green their territory. The GG1 even opened the Orchid Garden. Currently, they have planted about 250 species of orchids.

These truly green hotels are paying more and more attention to external environmental activity. So, 9 out of 10 hotels said that they always take an active part in green

events, such as cleaning the streets, the beach or saving sea turtles. For example, information was received from the GL2 that they have The Mai Khao Marine Turtle Foundation in Resort. GL2 and Minor Hotel Group donated about \$ 45,000 to create a fund, located in Mai Khao beach. Currently, it is one of the few beaches in Phuket where people can still meet nesting turtles. The foundation saves these eggs, since the beach can no longer guarantee the necessary natural and peaceful environment. The eggs are handed over to the Royal Thai Navy and the Phuket Marine Biological Center, which take care of hatching eggs and turtles before they find their real home in the sea. And foundation finances these programs.

Also, on 27 of July 2019, GL3 released 40 sea turtles caught in the Andaman Sea along with VIP guests and the senior management of Laguna Phuket at Phuket Marine Biological Center (PMBC). This event annually helps not only save the lives of turtles, but also raise funds for the PMBC program for the conservation and rehabilitation of sea turtles. Since 1994, Laguna Phuket has released over two thousand sea turtles and collected 7 million baht for PMBC to work with sea turtles.

In addition, 7 out of 10 hotels are planting trees outside the hotels. They take part in mass tree planting campaigns. So, the Sales Manager in the GL1 said:

“We pay great attention to tree planting. So in 2018 our hotels planted over 18,000 trees. And in 2016 over 25,000”.

Also, most hotels (70-80%) are engaged in waste recycling, use environmentally friendly cleaning products and many refuse plastic. For instance, GL2 works with Generation Water to destroy plastic water bottles using only glass bottles that pour only alkaline water, which is 100% air. Hotel provides clean glass bottled water in all 262 rooms. Thus, together with the Generation Water to, they destroyed about 2 million plastic bottles in 2019.

Table 4.4 Green practices for energy efficiency

| Practices | Frequency | Numbers of Hotels and Certificate system (GG= Green Globe, GL=Green Leaf) | % of the Number of Certified Responding Hotels (10 Hotels) |
|--|------------------|--|---|
| <u>Energy Efficiency</u> | | | |
| Using energy-saving light bulbs | 10 | 4 GG, 6 GL | 100% |
| Encourage staff to turn off the lights | 10 | 4 GG, 6 GL | 100% |
| Use energy-saving product labeled | 10 | 4 GG, 6 GL | 100% |
| Reduce the use of lightning | 10 | 4 GG, 6 GL | 100% |
| Using a card control system in guest rooms | 8 | 4 GG, 4 GL | 80% |
| Room energy saving system | 6 | 3 GG, 3 GL | 60% |
| Light level sensors | 4 | 2 GG, 2 GL | 40% |
| Use of solar energy | 3 | 2 GG, 1 GL | 30% |
| Average adoption rate | | | 76,25% |

With regard to energy efficiency, the majority of environmentally friendly practices used by all hotel respondents included the use of energy-saving light bulbs and energy-saving product labeled, as well as encouraging staff to turn off the lights and reduce the use of lightning. At six hotels, time was set for lighting in some specific places, and energy-saving signs and switches were installed on each computer so that employees could turn off the lights. Some other methods were also implemented, such as setting up a monthly maintenance schedule for electrical appliances. Most hotels carefully monitor energy consumption and try to reduce these rates. For example, GL1 reduces consumption by increasing efficiency, adopting new practices or technologies. Principles of Reduction, Reuse and Recycling have been implemented. Their main goal in this matter is to reduce energy consumption, emissions, water and waste at least 5%. This hotel chain works closely with EarthCheck (EarthCheck is the world's leading scientific benchmarking, certification and advisory group for travel and tourism) (Earthcheck.org, 2020). Together they draw up plans and goals for reducing energy, water and waste management. So, in 2018 they managed to reduce energy consumption by 6%, the amount of waste sent to landfill by 4%, gas emission by 5% and potable water by 8%. In addition to simply cooperating with EarthCheck, this hotel has a gold certificate of this organization.

Table 4.5 Green practices for water efficiency

| Practices | Frequency | Numbers of Hotels and Certificate system (GG= Green Globe, GL=Green Leaf) | % of the Number of Certified Responding Hotels (10 Hotels) |
|---|------------------|--|---|
| <u>Water Efficiency</u> | | | |
| Use low-flow shower heads or tab sensors | 9 | 4 GG, 5GL | 90% |
| Install dual flush toilets | 7 | 4 GG, 3 GL | 70% |
| Use treated water in garden irrigation | 5 | 3 GG, 2 GL | 50% |
| Encourage hotel guests to reuse towels and linen | 3 | 2 GG, 1 GL | 30% |
| Average adoption rate | | | 60% |

Water consumption was reduced through the use of low-flow shower heads or tab sensors (in 9 hotels), the installation of dual flush toilets (in 7 hotels), and the use of treated water in garden irrigation (in 5 hotels). Also, two hotels are not shy about asking hotel guests to reuse towels and linen. Some hotels have come up with a different solution to support their hotel due to lack of water, investing in their artesian wells, strainers and tanks. So GG1 uses water from its own wastewater treatment plant located in the city.

Table 4.6 Education and training of personnel on environmental awareness

| Practices | Frequency | Numbers of Hotels and Certificate system (GG= Green Globe, GL=Green Leaf) | % of the Number of Certified Responding Hotels (10 Hotels) |
|--|------------------|--|---|
| <u>Education and Training of Personnel on Environmental Awareness</u> | | | |
| Remind staff to be environmentally friendly | 10 | 4 GG, 6 GL | 100% |
| Provide general environmental education for staff | 8 | 4 GG, 4 GL | 80% |
| Participate in environmental meetings with the government or professional environmental organization | 7 | 4 GG, 3 GL | 70% |
| Remind guests of eco-friendly behavior using signs or posters | 6 | 3 GG, 3 GL | 60% |
| Provide environmental education for guests | 4 | 2 GG, 2 GL | 40% |
| Average adoption rate | | | 70% |

Motivation and training on environmental awareness among staff are carried out by providing general environmental data and are held in all 10 hotels. From the point of view of providing general environmental education, all necessary and important information is posted on the staff board. Then 80% of them are engaged in more in-depth training of employees. The hotels also conduct an orientation program for new employees to train and promote their awareness and responsiveness in their surroundings.

Table 4.7 Provision of environmental awareness for guests

| Practices | Frequency | Hotels and Certificate system (GG= Green Globe, GL=Green Leaf) | Number of Certified Responding Hotels (10 Hotels) |
|--|------------------|---|--|
| <u>Provision of Environmental Awareness for</u> | | | |
| <u>Guests</u> | | | |
| Support for the local community and environmental organizations / stakeholders | 8 | 4 GG, 4 GL | 80% |
| Getting guest reviews on the hotel's environmental activities | 7 | 3 GG, 4 GL | 70% |
| Environmental information on the hotel website | 7 | 2 GG, 5 GL | 70% |
| Environmental Brochures | 5 | 2 GG, 3 GL | 50% |
| Providing guests with bicycles | 2 | 1 GG, 1 GL | 20% |
| Average adoption rate | | | 58% |

For provision of environmental awareness for guests, 6 out of 10 hotels print special environmental booklets or posters reminding them of the need to save water / light, sort garbage and monitor cleanliness. Most hotels have reminders in the bathrooms that remind guests to save water while brushing teeth and not request a change of linen or towels unnecessarily. Also, 7 out of 10 hotels provide support to the local community and environmental organizations / stakeholders in several ways, such as tree planting campaigns, mass volunteer cleaning of beaches, sponsorship of local events and donations (e.g. food, drinks and money). For example, a year ago, GL5 in collaboration with Patong Municipality participated in a large cleaning on Patong Beach. Prior to this, a campaign was conducted to clean the beach and streets on Mother's Day. Also this hotel donated bicycles to Patong Municipal Kindergarten on National Children's Day 2020.

4.1.4 Green Business/Operation

All of the surveyed truly green hotels (10 out of 10) apply eco-practices and have proper certificates. 8 of them said that they also care about the awareness of tourists in this matter. Almost every hotel has green stickers like “save water - save life”, reminding guests not to

waste water and electricity. Many hotels also have colored bins for sorting rubbish on site. But only 2 out of 10 hotels agreed to talk about their green suppliers. For example, in one hotel, the Sales Manager replied:

"We attach great importance to the ecological green products that we provide to our guests. Our network has specially developed its own fragrance, which fills the rooms with fresh Alpine air. The fragrance is also environmentally friendly. In the bathrooms, guests are invited to use natural Swiss cosmetics, consisting of essences of bee balm, lavender, mint and sage. Our supplier has been Suissences since 2004. All the ingredients used in Suissences products are grown in Switzerland and are 100% organic. Any packaging (with cream, lotion, etc.) is made from recycled and biodegradable material."

At the another hotel, the SCR Manager did not talk about all their suppliers, but he emphasized the environmental friendliness of the hotel in relation to water and plastic. GL2 is partnering with Generation Water to destroy plastic water bottles in the resort. Together they produce and pour alkaline water into glass bottles, which is 100% air. Water obtained from Generation Water is strictly monitored for quality and has been tested and approved by the Thai Food and Drug Administration (FDA). Currently, glass bottles of mineralized water are distributed among 445 rooms among GL2 (265 rooms) and Renaissance Phuket Resort & Spa (180 rooms), as well as bottles delivered to corporate meetings, events and the Mandara Spa.

The rest of the hotels (8 out of 10) that took part in the study refused to provide information on their suppliers, saying that this was confidential information. But 6 of them added that they really choose eco-friendly suppliers.

4.1.5 Attitude of Russian tourists

The selected certified hotels with whom it was possible to conduct an interview were also interviewed regarding how Russian tourists relate to the green practices used in the hotel. 8 out of 10 hotels found it difficult to answer, as they usually analyze the attitude of tourists as a whole, without dividing them by nationality.

5 out of 10 added that usually Russian tourists live cleanly and notice some environmental practices, but as a rule, most often hotels receive positive reviews for the quality of food in restaurants, facilities and for natural landscaping. So during an interview at the GG1, the Green Project Manager replied:

“As for Russian tourists, they are certainly happy to be in this hotel, where it is clean, comfortable, beautiful and green. But few note all the environmental practices used. Only half are ready sort waste or save energy. And then they do it to fit the hotel, or just for fun. There are much less conscious Russian green tourists.”

Also in GL1, Sales Manager said:

“Russian tourists like to participate in eco-practices. Not everyone, but many willingly agree to participate in various events (only guests from 25 to 50 years old), some tourists (from 35 to 60 years old) note a small amount of plastic in the hotel and are also happy about this. But I noted that there are more and more conscious green tourists every year. But most still do not know what ecotourism is, do not notice the practice, but willingly agree to take part in them. It is very valuable for us if people become interested in ecotourism due to living in our hotel.”

Thus, it becomes obvious that many tourists still appreciate the comfort and design of a hotel more than the application of eco-practices. Many of the guests do not notice eco-practices, not because they are not interested, but simply because they do not know what eco-practices in the hotel industry exist today.

4.2 The Main Findings of the Semi-structured Interview with Russian Tourists

To conduct a qualitative study with Russian tourists, an in-depth semi-structured interview was prepared, consisting of 16 open-ended questions. The interview was attended by 22 Russians who chose to stay in a truly green certified hotels in Phuket. Each interview lasted from 30 to 60 minutes, was recorded and fully transcribed. Interviews were not “controlled” by perceived bias (Caruana, et al, 2014).

In a qualitative study, open, non-leading questions were used, such as “Are you an environmentally responsible person? If so, what eco-practices do you use in everyday life? If not, then why?” or “Could you tell me what you meant?” Such clarifying questions of this kind allowed a deeper study of the attitude of Russian tourists to eco-practices and the further desire of tourists to take care of the environment.

Interview questions and study results were divided into five sections:

1. Demographic factor
2. Eco-friendly attitude
3. Awareness in hotel eco-practices and green hotels
4. Intention to pay more
5. Willingness to support this and recommend green tourism

4.2.1 Demographic factor

A total of 22 Russians were interviewed. More detailed information about respondents is presented in table 4.8 Demographic characteristics of all respondents. Despite the fact that the key condition for choosing this sample was the direct choice of a real green hotel by tourists, it is useful to note the absence of any dominant demographic characteristics of the sample: age, gender, marital status varied significantly.

Table 4.8 Demographic characteristics of all respondents

| Resp. Number | Gender | Age | Family Status | Travel Companions | Hotel |
|---------------------|---------------|------------|----------------------|-----------------------------|--|
| 1 | Male | 40 | Married | Family (Wife and son) | Centara Grand Beach Resort Phuket |
| 2 | Female | 37 | Married | Family (Husband and son) | Centara Grand Beach Resort Phuket |
| 3 | Female | 31 | Divorced | Alone | Katathani Phuket Beach Resort |
| 4 | Female | 24 | Divorced | Boyfriend | Banyan Tree Phuket |
| 5 | Female | 25 | Single | Alone | Mövenpick Resort Bangtao Beach Phuket |
| 6 | Female | 36 | Married | Family (Husband) | Mövenpick Resort & Spa Karon Beach Phuket, Karon Beach |
| 7 | Male | 26 | Single | Alone | Mövenpick Resort & Spa Karon Beach Phuket, Karon Beach |
| 8 | Male | 58 | Married | Family (Wife) | Centara Kata Resort Phuket |

Table 4.8 Continued

| Resp. Number | Gender | Age | Family Status | Travel Companions | Hotel |
|---------------------|---------------|------------|----------------------|----------------------------------|--|
| 9 | Female | 32 | Divorced | Family (2 children) | Mövenpick Resort Bangtao Beach Phuket |
| 10 | Female | 29 | Divorced | Family (2 children) | Dusit Thani Laguna Phuket |
| 11 | Male | 25 | Single | Family (Mother and sister) | Dusit Thani Laguna Phuket |
| 12 | Female | 27 | Single | Co-workers | JW Marriott Phuket Resort and Spa |
| 13 | Female | 27 | Married | Family (Husband and daughter) | The Club Med Phuket |
| 14 | Female | 33 | Divorced | Family (Daughter) | Duangjitt Resort and Spa |
| 15 | Male | 30 | Divorced | Alone | Novotel Phuket Resort |
| 16 | Female | 36 | Divorced | Friends | JW Marriott Phuket Resort and Spa |
| 17 | Female | 48 | Married | Family (2 daughters) | Swissôtel Suites Phuket Kamala Beach |
| 18 | Male | 36 | Divorced | Alone | Centara Kata Resort Phuket |
| 19 | Female | 31 | Divorced | Friends | Swissôtel Suites Phuket Kamala Beach |
| 20 | Female | 55 | Married | Family (Husband) | Mövenpick Resort & Spa Karon Beach Phuket, Karon Beach |
| 21 | Female | 33 | Married | Family (Husband and son) | Centara Kata Resort Phuket |
| 22 | Female | 26 | Single | Boyfriend | Swissôtel Suites Phuket Kamala Beach |

It can be presented more clearly (Table 4.9 The ratio of sex, age and marital status of respondents).

Table 4.9 The ratio of sex, age and marital status of respondents.

| Criteria: | Data: | Numbers: | % |
|------------------|--------------|-----------------|-------------|
| Gender | Male | 6 | 27.27% |
| | Female | 16 | 72.73% |
| | Total | 22 | 100% |
| Age | Under 20 | 0 | 0% |
| | 20-25 | 3 | 13.64% |
| | 26-30 | 6 | 27.27% |
| | 31-35 | 5 | 22.73% |
| | 36-40 | 5 | 22.73% |
| | 41-45 | 0 | 0% |
| | 46-50 | 1 | 4.55% |
| | 51-55 | 1 | 4.55% |
| | Over 55 | 1 | 4.55% |
| | Total | 22 | 100% |
| Family Status | Married | 8 | 36.36% |
| | Divorced | 9 | 40.91% |
| | Single | 5 | 22.73% |
| | Total | 22 | 100% |

If analyze gender, it immediately becomes noticeable unequal sex ratio. This is due to the fact that women are more willing to make contact and agree to an interview than men. And also with the fact that, according to the official website of the Federal State Statistics Service, in 2019, 67.897.000 men and 78.648.000 women lived in Russia, i.e. 11 million more women than men (gks.ru, 2020).

Analyzing the age of tourists who took rest in a luxury green hotel, it is possible to conclude that this type of vacation is enjoyed by all ages who can afford it. 87% of the total number of respondents are in the age group from 20 to 40. The remaining 13% were shared between people aged 41 to 58. But since tourists who stayed in real five-star green hotels were chosen, there are no respondents under 20 and over 58 years, since Russia has very low scholarships and a pension, this category of people, as a rule, cannot afford to pay for a flight to Phuket and accommodation at a luxury hotel.

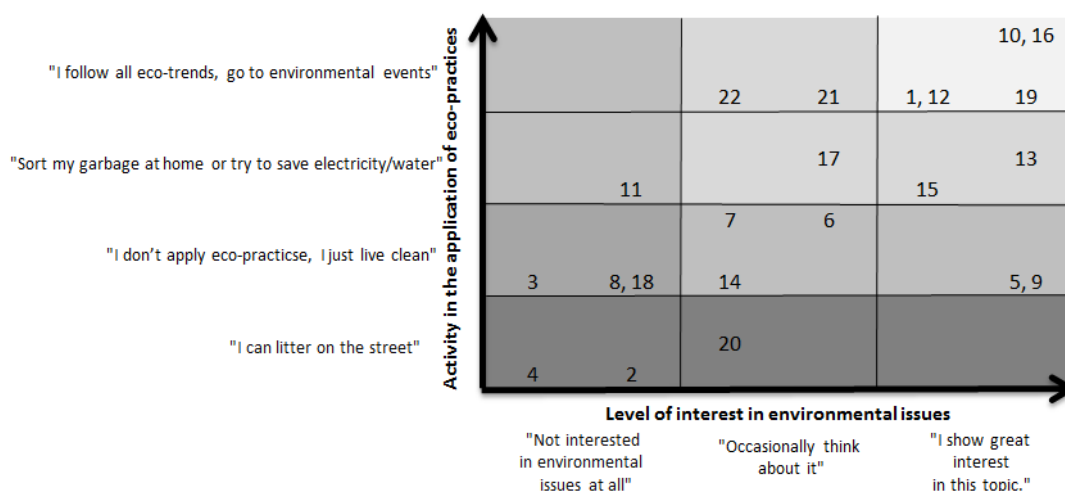
Also, the number of divorced and married travelers is almost equal. This is again due to the demographic feature in the Russian Federation. The statistics of marriage and divorces for 2018 shows that 863,039 marriages and 583,942 divorces were registered during the year. So, of the total number of marriages, 68% get divorced (Rosinfostat.ru, 2020).

4.2.2 Eco-friendly attitude

After the Intro-part, the question “Are you a person who truly interested in eco-friendly practices?” followed in the interview. Then there was a series of open questions as "Why not?" or (if the answer was yes)- "What eco-practices do you use in everyday life?".

The answers were completely different from each other. There were respondents who were extremely concerned about the state of the environment, but at the same time did not use green actions in everyday life. There were those who were not at all interested in this topic or heard of green actions for the first time. Schematically, the level of interest in the environmental issue and the activity of applying eco-practices in the lives of Russian tourists surveyed can be represented in a graph (Figure 4.1).

Figure 4.1 Interest in ecology and ecological activity of Russian tourists in everyday life.



When analyzing data obtained after conducting interviews with Russian tourists, content analysis was used. This scientific method was used to obtain information that meets certain qualitative criteria - objectivity, reliability. Content analysis also helped to identify the psychological characteristics of each respondent, which influenced a deeper analysis of the

information received. All respondents were interviewed regarding their attitude to an environmentally responsible lifestyle and the application of green practices in everyday life, respectively. Based on the responses received, a Figure 4.1 was created that shows the level of environmental awareness of the respondents. Respondents were distributed on this figure in accordance with their answers and psychological characteristics. And since all people are different, each serial number of respondents has its own location different from the others, even if the numbers are in the same cell.

Thus, 3 (2, 4, 20 respondent numbers) out of 22 respondents, which is 13.64%, are not at all interested in eco-practices and environmental issues. Moreover, these people are completely ecologically irresponsible. They consume water, electricity in large volumes, use plastic and can even throw garbage in the street. One of these respondents said:

“It happens that I eat a chocolate bar while I go to someone to meet or work. And I can’t come to the superiors or anyone else with a sticky candy wrapper in my hands! Therefore, I have to quit it's on the curb ...»

In another interview, the young woman replied:

“I never thought about how much I spend light or water. I like to take baths for a long time, I never take out chargers from sockets. I live so that I personally feel comfortable.”

Another 4 respondents (3, 8, 11, 18 respondent numbers) answered that they did not particularly follow the environmental situation, were not interested in special eco-practices, did not watch the news in the Ecology section, but at the same time they tried to live cleanly and did not allow themselves to throw rubbish in public places. The eleventh respondent commented on this:

“Yes, I am concerned about environmental issues. I try not to litter on the street. For example, if I have garbage, I will not throw it in the middle of the street or out of the car window; naturally I will bring it to the bin. I don’t like when people litter, especially where they live, this is not a pigsty!”

22.73% (5, 6, 7, 9, 14 respondent numbers) of all respondents said that they also do not use any eco-practices that require their personal time or depriving them of comfort; they simply maintain cleanliness in life, do not allow themselves to be litter, but at the same time show

an average or high level of interest in global environmental issues. So, for example, the fifth respondent explained it this way:

“Yes, I am very interested in environmental issues. I am always up to date with the latest news. I watched the news especially carefully when our Siberia and now Australia were on fire. But the animal kingdom always worried me more than, for example, using plastic or exhaust fumes. 2 years ago I became a vegetarian, a year ago a vegan. I volunteer in a dog kennel in Moscow and often feed these stray dogs at my own expense. I’m ready to refuse to eat meat to save animals, but till I’m not going to sort garbage or collect plastic, for example.”

The remaining 10 of 22 (45.45%) interviewed tourists showed a good result in the application of eco-practices in everyday life and a high level of interest. So 13rd respondent answered:

“Recently, I began to read a lot of information about environmental practices, about a conscious eco-friendly lifestyle, about environmentally friendly products, and so on. Therefore, I am for ecotourism. And I use conscious consumption. I try to buy no more than necessary. I never buy disposable tableware, and if they give me plastic containers in restaurants or cafes, I don’t throw them away but use them at home for various household items...I think that recycling is 90% success in saving the planet. A lot of plastic has already been produced and I think it makes no sense to produce even more plastic. Therefore, I believe that people should recycle the plastic that has already been released. I was very glad to learn about Boyan Slat and his achievement in the field of cleaning the oceans from garbage. I think there should be more such people willing to try for the sake of our planet.”

And 5 of these 10 respondents were extremely environmentally responsible (1, 10, 12, 16, 19 respondent numbers). These five people, representing 22.73% of the total number of tourists surveyed, stated that they always sort garbage, 3 respondents even installed or dug compost pits for waste:

“I have long abandoned some types of plastic that I think are generally unnecessary, such as bags, tubes, straws, shower caps, etc. I think we can live without them. Also at home I installed 2 special compost equipment, each for 60 liters. And one installation with worms (it is very interesting for children) and the second without worms.”

Also, these green Russians love to collect garbage voluntarily:

“Recently I am a truly environmentally responsible person. I live near Vladivostok and all my friends love hiking. And such my first trip changed my attitude to nature. When I first climbed the mountain and saw the pristine nature untouched by man, I realized how much people pollute our nature. And even there on the top of the mountain were garbage dumps! That is, people are not too lazy to drag on themselves (1200 meters up) all this stuff, food, bottles, cans, etc. And my friends and I began to remove this garbage from the mountains, and so my love for the environment arose. You have no idea what kind of people pigs are. Okay, in the city ... Cleaners, special cars can still get out there. But I don't understand why people litter at the top of the mountains in untouched places...”

“...At home I clean the park next to the house and the nearest forest once a week...”

“On picnics I try to leave the same untouched territory as before my arrival, I also do not use plastic dishes and so on.”

In addition, they use various green practices to at least somehow reduce their environmental impact:

“... my friends and I even refused to use cars. We understand that from the fact that our 3 cars cost, the environment will not improve much, but still we are pleased that we are trying to save nature. So in winter we go skiing, sometimes on horseback, and in summer on bicycles.”

“Yesterday I quarreled with a Canadian who was throwing cigarette butts on the sidewalk. I told him that it's bad, it's ugly ... and he justified himself by the fact that the cleaners will sweep away these butts and it will be clean again. We argued with him for a long time. And also he said that at home (in Munich, Germany) he does not allow himself that. This is terrible. Personally, I do not allow myself this... in principle... anywhere. If I have a cigarette butt, I'll throw it in the trash. I also try to save light and water as much as possible so that this does not interfere with my comfort. Also, I always quarrel with neighbors if they do not turn off the lights...”

“I try to live environmentally consciously. For example, I never throw away batteries; I collect them and then take them to a special sorting center where they accept

batteries. Also in the Moscow residential complex where I live, there is a collection point for plastic bottles and caps. So now I hand over my plastic bottles with caps there.”

4.2.3 Awareness in hotel eco-practices and green hotels

In this subsection, three points will be considered regarding the general awareness of Russian tourists about green hotels:

4.2.3.1 Factors Affecting Hotel Choices

4.2.3.2 Green Practice Note

4.2.3.3 Wishes of tourists regarding the work of the green hotel

The first subsection is devoted to the analysis of the desire to visit green hotels, whether tourists always think about the environmental policy of the hotel before checking in it. The second paragraph considers what eco-practices tourists noted while living in a really green hotel. The third paragraph analyzes the respondents' answers regarding how they want to see the green hotel.

4.2.3.1 Factors Affecting Hotel Choices

During interviews with Russian tourists, everyone was asked the question "Have you always chosen green hotels when you travel?". The answers were completely different, which made it possible to trace which factors are most preferable for Russians when choosing a hotel. Graphically obtained data are given in the Figure 4.2.

Figure 4.2 Factors Affecting Hotel Choices

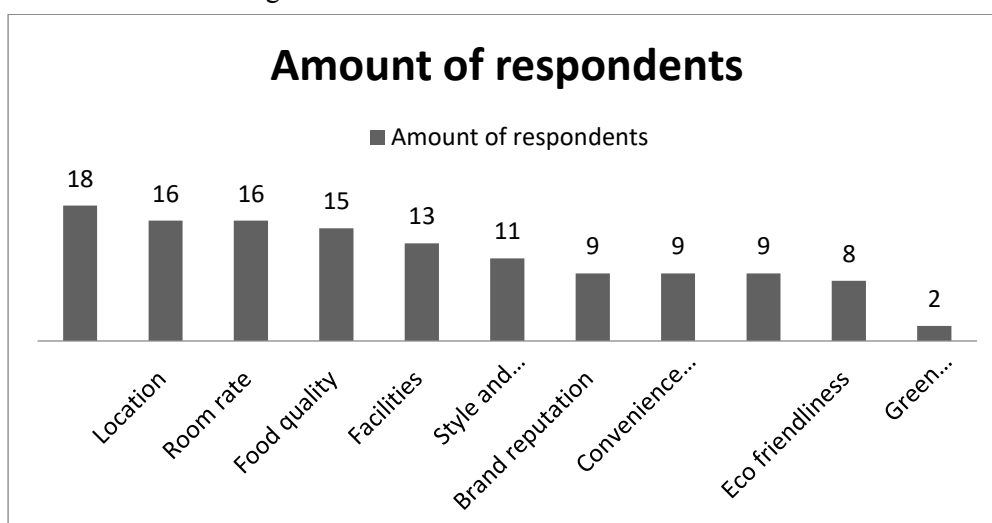


Figure 4.2 shows how many people called this or that factor when it came to choosing a hotel. Thus, despite the fact that 10 out of 22 interviewed tourists use eco-practices in everyday life and 5 of them are environmentally responsible consumers, 8 people (36% of all respondents) pay attention to the greenness of the hotel and only 2 people (9%) look at whether the hotel is certified in the field of environmental practices or not.

When choosing a hotel, most of all surveyed Russian tourists (82%) pay attention to the convenience and comfort of the rooms. The location of the hotel also plays an important role when choosing, as not all tourists have international driving licenses and/or can afford to rent a bike or car. Therefore, for many respondents (73%), it is important that the hotel is as close to the sea as possible and to any entertainment such as a shopping center or a night market. Also often as the location of the hotel is considered pricing and the quality of food (68%) that the hotel offers.

Again, due to the lack of vehicles, it is important for Russian tourists to know that the hotel will provide them good, tasty food. 59% of the total number mentioned that the hotel's facilities are important to them, such as the pool, gym, and children's play areas. 9 of 22 respondents (41%) also mentioned that before booking they take into account the brand's reputation, the convenience of staying with a child (availability of cots, highchairs in the restaurants and a children's pool), as well as read reviews about the selected hotel on various sites. The most popular website among Russian tourists is Booking.com.

4.2.3.2 Green Practice Note

During the interview, all 22 tourists were asked the question "What green practices did you notice in your hotel? Did you were offered to take participation in some green events?" to which half of the respondents (11 people) replied that they did not note any green practices in hotel. 100% of respondents said that they were not offered to participate in eco-events.

In general, almost no environmental practices have been noted here. 6 respondents emphasized only the beautiful landscape of the hotel. The opportunity was noted to walk along the groomed paths among the greenery:

"We tried to spend more time outdoors because the large green area of the hotel allowed it."

Also, 1 tourist was delighted with the garden located on the GG1:

“There is a huge botanical garden with flowers, butterflies and various plants.”

And 1 more respondent appreciated the fresh air that prevailed on the hotel:

“A large well-groomed area, a lot of greenery, fresh air is felt due to the proximity to the sea...”

Also, 2 tourists noted furniture and napkins as a kind of eco-practice. The woman living in the GG2 said:

“...the room has a lot of good wooden furniture, which means the hotel uses natural materials.”

Another woman staying at the GL6 commented on the issue of the noted eco-practices as follows:

“I am not sure whether it can be considered an eco-practice, they put only 1 napkin at dinners, maybe because of savings or just because of a love of nature.”

Only 3 out of 22 (14%) respondents reported a lack of plastic at the hotel and sorting bins for rubbish:

“No, they didn’t offer me anything, but I can say that this hotel can be called green, if only because they put water in glass bottles, not plastic ones. Thanks so much for that!”

“I noted that this hotel does not use plastic. Even drinking straws are made of paper, it is certainly pleasing. I was not offered to take part in any eco-practices, but I can call this hotel green.”

“The most important thing that I noticed is cleanliness, glass bottles for water and tanks for different types of garbage. Unfortunately, no eco-events were offered to me, but if I were to offer, I would gladly participate.”

But almost half of the respondents (10 out of 22) noted that Phuket cares about the environment. Positive comments were received regarding the sorting tanks that were installed at the airport and shopping centers, as well as the rejection of plastic bags and, in some establishments, from plastic tubes, as well as the eco-friendly activity of the inhabitants of the island:

“I really liked that the Thais are trying to follow eco-practices in everyday life. And in cafes and restaurants more paper than plastic. Even the drinking tubes were replaced by paper ones... It's great that over time Phuket only turns green, and not gray ... like many megacities.”

“I was glad when Thai supermarkets refused plastic bags. I also noted that in some cafes there is also no plastic — only paper tubes, bags, packages. I also saw a group of volunteers cleaning the beach. And 1 month ago I read an article on Facebook about companies, organizations and also hotels that work together to save turtles on Mai Khao beach. It's nice that Thais care about their nature and the planet as a whole. ”

“I come here every three months and constantly observe some environmental improvements. Somehow I walked into volunteer clean Nai Yang beach, and then I was here when there was some ceremony of releasing turtles into the sea, now people refused to use plastic bags everywhere. It's nice that Phuket cares about nature.”

“I was very pleased that in 2020 Thailand passed a law abolishing the use of plastic bags. Because now people will reuse existing packages, and will not constantly throw away plastic bags that were previously issued at the supermarket checkout counters.”

“I like that conscious Thais are watching the environment, that shops have refused plastic bags, that there are a lot of sorting garbage bins in shopping centers, that there are volunteer cleaning of the beach. It is good that there are more and more eco-friendly people.”

“I like to relax here. Phuket has very beautiful beaches, and I like that many cafes and shops have abandoned plastic. For example, in supermarkets they don't give out plastic bags and in a cafe all the straws are made of paper or bamboo.”

“I have been resting in Phuket for the sixth year in a row and I really like it here. Especially the Thais really care about the environment, as for example, they have now refused to use plastic bags. It may not always be convenient, but it is very good for nature.

4.2.3.3 Wishes of tourists regarding the work of the green hotel

Tourists were asked a question - how do they think should a green hotel be certified? Nobody of the respondents said no. Only 2 Russians of 22 responded that having a certificate does not matter specifically for them, but still the hotel should have it:

“I think yes. For me personally, this is not important, but for people actively involved in ecotourism, I think it is important...”

“Perhaps this is important for ecotourism lovers, but for my husband and I personally, no, since we are not supporters of this movement.”

91% (20 out of 22 respondents) answered that of course hotel should have green certifications:

“Yes, yes, yes, of course! This must be confirmed by both local and federal authorities.”

“Yes, sure. It would benefit everyone. The hotel, having confirmed its environmental friendliness, could attract more tourists, and people seeing in which green place they are located could learn something new or simply join eco-practices and start to care for nature.”

But during the interview, the main problem of Russian tourists was identified - the lack of knowledge about green practices. Thus 13 out of 22 participants (59%) in the study wished that truly green hotels indicated why they received this certificate and what environmental practices they use:

“They should show these certificates subject to their actions, so that people see for what merits the hotel will receive one or another certificate.”

“The hotel should write about it on every corner. If not for this interview, I would not have known that this hotel has a certificate, which means that I would not have thought about environmental practices.”

“Hotel must write about this. And to prove their environmental friendliness. Although to attach photos with a roof where there are solar panels or show photos of rooms where there are motion sensors that control the consumption of electricity, etc.”

“And not only to be certified, but to prove it by actions, show statistics, lead an active eco-social life, make publications on this topic in social networks and so on.”

4.2.4 Intention to pay more

It is generally known that the latest modern eco-practices are used, as a rule, in five-star hotels, since hotels of a lower category cannot afford to install eco-friendly equipment for the application of eco-practices. Most of the medium and small hotels do not even think about

applying green practices and establishing Green Policies, since for them the goal is to make money and stay in this industry, given the huge number of competitors. Thus, given that truly green hotels usually fall under the Luxury category, tourists were asked the questions: "Are you willing to pay more for staying in truly green hotel? On how much percentage from total sum you can pay more for staying at green hotels? " and the answers definitely pleased (Table 4.10).

Table 4.10 Willingness to pay more

| | Amount of respondents: | % |
|--|------------------------|---------------|
| “Yes, I am ready to pay more for accommodation in a green hotel by ...% more” | 14 | 63.64% |
| 10-15% | 8 | 36.36% |
| 20-25% | 5 | 22.73% |
| Even 50% | 1 | 4.55% |
| “No” | 8 | 36.36% |

Thus, 8 respondents (36%) answered that they were not ready to pay extra money for accommodation in a truly green hotel and explained this for a number of reasons. The first was that the family budget is too limited to pay extra for green practices:

“I will not pay extra. There is an alternative to rent a bungalow. Hotels that offer accommodation in bungalows are also eco-friendly and sometimes they are even closer to nature than the famous large chain hotels. And in the bungalow you can stay for really little money.”

The second reason was the lack of understanding why customers should pay extra for living in such a hotel, because they can be an environmentally responsible person for free:

“Why should I pay money for this? I can apply green practices in everyday life for free.”

And the third reason was formed during an unsuccessful stay in a previous green hotel. This respondent had experience in eco-hotel in Vietnam, which spoiled the whole impression of a green holiday:

“My husband and I somehow stayed at an ecohotel, it was located in Vietnam and it was a terrible experience. We lived in a thatched bungalow, the shower and toilet were outside. Insects constantly crawled into the bungalow and we were bitten by them. After that, I decided that we won’t go to the ecohotel anymore... I would not go even if I was given a discount on accommodation.”

But the remaining 64% of all respondents said they were willing to pay more, but on the condition that it would be a truly green hotel:

“But I have to be 100% sure that the hotel is environmentally friendly. That is, to know that the hotel does not have shower caps that anyone needs, that water is supplied in glass bottles, not plastic and so on.”

Interesting comments were also received that some Russians want to live in a green hotel and are ready to pay extra money for it, not only for the sake of caring for the environment, but rather to get new emotions and impressions:

“Yes, it would be interesting to live in an eco-hotel. But not because it helps to preserve nature, but simply because it is a new experience for me and the opportunity to be alone with nature.”

4.2.5 Willingness to support and recommend green tourism

Despite the fact that many Russian tourists do not know what eco-practices are used in the hotel industry today, most of people are interested in this topic, they are ready to develop it, learn how they can apply green practices in everyday life. Table 4.11 shows how all 22 respondents reacted on questions “Will you continue your green vacation?”

Table 4.11 Willingness of Russian tourists to support green tourism

| Willingness to support green tourism | Amount of respondents | % |
|--|------------------------------|----------|
| “I already support green tourism and will continue to do it” | 12 | 54.55% |
| “I am interested in this topic and I plan to study it in more detail.” | 6 | 27.27% |
| “No” | 4 | 18.18% |

Thus, most of interviewed Russian respondents (55%) answered that they have already supported it and plan to continue to take green vacations in the future.

27% of all 22 people asked that before this trip and interview they did not pay attention on green practices but now they really want to learn more about it and start applying eco-practices in everyday life. For example, such answers were given:

“And after this trip and interview, I also think about abandoning plastic or at least putting it in recycling containers. It is not difficult, but effective.”

“There are a lot of tanks for all kinds of waste. And I like to sort it. I’m thinking about starting sorting the trash when I get back to Moscow.”

“I plan to read more about environmental protection and eco-practices.”

But there were those who refused to support ecotourism. Their number was 18% (4 people) of the total amount. But 3 people explained later, they will not support ecotourism just because they do not have enough time and there are no like-minded people for this:

“I never planned a green vacation. And I never went to massive green shares either. Firstly, I need a like-minded person who would support me in this regard and who would be able to adjust my schedule to mine, and this is almost impossible to do, since I am almost always on flights. Usually I don’t have time to just go out with my friends to a movie premiere or go shopping. What can we say about volunteer eco-meetings ... Therefore, I do not go into it, but not because I am not interested, but simply because I simply do not have the energy and time to do it.”

Only 1 person of 22 said that she simply did not see the point in the development of eco-practices as a whole:

“Maybe someday but not now. And if I will do this, that is not in order to clean karma or something else and somehow take care of nature. And just to get a new experience and emotions. Somehow I went camping, we spent the night in tents, burned bonfires and sang near them, walked 15-20 km daily and it was cool. But I did not think about any eco practices... Honestly, I do not see the point. I just do not believe that all these nature lovers will be able to create such a large community to somehow improve the state of the environment. And besides... for my age, nature and resources will suffice.”

As for the promotion of green tourism and green lifestyle as a whole, 19 out of 22 (86%) replied that they would definitely recommend it or already recommend it to their relatives and friends:

“Yes, I have already done it. I often publish eco-posts on my Instagram and Facebook.”

“Sure! I discuss with my friends and acquaintances on social networks, that the time has come to live consciously! So I will continue to promote these ideas further.”

“I constantly attract people who have not yet switched to an environmentally friendly lifestyle in this activity. I love to recruit a group of newcomers, go camping with them, show them what a beautiful nature we have, remove garbage with them and inspire them to live cleanly.”

Only three responded in the negative.

CHAPTER 5

DISCUSSION AND RECOMMENDATIONS

This chapter will discuss important findings regarding the research objectives of this study. The roles and approach of Phuket green hotels to the applications and developments of eco-practices, problems, as well as tourists' perceptions of green practices, will be discussed recommendations for the development of green tourism and, as a result, reduce the negative impact and improve the quality of the island's environment. Finally, limitations and recommendations for further research will also be covered.

5.1 Summary of Main Findings

Semi-structured interviews were conducted using a focused sampling method from November 2019 to January 2020 with managers working in certified green hotels in Phuket. Hotels have been selected according to the official websites of Green Leaf and Green Globe certification systems. A total of 26 hotels have been confirmed to participate in this study. 12 of them flatly refused to give an interview on this topic. 2 admitted that they do not have certificates, although they are listed among the participants of these certification systems. Another 2 hotels said that they have a certificate, but did not apply any eco-practices and did not establish a green policy in their work. Thus, during the study it was able to collect complete informative interviews with 10 hotels. 9 of them are network and only 1 independent hotel. Totally interviews were received from 1 Human Resources Manager, 2 Sales Managers, 1 CSR Manager, 1 Green Project Manager and 5 Front Desk Managers.

Interviews were also conducted with Russian tourists who stayed at least one night in selected certified hotels. Semi-structured interviews were conducted from November 2019 to January 2020. A total of 22 interviews were collected. Respondents who agreed to answer questions lived in the following hotels: Banyan Tree Phuket, Centara Grand Beach Resort Phuket, Centara Kata Resort Phuket, Duangjitt Resort and Spa, Dusit Thani Laguna Phuket, JW Marriott Phuket Resort and Spa, Katathani Phuket Beach Resort, Mövenpick Resort & Spa Karon Beach Phuket, Karon Beach, Mövenpick Resort Bangtao Beach Phuket, Novotel Phuket Resort, Swissôtel Suites Phuket Kamala Beach, The Club Med Phuket.

Interview questions were partially developed on the basis of several secondary data published by international organizations to provide the necessary information covering main objectives of the study.

After collecting and analyzing the interviews, significant findings were obtained. It can be divided into 2 groups: 1. the important findings of green policy in certified hotels located in Phuket; 2. the main findings based on interviews with Russians.

5.1.1 Main Findings on the work of certified hotels

Nowadays, providing support to employees in the field of green tourism is one of the top priorities. Thus, increasing sustainability in the hotel industry depends largely on the regular participation of employees in environmental initiatives. But during this study revealed one of the most significant problems in the work of green hotels - low awareness among staff.

In each hotel, regardless of its level, the front desk workers did not know what to answer when they heard questions about the environmental practices used in their hotel. Half of the employees admitted that they do not know what environmental practices are.

It has also become apparent that hotels do not inform or poorly inform guests about their green practices. Hotels are more concerned about the comfortable stay of guests. There are almost no signs calling to save light or water, or to reuse towels. Also, almost no hotel informs its customers about the availability of green certificates and green policies. So, none of the 22 surveyed tourists knew that the hotel in which they stayed had certificates and applied eco-friendly practices. But tourists noted comfortable rooms and delicious food in restaurants. It's also rare to find such simple but effective eco-practices as replacing plastic with glass or paper or natural cosmetics in rooms.

At first glance, there are no noticeable environmental practices. But hotels are still preoccupied with green politics. So, for example, combining green actions and thinking about the comfort of tourists, all hotels are actively engaged in landscaping. Also, all the interviewed hotels said that they use energy-saving light bulbs and sort garbage. Most hotels have use low-flow shower heads or tap sensors. The study also noted a positive trend regarding public green events. Almost every hotel were conducted actively participate in government and public green events, which ultimately significantly improve the environment of Phuket.

5.1.2 Main Findings on the attitude of Russian people to green practices

During the study, 22 Russian tourists were interviewed who stayed for a while in certified hotels. In the course of work with Russians, a tendency was revealed that people are very interested in environmental practices and they are ready to apply them, but due to the fact that hotels do not provide the necessary information, tourists do not delve into it. Most of the tourists surveyed showed a high interest in this topic. About half of all respondents said that they were sitting around the state of the environment, worried about environmental issues and were increasingly trying to delve into green practices that would help preserve nature. Someone replied that he had just recently started collecting separate garbage, someone said that he was planning to start doing it. Almost all respondents said that they always keep clean and do not allow themselves to throw garbage on the street. There were tourists who, in principle, live environmentally consciously and promote this way of life among acquaintances and friends.

But there were those who are far from this topic. But interestingly, even those people who do not apply environmental practices in everyday life and are not interested in the state of the environment as a whole are ready to delve into this. They want to learn more and start living so that it does not harm, or even contribute to improving the environment. But only if they are provided with such information. Unfortunately, hotels do not inform their guests about environmental practices. And all the tourists surveyed were extremely surprised to learn that the hotel in which they live has an environmental certificate and meets all the requirements of a real green hotel.

So if hotels more actively published on social networks about their green practices, they would offer tourists to participate in green events and inform them about their green policies and maybe even environmental awareness in general, this would give much better results.

5.2 Discussion on Significant Findings

This section covers a summary of important findings of this study. The findings were discussed based on the objectives of the study

5.2.1 Objective 1: Investigate the green eco-friendly practices in certified hotels located in Phuket

The travel and tourism industry in Phuket is growing very fast. Thailand has already become one of the most popular tourist destinations and in recent years is among the ten most visited countries in the world (Worldpopulationreview.com, 2020). But such a rapid development of tourism and the hotel sector has a negative environmental impact on the island. Indeed, the hotel industry as the main business sector has a huge impact on the environment and pollutes the island. But authorities are promoting environmental protection and conservation through the introduction of several environmental management practices.

Participation in public environmental events, waste management and energy conservation are the three main sectors that are currently used in the Phuket hotel industry. This indicates a discrepancy with the previous literature in that the main areas with regard to environmentally sound development are waste management, educational practices, the transition to natural products, energy efficiency, and water use efficiency (Merli et al., 2018; Jamaludin & Yusof, 2013; D'Alessandro, 2016; Kim, Hlee & Joun, 2016).

The main problem of the island of Phuket is poor staff awareness. Despite the fact that every truly green hotel replied that they pay great attention to the education of employees in the area of the hotel's environmentally responsible policy, inform the staff about all the latest green work practices, conduct trainings, in practice it has become obvious that this is not so, especially among junior staff.

Out of 26 hotels, it was possible to contact 14. Only 10 of them confirmed the availability of a certificate and the application of appropriate eco-practices. But when it was planned to make an appointment with the managers, in every these truly green hotels, the front desk workers were confused when they heard the topic of the study. 6 employees replied do not know what environmental practices are applied in their hotel. Moreover, another 3 workers do not know what environmental practices are. The problem of low staff awareness became apparent.

Also it became obvious that there are no environmentally designed buildings in Phuket. Today, green building is becoming more popular. So, for example, the Marriott network, whose hotel participated in this study, already has several environmental projects. One of them- JW Marriott Hotel Singapore South Beach. The structure of the hotel is designed to collect rainwater and is also equipped with solar panels, which help illuminate the facade of the building. Spectrally selective glass also helps limit infrared waves, which reduces heat without restricting

light. This means that the interiors stay cooler and the entire design is more energy efficient (Trip101, 2020).

Unfortunately, there are no plans to build such environmentally designed projects in Phuket yet. First of all, this is due to a lack of material resources. For the same reason, during the interview it became clear that hoteliers still put the comfort of visitors above environmental practices. Thus, only in 3 hotels from 14 are guests asked to reuse towels and save water. Other hotels do not do this, fearing that customers will not like this kind of restrictions.

Although previous studies on this topic have shown the opposite result. In 2018, Han and Hyun conducted a research involving 321 US hotel customers and the results showed that guests agree to save water and reuse towels and bathrobes. Moreover, consumers do not just want, but even intend in connection with the general growing sense of moral duty to nature. From a practical point of view, hotel operators only need to inform about this practice: to contact guests with requests for reuse, publish messages on water conservation on social networks, hang cards / signs in the room that convey a moral message like “Turning off the water while brushing your teeth - it’s responsible behavior, because in this way you can save more water than you think” or “Saving water is the responsibility of every person in the face of our only planet” (Han & Hyun, 2018).

And in general, around the world there is a high interest among tourists. According to booking.com, 68% of travelers from all over the world plan to stay in eco-friendly accommodation and agree to comply with relevant requirements (Smartvatten.com, 2020).

There are also many other fairly simple eco-practices that are not used in most hotels. For example, room cards. Modern plastic key cards are made of PVC (polyvinyl chloride) plastic base, which is part of a highly toxic manufacturing process. Many hotel companies are switching to cards made of paper, wood and bioplastics, which are better for the environment, but equally durable.

Or today, many hotels have switched to cleaning products based on biological oils and other natural cleaning products. By making the transition, they are reducing the use of chlorine bleach products and petrochemical derivatives. These more natural products have proven effective, less annoying for guests and staff, and less harmful to the environment (The Balance Small Business, 2020).

These eco-practices also include the production of own food products. Benjamin Lephilbert (the founder of LightBlue, a clean positive startup that helps organizations cut food costs and increase profitability) lives and works in Thailand. In some interview, he noted that more and more hotels are committed to reducing food waste. For example, by growing food locally, locating food locally, and changing social norms to ensure that “plate waste” is no longer considered acceptable. (4Hoteliers.com, 2020). But this practice is carefully used by only 2 hotels – GG1, which has its own garden, where it grows fruits, vegetables and GL2 in which Lephilbert regularly conducts trainings.

Thus, it became apparent that only a few hotels have the opportunity to use all the latest green practices. But in any case, there is a positive trend. There is no recent expensive technology to track and reduce water and light consumption, every hotel has a low awareness among staff, almost all hotels still use plastic, but everyone is eager to develop and offer guests what they can. Someone provides bicycles for free, someone landscapes the territory, and someone uses natural eco-cosmetics in the rooms and so on.

But what really pleases is the fact that 9 out of 10 interviewed green hotels are more and more actively participating in public green events, which, as a rule, gives great importance in terms of preserving the environment. So it was collected interesting data about various social events that these hotels support. Such green events usually bring tremendous benefits to nature. For example, in one such green case, the lives of several hundred turtles can be saved, a huge amount of garbage collected, or several thousand trees planted.

5.2.2 Objective 2: Examine the Russian customers’ willingness to support green practices in certified green hotels

22 interviews were conducted to study the attitude of Russian tourists to environmental practices in green hotels. During the study, a positive trend was noted that of all 16 respondents (73%) said that they were interested in the topic of green tourism and environmental awareness. In general, more extensive studies and monitoring show similar statistics. So, for example, in 2015, the Higher School of Economics (Russian National Research University) conducted a research on the topic of "environmental practices and the attitude of Russians to environmental problems". This study was conducted using a representative sample of the Russian population, and ultimately 1670 people over the age of 16 were interviewed. The survey showed

that the vast majority of Russians are interested in the state of the environment (78%). More than half (61%) put at least one of the environmental problems (environmental pollution, climate change, problems with the quality of drinking water) in first place in the list of global challenges for humanity (Issek.hse.ru, 2020).

And current study showed similar results, despite a significantly smaller number of respondents. So, as described above, 73% of the total number of Russian tourists interviewed were interested in an environmentally responsible lifestyle. 10 out of 22 respondents (45%) turned out to be the most responsible people from an environmental point of view, who regularly read environmental news, sort waste, try not to use plastic or reuse it. But, unfortunately, almost nobody knows what environmental practices are used today in the hotel business. Until now, most people believe that the green hotel is located in extreme conditions, for example, in tents, without electricity and water in general. Indeed, it is in this vein that green tourism is developing in Russia.

Despite the vast territory, biological diversity and richness of natural resources, only recently, green tourism was born and began to develop in the territory of the Russian Federation. While in Ukraine it is more developed. But both in Ukraine and in Russia, green tourism is exclusively rural in nature (Nashyadin, Tymchuk & Tranchenko, 2015). For Russians, green tourism means living in a village house (at best in a wooden eco-cottage), where tourists can stay alone with nature, abandon all the benefits of civilization and stay in the fresh air (Nikolaeva & Bogoliubova, 2018).

This study showed that people are increasingly concerned about the state of the environment and the Russians are ready to study this in more detail, even though in Russia this area is only gaining popularity and there are not many articles, tips, green practices that are offered to residents. And unfortunately, as this research showed, local hotels also practically do not inform their consumers about green policies and green practices that are used in their operations. Thus, even the most environmentally responsible people who apply green practices in everyday life have no idea about modern green practices in the hotel industry.

Due to lack of knowledge, tourists continue to evaluate only the price and quality of service, and not the level of environmental friendliness of the hotel. Most often, tourists pay attention to the quality of food in restaurants, to the facilities provided by the hotel, such as a

swimming pool, gym and others. Only 60% of all respondents rated the greenery of the territory, but they did not perceive it as a kind of green practice, but as the aesthetic side of the hotel to attract tourists. And all 22 respondents admitted that they were not invited to participate in any green events. Another 50% said they did not consider the hotel in which they live really green.

20 out of 22 respondents were extremely surprised to learn that the hotel in which they live is certified. Each of the respondents experienced negative emotions after listened this, and people began to resent- why hotels did not write about it on their websites?! Indeed, there is practically no information on what certificates the hotel has. Only 4 out of 26 hotels have a section with certificates and awards on their website. Russian customers wanted hotels to boldly publish on all social networks, on their websites, as well as on partners' websites, information about their achievements - what certificates the hotel has, for what advantages the hotel received this certificate and what environmental practices it uses. Respondents also noted that almost no hotel has signs or signs informing people about green practice, which tourists also regret. Since many people today are interested in environmental protection, they would be interested to see such information at the hotel. Many respondents added that they would be happy to comply with the environmental standards prescribed by the hotel.

Thus, it becomes obvious that the Russians are really interested in the development of green tourism. They want to study this topic, apply green practices, both at home and on vacation. But the lack of knowledge and lack of awareness in this matter hinders the development of green tourism and environmentally conscious life in general.

It would be much better if hotels would inform tourists both personally and on websites/social networks, hold seminars, print booklets telling about what green practices exist today. Such awareness would allow people to learn more about green practices and begin to actively apply them. Moreover, being on vacation is easier to do than in a familiar work environment, when there is simply no time left to study such issues.

5.3 Research Implications

Nowadays, the topics of ecology, environmental protection and, accordingly, the application of eco-practices are becoming increasingly popular. The reason for this is of course the pollution of the atmosphere and the environment, which subsequently can have an irreversible

effect for all of humanity as a whole. Environmentally responsible people try to involve as many people as possible in protecting the environment. This is done in various ways, and through the media, and the promotion of an ecological lifestyle, the mass production of environmental products, the holding of government, public and voluntary green events and, of course, the study of this problem and research.

Today, there are many publications on environmental issues, problems and threats. Almost every magazine or news department has a section devoted to ecology, where experts talk about how a person harms nature and what it threatens with. People are increasingly worried about environmental issues, and rightly so. For example, The World Counts website continuously updates its data and displays statistics that allow to estimate how much people pollute the environment and even count how many years natural resources will suffice if people do not change their behavior. For example, they argue that by 2048, the world's oceans can be almost completely cleared of fish. Studies show that if nothing changes, then by 2048 we will run out of seafood. If we want to preserve marine ecosystems, change will be required. Such a global problem is due to the increased demand for seafood caused by the growing world population. Many researchers from different countries and continents come to the same conclusion in their publications (Kearney, Hobbs, Jones, Munpay, Ishimatsu, Hayashi, Kikkawa, Moore, etc.)

Also, more and more attention is paid to the production of plastic. Since its inception in the 1950s, more than 9 billion tons of plastic have been produced in the world. This is more than a ton for every person on the planet. An amazing amount falls into the oceans. So much so that by 2050 there will be more plastic in the world's oceans than fish, if trends continue. In addition to plastic, 13 tons of hazardous waste is produced every second. Such hazardous waste includes chemical production, oil and coal production, waste treatment and disposal, production of agricultural chemicals, such as pesticides, fertilizers, iron and steel production. But hazardous waste also comes from products that we use every day, such as batteries, cosmetics, cleaning products, paints, pharmaceuticals, electronics, and so on. It was found that in one average person contains 700 different artificial chemicals that should not be in the human body.

In addition to this, there is an urgent problem with excessive consumption of food. So, after counting the discarded food, experts said that the food wasted by the United States and Europe alone could feed the world 3 times over (Theworldcounts.com, 2020).

But it's not enough just to be intimidated by this data. As a rule, people need effective advice to help start an environmentally healthy lifestyle. Therefore, more and more experts are paying attention directly to green practices that can be applied in every area of human life - at work, at home, on vacation. Especially during holidays. It is commonly known that tourism is one of the fastest growing sectors of the economy. According to an annual study by the World Travel and Tourism Council (WTTC), the global travel and tourism sector grew 3.9%, delivering a record \$ 8.8 trillion and 319 million jobs to the global economy in 2018. For the eighth consecutive year, it was above the rate of global GDP growth (WTTC, 2020).

But in turn, such a rapid development of tourism brings great harm to the environment. In the world annually 1 billion tourists. This is 30 people every second. By the end of 2020, it is estimated that this number will increase by 60 percent. The negative impacts of tourism on the environment are significant. These include depletion of local natural resources, as well as pollution and waste issues.

Now the issue of excessive water consumption is acute. For example, an average golf course built for tourists in a tropical country uses as much water as 60,000 rural people. It also uses 1,500 kg of chemical fertilizers, pesticides and herbicides per year. Generally tourism provides more than 5 percent of global greenhouse gas emissions, with transport accounting for 90 percent (Theworldcounts.com, 2020).

Thus, tourism creates a huge burden on local land use and can lead to soil erosion, increased pollution, loss of natural habitat and increased pressure on endangered species. These effects can gradually destroy the ecological resources on which tourism itself depends. That is why there arose a need to do something that could improve these statistics.

That is why green tourism was born. It offers a greener alternative. And there are many experts and researchers who are studying this topic to develop green tourism and attract as many people as possible. Many authors such as Goldma, Iwanowski, Rushmore, Tepelus and Cordoba devote their work to studying the concepts of green tourism in general. Others are exploring how the existing green policies can be improved to meet environmental requirements and facilitate their integration into hotel operations (Baker, Weaver, Davis, Kapiki, Mensah, Rahman, Reynolds, Svaren, etc.). But, of course, there are authors (Millar, Baloglu, Moon, Florkowski, Schonhof, Brückner, Jeong, Jang, Day, etc.), who devote their research to analyzing

how consumers relate to the application of eco-practices, in this case, data are collected on tourists and their attitude to this topic. There is even narrower work aimed at identifying tourists' desire to reuse towels during their stay at the hotel (Budovska, Torres Delgado, Hyun and Han).

Unfortunately, there are not many publications about Thailand and especially Phuket. Most often, experts take into consideration more developed countries that have more opportunities to develop green tourism, such as the United States of America, Switzerland, Germany, and so on. If Thailand is considered, then most often its parts such as Phanga, Surat Thani and Chiang Mai are selected. Since it is generally accepted here that ecotourism is possible only in those places where a person can reunite with nature as much as possible — deserts, reserves, uninhabited places. According to Kontogeorgopoulos, one of Thailand's leading authors of green tourism work «mass tourism resort locations such as Phuket would surely appear unlikely, even unable, to feature any activities or companies that could accurately be described as ecotourism». And it is generally accepted that in practice, the experiences of ecotourism companies in southern Thailand demonstrate that rather than taking place in locations far from mass tourism, ecotourism must instead tolerate spatial and structural coexistence with mass tourism in order to survive and succeed (Dowling, 2000; Weaver, 2002). Therefore, most authors (Kontogeorgopoulos, Walter and Sangpikul) who study ecotourism in Phuket only evaluate the possibility of its development here, almost no one considers Phuket ecotourism as an existing and working sector. Therefore, this study is useful, it analyzed existing environmental practices that apply hotels and revealed a tendency to further development.

It is not necessary to have tents in the desert or a hotel in the middle of the jungle to consider your business green. You can apply green practices while in a large city or metropolis. This is even more logical, because it is large cities that have a high level of air pollution, problems with garbage and excessive consumption of water and electricity due to the densely populated and lifestyle townspeople. And this study showed that Phuket hoteliers also adhere to this point of view. Here, more and more Phuket hotels are applying green policies and are transforming into a green hotel.

The study revealed several hotels that mistakenly appeared on the Green Leaf website, but even they said they plan to get a green certificate and apply green practices in the near future. There was also a hotel that really has a certificate, but plans to change its green policy

during this year, they want to make it more demanding and difficult to implement, but more effective in terms of environmental concerns.

Thus, this study is interesting and useful not because it assessed the possibilities of the origin of green tourism in Phuket, but it analyzed the existing green tourism, more precisely how many hotels already have certificates, what green practices are used in these hotels, it also revealed problems and gave the conviction that green tourism already exists in Phuket and will continue to develop. Perhaps not as fast as in other richer and more developed countries, but definitely people in Phuket are interested in this.

It is commonly known, hotels cannot work without consumers. When transforming into a green hotel, hotelier need to be sure that the hotel will have a customer base, and not stand idle without tourists all seasons. Therefore, it was decided to analyze how tourists relate to green practices, whether they want to develop it further. Similar studies analyzing green practices in Phuket hotels and consumer opinion on this have not yet happened. Therefore, this study is unique.

And in the course of this study, Russian tourists were selected for interviews, since Russians are second only to Chinese tourists in terms of the number of tourists who arrived in Thailand (Atta.or.th, 2020). Those respondents who stayed at least one night in one of the selected certified green hotels were selected. This made it possible to assess how much Russians are interested in the topic of green tourism, how much they are ready to apply eco-practices and support the development of this industry.

5.4 Limitations and Recommendations for the Future Researchers

5.4.1 Limitations in this study

This study is not free of limitations. These limitations, in turn, provide a good opportunity for future research.

The main limitation that prevented a greater number of interviews among hotel managers was low awareness and low interest among staff. So, 16 out of 26 hotels refused to be interviewed on this topic. And in each hotel, when an appeal was made to employees of the front desk for an appointment with the hotel managers, each employee was surprised or distracted by hearing the research topic. A third of them were asked to explain what green eco-friendly

practices are. There was also a low interest in managers participating in this study. And besides this, there was a refusal due to lack of free time.

Another significant limitation in obtaining information was the fact that all respondents from hotels were managers. And as a rule, managers are interested in supporting and protecting their hotel, therefore there is little information about the weaknesses of the hotel in the application and implementation of green practices and the use of green policies. If employees of other positions were included in the interview, the data obtained would be more diverse and multilateral.

5.4.2 Recommendations for the future researchers

Firstly, in this study, the sample group consisted of a larger proportion of women (27.0%) than men (73.0%). According to Ondercin and Jones-White (2011), women tend to be more involved in various kinds of research than men. However, further research will be helpful in making equal sex ratios to minimize gender impact. And it will be possible to see how environmental practices include men and women, who are more willing to use them and are ready to support this topic.

Secondly, only Russian tourists were interviewed during the study. In the future, it would be interesting to analyze the attitude of people of other nationalities towards environmental practices in the hotel industry. Also, when recruiting a larger number of respondents due to the inclusion of tourists from various countries in the study, it would not be out of place to use a quantitative method that would help in more detail statistics and trends.

Thirdly, hotel guests often demonstrate their willingness to participate in green programs and apply environmental practices that are applied on site. However, rare Phuket hotels notify guests about eco-practices and inform their social policies on social networks about their green policies. Future research should explore possible and effective ways of informing tourists, both during an actual stay at the hotel, and in absentia - by disseminating green information on the sites.

Fourthly, green practices and green programs can vary depending on the type of hotel in terms of the level of service (i.e. luxurious, upscale, average and economical). Here future researchers can see how active the hotels are in the implementation and application of green practices, what factors hinder their development. Or in case when hotels do not aim to improve

their environmental friendliness at all, then why, what directions are priority for such hotels. Studying this “green” behavior and how hotels prescribe their “green” rules and apply their methods will be useful for further research.

Also during the study, the main problem was identified that inhibits the development of green tourism and the application of green practices in the hotel - low awareness among staff. As known, the strong commitment of hotel employees to their organizations leads to active environmental behavior, which increases the success of the environmental characteristics of their facilities (Kim et al., 2019). Therefore, it would be useful to consider how hotels are recruiting staff, how they conduct green trainings, whether they check staff for green awareness and look for ways to solve this problem.

Equally important, it would be nice to know what green practices tourists want to see in hotels. In this study, tourists were questioned about their attitude to existing and existing green practices, but it would be useful to hear the opinion that consumers want to see which eco-friendly practices they want to support during their vacation.

Finally, in this research, hotels were selected that have a certificate of either the Green Globe System or the Green Leaf fund. But there are so many different environmental funds and certification systems, for example, Biosphere Responsible Tourism, EarthCheck Company Standard, Global Ecosphere Retreats, Green Growth 2050, Green Key, Travelife Standard for Hotels & Accommodations, etc. (Global Sustainable Tourism Council (GSTC), 2020). So for further research it would be more convenient to select hotels that have several certificates from different organizations. Perhaps in this case the number of such hotels located in Phuket would be several times smaller, but it would be more likely that a hotel with several certificates is really green and it would be more interesting and informative to study the work of such a hotel.

5.5 Conclusion

Recently, green tourism has become one of the most popular types of recreation and is developing more and more every year. And this is not surprising, modern life itself is pushing people to this. Cities are growing, production too. However, more and more waste is being produced. If earlier the use of eco-practices and green tourism was something unusual and was perceived as a kind of extreme vacation that can bring a person closer to nature for a short

time, now it is becoming a necessity. Every environmental expert claims that people need to change their lifestyle and habits in order to save what is still possible. And ideally, humanity should try not only to save, but also to increase all natural reserves.

There are not so many environmentally responsible residents on the planet. But certainly their number is becoming more and more every year. Someone begins to lead an environmentally friendly life according to the instructions of their friends and relatives, someone thanks to environmental news and publications urging to do so. But the surest way to change a person's behavior to be more eco-friendly is to demonstrate to him that applying environmental practices is not only necessary, but also interesting and even fun. And green hotels can ideally handle this. While on vacation in a really green hotel, a person can learn more about sorting garbage and start sorting their garbage themselves, especially since people usually don't do this just because they can't find the time to read and delve into it. And on vacation there is a great opportunity to get acquainted with all environmental practices that can be applied in everyday life. Also today, many hotels organize green events for their consumers. It is always fun, is competitive, and at the end of such an event, some hotels even award prizes. So, having fun, tourists can clean up nearby streets from garbage or collect dozens of bags of various waste from the beach adjacent to their resort.

Indeed, the theme of caring for the environment and green hotels is very popular now. Moreover, tourism as a whole produces a lot of garbage and pollution. And a green hotel can not only cope with the reduction of garbage production, environmental concerns, but also attract more and more people to environmental conscious life. Therefore, this topic was chosen for research.

Phuket, Thailand was chosen for this thesis. This country was chosen as it is among the ten most visited countries in the world (Worldpopulationreview.com, 2020). This is an amazing country that has the richest natural resources, which are the country's national pride. There are 127 national parks in Thailand, of which 22 are marine national parks. These parks offer diverse species of flora and fauna, where a significant population of endangered species lives (Thainationalparks.com, 2020).

Despite the fact that the concept of ecotourism in the country has not yet been properly defined, This show a very careful attitude to their natural resources and begin to apply

eco-practices both in the hotel business and in everyday life. Thus, in the course of this study, the tasks were set to study the already applied environmental practices in hotel operations of green certified hotels and to study the attitude of Russian tourists to this.

There were selected 26 Phuket hotels that have the Green Globe or the Green Leaf certificates and also interviewed 22 Russian tourists who stayed at least one night in one of these hotels. This study allowed to consider what environmental practices are applied in green hotels today, identify the problems that hotels face and assess the prospects for the development of green tourism in Phuket.

So it is possible to conclude that there is no single concept for the development of green tourism. As there is no expensive green equipment, such as room keys that allow customers to control the consumption of electricity or air conditioners with a control system. But hotel managers and local residents have a great desire to develop this, which is much more important than the expensive paraphernalia, which will still appear on the island, just a little later. So, every hotel applies what it can do. If the hotel has a pond nearby, it means that it is engaged in wastewater treatment, and the reservoir located next to the hotel significantly reduces the load on the limited water supply system in Phuket. If the hotel has its own botanical garden, it means that organic fruits and vegetables are grown there, which later offer their consumers, and so on.

Generally, all the interviewed hotels showed their high interest in becoming truly green hotels. But one similar and serious problem was revealed - low awareness among junior staff. Despite the fact that hotel managers said that they conduct staff training and, in each hotel, the front desk staff was unable to maintain a conversation regarding the environmental practices of the hotel. Some admitted that they did not know what environmental practices as a whole were. Hotels should pay attention to employee awareness, starting with hiring. Working in a green hotel implies that people working in it will be responsive, knowledgeable, eco-friendly and interested in developing this type of business. It is also necessary to conduct trainings for the staff and possibly arrange a knowledge test. There should not be such a thing that the staff does not know about the green policies and environmental practices that apply to the hotel and cannot properly inform the guests about this.

The second, but no less important problem was that the hotels did not inform their guests about the green program properly. After conducting interviews with tourists and

analyzing the data, this problem was discovered. Almost all respondents, regardless of their current environmental stance, said they would be willing and happy to take part in environmental activities, if offered. Although almost all the hotels interviewed in turn said that they provide the necessary information to the guests, they have printed material and various signs that tell and encourage guests to become more eco-friendly. But the study showed tourists do not see this. Moreover, it turned out that the tourists did not even know that the hotel in which they stayed was green and had a certificate. Indeed, it is not so easy to find information about environmental achievements on hotel sites or on the sites of their partners. Thus, hotels should not only become more environmentally friendly, receive awards and implement eco-practices, but, of course, notify about this article and news on their websites and social networks. Hotels should also pay more attention to tourist awareness directly on site. This can be done by printing more visible environmental memos and materials, holding green events or entertaining lectures, organizing eco-entertainments and competitions, and so on. If the hotels properly informed the tourists, the number of people interested would be much larger. In addition, there were practically no green events in which tourists would be invited to participate. Which is also in vain. Since Russian respondents will be happy to take part in this.

Thus, two major problems were identified. For successful work in the green business and attracting as many people as possible to the side of green tourism, hotels need to pay attention to the eco-friendly attitude of coworkers when hiring and subsequently conduct the necessary trainings for staff. It is also important to be able to convey your ideas to tourists, especially since research has shown that tourists really want to do this, if only they would be taught and explained to them how to do it.

But overall, a positive development trend was noted. As already mentioned, hotels are really interested in becoming more green. All hotels have already switched to energy-saving light bulbs, waste sorting, and programs to reduce water and electricity consumption. In some hotels, there was a rejection of plastic bottles in favor of glass. Also, few hotels have already begun to offer eco-friendly cosmetics in the rooms and reusable dispensers in the bathrooms.

As was said, maybe not all hotels now have the opportunity to invest in the purchase of eco-equipment, but Thais really have a desire to develop this and to protect the

environment. Almost every tourist noted that Phuket refused to use plastic bags and all tourists liked this practice. It was noted that this is not always convenient, especially if people have to buy a lot, and a reusable package stayed at hotel, but everyone confirmed that such environmental practice is clearly useful and necessary.

In addition to such a massive environmental practice, it was noted that 90% of the interviewed hotels actively participate in various government and city events. For example, some hotels are actively engaged in planting trees, or cleaning beaches and streets from garbage. Someone annually saves hundreds of life of sea turtles.

One way or another, it is obvious that in Phuket more and more people are transitioning to an environmentally responsible lifestyle, and therefore green hotels should develop here. Hotels should not stop there, as tourists and local residents themselves have a great desire to take care of nature.

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APPENDIX A
LIST OF SELECTED CERTIFIED GREEN LEAF
AND GREEN GLOBE HOTELS

With Green Globe certificate:

Katathani Phuket Beach Resort;
Movenpick Resort & Spa Karon Beach Phuket;
Mövenpick Resort Bangtao Beach Phuket;
The Club Med Phuket;
The Shore at Katathani.

With Green Leaf certificate:

Access Resort & Villas;
All Seasons Naiharn Phuket;
Andaman Seaview Hotel;
Banyan Tree Phuket;
Centara Grand Beach Resort Phuket;
Centara Karon Resort Phuket;
Centara Kata Resort Phuket;
Centara Villas Phuket;
Duangjitt Resort and Spa;
Dusit Thani Laguna Phuket;
Horizon Karon Beach Resort & Spa;
JW Marriott Phuket Resort & SPA;
Karon Sea Sand Resort & SPA;
Le Meridien Phuket Beach Resort
Marriott's Mai Khao Beach;
Novotel Phuket Resort;
Novotel Phuket Vintage Park Resort;
Radisson Blu Plaza Resort Phuket Panwa Beach;

Swissôtel Suites Phuket Kamala Beach;

The Old Phuket Karon Beach Resort;

The Vijitt Resort Phuket.

APPENDIX B

HOTEL INTERVIEW QUESTIONS

Part 1: Eco-practices in hotel operation

1. What rules do you have for successful saving energy management?
2. What measures do you take for waste reduction?
3. Does (name) hotel use recycling practices?
4. Do you use other green practices?
5. What factors hinder of the implementation of more green practices? (For example, costs, lack of government support, inconvenience for tourists, lack of staff awareness, etc.)

Part 2: Green Human Resource Management (GHRM)

6. Do you use green human resource management in your operations? For example, do you pay attention to the intention of future employees to support and develop the eco-policy of the hotel? Or do you offer special training for staff to improve their skills in working with eco-practices?

Part 3: Green Business/Operation

7. How does this hotel demonstrate to customers the right kind of awareness about eco policy?
8. Are all of hotel suppliers eco-friendly and infuse high degree of confidence in consumers?
9. Why did you choose exactly these suppliers?
10. Have you had to raise room rates because of the cost of implementation green practices?
11. Do you organize special green events, such as beach cleaning or garbage collection in an adjacent area?
12. Do you give certificates to participants?

Part 4: Attitude of Russian tourists

13. How can you appreciate Russian consumer attitude towards using of green practices in the hotel?

14. How are they compared with other tourists?

15. Are they actively trying to use green practices?

16. Have you had any problems communicating with Russian tourists? If so, what character?

17. What type of comments or feedback do you get from Russian costumers during their stay or check-out?

APPENDIX C

INTERVIEW QUESTIONS FOR RUSSIAN TOURISTS

(In the Original- Russian Language)

Раздел 1: Вводная часть

Имя:

Возраст:

Пол:

Семейное положение:

С кем Вы путешествуете?

Раздел 2: Отношение к экологии

1. Являетесь ли Вы человеком, заинтересованным в применении экологических практик?

2. Согласны ли Вы с утверждением, что переработка может сократить количество загрязнений и людям следует заниматься ею для сохранения природных ресурсов?

Раздел 3: Постоянство при выборе

3. Всегда ли Вы останавливаетесь в зеленых отелях во время Ваших путешествий?

Раздел 4: Отельные практики

4. Какие зеленые практики Вы отметили в Вашем отеле? Предлагали ли Вам принять участие в зеленых мероприятиях?

5. Как по-Вашему - должен ли отель иметь сертификаты и награды?

Раздел 5: Доплата за зеленые практики

6. Согласились бы Вы заплатить больше за проживание в действительно зеленом отеле?

7. Если да, то на сколько процентов от общей суммы Вы готовы доплатить?

Часть 6: Желание развивать и рекомендовать зеленый туризм

8. Как Вам понравился отдых здесь?

9. Продолжите ли Вы заниматься зеленым туризмом?

10. Будете ли Вы рекомендовать зеленый туризм родственникам и друзьям?

APPENDIX D

INTERVIEW QUESTIONS FOR RUSSIAN TOURISTS (English Language)

Part 1: Intro-part

Name:

Age:

Gender:

Family status:

With whom do you travel?

Part 2: Eco-friendly attitude

1. Are you a person who truly interested in eco-friendly practices?
2. Do you agree with opinion that recycling can reduce pollution and people should use it for saving natural resources?

Part 3: Intention to visit

3. Have you always chosen green hotels when you travel?

Part 4: Hospitality operations

4. What green practices did you notice in your hotel? Did you were offered to take participation in some green events?
5. Should staying in a green hotel be rewarded?

Part 5: Intention to pay more

6. Are you willing to pay more for staying in truly green hotel?
7. On how much percentage from total sum you can pay more for staying at green hotels?

Part 6: Willingness to support this and recommend green tourism

8. How do you feel about this experience?
9. Will you continue to get green vacations?
10. Will you recommend it to your friends and relatives?

APPENDIX E

INTERVIEW TRANSCRIPT

(RESPONDEND NUMBER 2, HAVING GREEN GLOBE CERTIFICATE)

Part 1: Eco-practices in hotel operation

1. What rules do you have for successful energy saving management?

-Solar panels are installed on the roof of our resort. They provide thermal energy for heating water in showers and taps.

2. What measures do you take for waste reduction?

-We have a team of employees working around the clock that monitors and patrols the amount of garbage. So we control all our waste and constantly strive to reduce the amount of garbage. For example, last year we reduced the amount of waste by 290 tons.

3. Does GG2 use recycling practices?

-Yes, sure! We pay great attention to recycling. Our hotel even won the Phuket Zero Waste Contest. In fact, we recycle about 80% of all waste and are constantly in the process of finding new ways to reduce our waste even further. Every month we conduct trainings for all of our employees, participate in annual exhibitions on sustainable environmental development, and even take part in various creative green events (for example, “Recycled Dresses Competition”). In addition to all this, we transfer used caps from our glass bottles to prosthetic manufacturers.

4. Do you use other green practices?

-Yes. We regularly clean the beach to which our resort is located - Kata Noi. We have a professional beach cleaning team. They clean the beach twice a day during the rainy season and every second day during the high season. We also organize volunteer work to clean and preserve Kata Noi beach. As a rule, we invite students and schoolchildren. They are happy to take part in this and take care of environment.

We also have a reservoir. Its volume is 272 million liters. Thus, the reservoir located next to the hotel significantly reduces the load on the limited water supply system in Phuket.

And we make our own soap. It is called Ko Green. It is an organic and biodegradable soap.

5. What factors hinder of the implementation of more green practices? (For example, costs, lack of government support, inconvenience for tourists, lack of staff awareness, etc.)

-First of all, of course, the monetary component. Secondly, people's reluctance or inconvenience to tourists (Many still do not want to save on anything or limit their consumption during the holidays).

Part 2: Green Human Resource Management (GHRM)

6. Do you use green human resource management in your operations? For example, do you pay attention to the intention of future employees to support and develop the eco-policy of the hotel? Or do you offer special training for staff to improve their skills in working with eco-practices?

-Yes, we definitely pay attention to this. Employees should have a desire to do environmental work. To do this, we constantly conduct trainings for all our staff and not only. We also teach the protection of the environment of schoolchildren and students, because it is the children who have the future. We organized an entertaining and educational program, "Environmental Detectives," where children explore the environmental problems associated with the sea and beaches.

Part 3: Green Business/Operation

7. How does this hotel demonstrate to customers the right kind of awareness about eco policy?

-We do not hide freedom of politics. All necessary documents and our certificates are presented both on the site and at the reception. Over the past 10 years, our resort has received over 30 awards and certificates, such as TUI Top Quality 2019 (Award for the very best TUI hotels – the absolute favorites as declared by guests), Ministry of Energy Excellence Award (Award for excellent measures taken to prevent and reduce use of energy on property while promoting renewable energy), GTA Water Champion (Certificate of achievement for

exemplary performance in sustainable water management), ISO 9001 (Quality service management system for accommodations, food & beverage, kitchen, recreation and all other support facilities), etc.

8. Are all of hotel suppliers eco-friendly and infuse high degree of confidence in consumers?

-Yes, we keep an eye out to our suppliers and of course check their documentation on the quality of the goods.

9. Why did you choose exactly these suppliers?

-All our suppliers are proven and well-known companies that, like us, keep up to date and monitor the development of eco-practices.

10. Have you had to raise room rates because of the cost of implementation green practices?

-No, we have an established pricing policy throughout the company. And we did not increase the cost of one room just because we introduced eco-practice there. We apply environmental practices in all our rooms and throughout the resort.

11. Do you organize special green events, such as beach cleaning or garbage collection in an adjacent area?

-Yes, as I said, we have a beach cleaning team that works every day in the low season (since there is a lot of garbage coming with the waves) and every second day in the high season.

12. Do you give certificates to participants?

-Yes, we issue certificates for participation in various activities, for example, in our program such as "Environmental Detectives". It is also possible to obtain certificates by participating in other events for creativity and speed of completion of the assignment.

Part 4: Attitude of Russian tourists

13. How can you appreciate Russian consumer attitude towards using of green practices in the hotel?

-Russian tourists always notice our greenery. Also, we often hear gratitude for keeping our resort in absolute cleanliness. Unfortunately, not many tourists pay attention to

narrower eco-practices such as solar panels or natural cosmetics in the rooms, but there are those who are glad that we deliver water in glass bottles, not plastic ones.

14. How are they compared with other tourists?

-Of course, European couples and Australian (especially older) pay more attention to such things than Russian tourists, but I think this is because everyone in the homeland has a different attitude to the environment. But I noticed that there are more environmentally responsible tourists from all countries.

15. Are they actively trying to use green practices?

-Yes, when they see that we have sorting bins for trash, even those who have not done this before begin to sort their trash too. It is very pleasing.

16. Have you had any problems communicating with Russian tourists? If so, what character?

-In fact, I can't recall any serious conflict situations. If any discontent arises, then this is always easily solved.

17. What type of comments or feedback do you get from Russian costumers during their stay or check-out?

-First of all, when leaving, the Russians praise our cuisine. We receive many thanks for our restaurant and breakfast, which are included in the price. Also, people admire the territory of our hotel, the beach, the cleanliness and work of the staff. We are always happy to receive such feedback.

APPENDIX F
TRANSLATED INTERVIEW TRANSCRIPT
(RESPONDENT NUMBER 10)

Part 1: Intro-part

| | |
|---|---|
| Respondent number 10 | Age: 29 |
| Gender: Female | Family status: Divorced |
| With whom do you travel? With 2 children | Hotel: Dusit Thani Laguna Phuket |

Part 2: Eco-friendly attitude

Are you a person who truly interested in eco-friendly practices?

-Yes, sure! I have long abandoned some types of plastic that I think are generally unnecessary, such as bags, tubes, straws, shower caps, etc. I think we can live without them. Also at home I installed 2 special compost equipment, each for 60 liters. And one installation with worms (it is very interesting for children) and the second without worms. Also at home I clean the park next to the house and the nearest forest once a week. Here I also try to pick up trash.

Do you agree with opinion that recycling can reduce pollution and people should use it for saving natural resources?

-Of course! I strongly believe that recycling is 90% successful in preserving our nature. It makes no sense to produce even more plastic. It is much more logical and correct to process existing material. Personally I collect plastic from my home and several cafes in Saint-Petersburg and I bring it to a special institution where they take plastic for further recycling.

Part 3: Intention to visit

Have you always chosen green hotels when you travel?

-Yes. But hotels rarely write about their eco-activities. Therefore, I always carefully read the reviews and peer at all the photos. In fact, hotels and tourists do not usually write about eco-practices. I have to look at the photographs almost with a magnifying glass to see

if the hotel really is green or not Somewhere in the background I see a bin with a trash and I can think "hmm, there are no sorting bins, so in this hotel the trash cannot be sorted ..." or water in a plastic bottle in the photo in the farthest corner. So I seek information like a spy.

Part 4: Hospitality operations

What green practices did you notice in your hotel? Did you were offered to take participation in some green events?

-Personally, I live in a completely non-green hotel. There are no eco-practitioners here. Even the dishes in the room are all made of plastic! But resort has own advantages as the large territory, the private and fairly clean beach, and the area in which we live are comforting. Here everywhere sidewalks, lawns, cleanliness. There are no open sewers, smelly garbage cans, etc.

Should staying in a green hotel be rewarded?

-Yes! And the hotel must really meet these requirements, to develop in this area and tell tourists about their eco-achievements.

Part 5: Intention to pay more

Are you willing to pay more for staying in truly green hotel?

-Yes, if it would be truly green hotel.

On how much percentage from total sum you can pay more for staying at green hotels?

-Even 25%.

Part 6: Willingness to support this and recommend green tourism

How do you feel about this experience?

-This hotel is completely not green, but I like the attitude of local people to nature. I was glad when Thai supermarkets refused plastic bags. And I note that in some cafes there is also no plastic — only paper tubes, bags, packages. I also saw a group of volunteers cleaning the beach. And 1 month ago I read an article on Facebook about companies,

organizations and also hotels that work together to save turtles on Mai Khao beach. It's nice that
Thais care about their nature and the planet as a whole.

Will you continue to get green vacations?

-Yes, this is style of my life.

Will you recommend it to your friends and relatives?

-Yes, I'm constantly doing this. Everyone who I meet along the way I try to
make greener.

APPENDIX G
TRANSLATED INTERVIEW TRANSCRIPT
(RESPONDENT NUMBER 12)

Part 1: Intro-part

| | |
|--|---|
| Respondent number 12 | Age: 27 |
| Gender: Female | Family status: Single |
| With whom do you travel? Co-workers | Hotel: JW Marriott Phuket Resort and Spa |

Part 2: Eco-friendly attitude

Are you a person who truly interested in eco-friendly practices?

-Yes, you know, yesterday I quarreled with a Canadian who was throwing cigarette butts on the sidewalk. I told him that it's bad, it's ugly ... and he justified himself by the fact that the cleaners will sweep away these butts and it will be clean again. We argued with him for a long time. And also he said that at home (in Munich, Germany) he does not allow himself that. This is terrible. Personally, I do not allow myself this... in principle... anywhere. If I have a cigarette butt, I'll throw it in the trash. I also try to save light and water as much as possible so that this does not interfere with my comfort. Also, I always quarrel with neighbors if they do not turn off the lights, I just work as a stewardess and constantly sleep in hotels with different neighbors, also stewardesses. But perhaps this is all I do. Usually I adapt to the conditions that surround me. For example, recently we had a week-long parking in Germany, and the Germans sort the garbage, and I sorted the garbage together with them and I liked it. In Russia, practically no sorting of garbage, except in shopping centers, so in my homeland I do not sort.

Do you agree with opinion that recycling can reduce pollution and people should use it for saving natural resources?

-Yes, by all means! I really like to be in Europe because garbage has been sorted there for a long time and it's even fun. And here I noticed that in many condominiums, shopping centers, at the airport there are colored tanks for sorted garbage. So now I put two garbage bags at home - one for recyclable materials, the second for rotting food waste. And I already bought a big linen bag to buy groceries... So I will reduce the consumption of plastic too.

Part 3: Intention to visit

Have you always chosen green hotels when you travel?

-No, usually our airline makes reservations for us. But during the holidays, when I choose a hotel for myself, I look at the price-quality ratio, and not the commitment to eco-practices and eco-unions. For now, it's more important for me for my money to see good service, a clean room and a convenient location for the hotel. And all that will be environmentally unclean ... I'll fix it for free. But nothing prevents me from going and buying water in glass bottles in my room, sorting out my garbage, rationally using electricity, buying natural eco-cosmetics for a shower, etc.

Part 4: Hospitality operations

What green practices did you notice in your hotel? Did you were offered to take participation in some green events?

-No, they didn't offer me anything, but I can say that this hotel can be called green, if only because they put water in glass bottles, not plastic ones. Thanks so much for that! As you understand, I have already visited many countries and honestly admit that I rarely see paper bags or glass bottles in hotels. Most still use plastic and it makes me sad. I also noted that the hotel really enjoys an eco-atmosphere - there is cleanliness, lots of greenery, a pond with birds, a wild clean beach, bicycles and kayaks are also given out for free, which I think is also a good green practice. In general, living in this hotel I feel that I do not do any harm to the environment.

Should staying in a green hotel be rewarded?

-Yes, sure. It would benefit everyone. The hotel, having confirmed its environmental friendliness, could attract more tourists, and people seeing in which green place they are located could learn something new or simply join eco-practices and start to care for nature.

Part 5: Intention to pay more

Are you willing to pay more for staying in truly green hotel?

-More likely no than yes. Why should I pay money for this? I can apply green practices in everyday life for free.

Part 6: Willingness to support this and recommend green tourism

How do you feel about this experience?

-I really liked the accommodation at this hotel, and in general I love Phuket. I come here every three months and constantly observe some environmental improvements. Somehow I walked into volunteer clean Nai Yang beach, and then I was here when there was some ceremony of releasing turtles into the sea, now people refused to use plastic bags everywhere. It's nice that Phuket cares about nature.

Will you continue to get green vacations?

-I never planned a green vacation. And I never went to massive green shares either. Firstly, I need a like-minded person who would support me in this regard and who would be able to adjust my schedule to mine, and this is almost impossible to do, since I am almost always on flights. Usually I don't have time to just go out with my friends to a movie premiere or go shopping. What can we say about volunteer eco-meetings ... Therefore, I do not go into it, but not because I am not interested, but simply because I simply do not have the energy and time to do it. But I will definitely continue to apply all those environmental practices that I use now in everyday life.

Will you recommend it to your friends and relatives?

-Yes. I do this all the time.

VITAE

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