

HTM425 Tourism Industry Trends Article
Research Paper (Sample Paper 1)-

**The Green Hotel Is a Growing Niche in
San Francisco**

*It is my pleasure to authorize Dr. Mehmet Ergul to use this assignment as
an sample paper as a teaching material of HTM 425 in San Francisco
State University.*

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I. INTRODUCTION

With the increasing concern of the environment protection, there is more and more tourists opt for green tourism. Going to green hotels is one of the practices of green tourism. Authors suggested that there are increasing numbers of guests looking for green hotel (Han, Hsu, & Sheu, 2010). However, some authors pointed out that consumers are willing to stay in green hotel but unwilling to pay for it (Manaktola and Jauhari. 2007). This allegation is formed in India. However, it may not so applicable to San Francisco where is an environmentally-friendly city. Therefore, I think the green hotel is a growing niche in San Francisco.

Residents in San Francisco show much awareness and effort in protecting the environment. It can be proved by the commonly seen recycling bins which basically being categorized as recycled, compost and trash. It is required by San Francisco mandatory composting and recycling law which became effective in 2009. In April 2013, there is a ban of plastic bags in San Mateo country as well. Every plastic bag will be charged for 10 cents. It implicates that the San Francisco residents are quite well-educated about protecting environment.

II. CURRENT TREND IN SAN FRANCISCO

Manaktola. and Jauhari. (2007) thought consumers are unwilling to pay a premium for green service. Even if consumers want to go green, they faced with constraints or conflicts which resist them go have green behavior. It can be also explained by the satisfaction of wants which ignores the long term benefits of society (McDaniel and Rylander, 1993).

However, I am quite doubtful about this allegation. It may be true in the old days since the green awareness was comparatively low. There was less issue about global warming, air and water pollution etc. With the increasing population and the use of energy, the number of ecological conscious people has been increased.

Environmentalism has been an important issue in the marketplace (Han et al., 2009).

Laroche et al. (2001) discovered that ecological conscious consumers intend to spend more to consider ecological issue. Marriot has to double the number of “green rooms” which offers purify air and water due to high demand, given that consumers has to pay US\$10 premium. (Gustin and Weaver, 1996)

III. DISCUSSION ON FUTURE TREND

It is believed that the going green phenomenon will be more popular. The reasons are threefold. Firstly, it is believed that hotel can save money in the long run since hotel industry is one of the most energy-and-water intensive sectors in the tourism industry (Bohdanowicz, 2005). For example, the cost of buying energy-saving bulbs is high.

But it reduces electricity expense in the long run. Secondly, they can gain positive publicity which is called the corporate social responsibility. Going green is one of the ways to define the brand, creating a base of loyalty guests (i.e. ecological conscious consumers). Chan (2005) agrees that green hotels satisfy eco-friendly consumers' needs and avoid criticism of existing tourism practices as well. Thirdly, researchers found out that consumers are willing to accept the minor inconveniences in green hotels, for example, reusing towels and using recycled products. They are keen to learn about the positive environmental attributes of green hotels. (Kim and Han, 2010). It proves that consumers are not so reluctant to sacrifice their existing lifestyle.

In the future, with the increasing competitiveness of the hotel industry, it is believed that hotels will be more customer-oriented, trying to cater for niche consumers' needs. The number of green hotels will be increased to satisfy the surging demand. And the price of green hotels will be lower due to keen competition.

IV. SUMMARY/ CONCLUSION AND LEARNING EXPERIENCE

There is an increasing environmental concern. More and more consumers prefer a green lodging facility that follows environmentally friendly practice. (Han, Hsu and Sheu, 2010). From consumers' perspective, given there is a high fee of going green, it is proved that the ecological conscious consumers are still willing to pay a premium for using green facilities. From hotels' perspective, though a huge capital is needed to be a green lodging place, they are still willing to invest to save money in the long run. Moreover, hotels forecast that there is a basket of green guests. It is showed that green market is a growing niche. With more green promotion, it is predicted that the green market will not only be a niche anymore. There is a possibility that they can share a same market share in the industry.

This is a useful assignment since it gives me a chance to explore the trend in hospitality. Following the trend is not enough. This is just a reactive response to the industry. To be a leader, you need to forecast and to be reactive. This is why I love this assignment.

V. REFERENCES

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