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GREEN KEY AS A CUSTOMER MOTIVATIONAL FACTOR FOR CHOOSING A HOTEL

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Abstract		
<p>This thesis is connected to customers' motivation in choosing a hotel: influence of Green Key. The main goal of the thesis was to determine the influence of the Green Key of hotel customers' motivation. The objective of the thesis was to make a questionnaire for the guests which would show if Green key certificate was important for them and to ask more as possible guests. Another objective was to find out the level of customer satisfaction in the hotel as well.</p> <p>In this thesis a quantitative research method was used. The process of achieving the results was made with printed questionnaires which were put in the guests' rooms. The theory part is based on different books about the customer motivation, customer satisfaction and articles about Green Key eco-label. Internet sources were used in this work as well.</p> <p>In the summary of the results you could see that the customers of the Original Sokos Hotel Vaakuna Mikkeli were well motivated, pretty satisfied with the service, and the Green Key eco-label was a good motivating factor for the customer choice of this hotel. The guests even got some knowledge about Green Key from the questionnaire which you can see in Appendix 1.</p>		
Keywords		
Green Key, eco-label, motivational factor, choosing a hotel		

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1 INTRODUCTION

This work is about Green key as a customer motivational factor for choosing a hotel. Nowadays it is relevant for a hotel to apply any ecological system. We all are familiar with different signs as “do not change my towel” etc. The hotels fight for the right to have a special certificate of applying an eco-system. Actually the ecological topic has become an integral part of our life. Nowadays it is very popular to wear artificial furs or to be vegan, in a word, to be part of a big mechanism directed to protect the nature. It is kind of trend which has been caught by hotels as well. In these days all we know that ecological situation on our planet is only getting worse. That’s why all forces were thrown at combating pollution and dealing with protection of the environment.

Currently the hotels fight for the right to have a special certificate of one of the most popular eco labels - Green Key - and this is a good tendency. Green Key means that water conservation can help to save it for the future; that the frequent washing of bed linen is not very good, because water with washing powder contaminates the soil; that liquid soap is better than solid soap, because it is not necessary to throw it out after every guest etc. This list could be very long, but it is better to say that all these minimal steps are absolutely indispensable for the protection of the environment. Eco-label Green Key includes them all. Hotel Sokos Vaakuna Mikkeli also has the certificate Green Key.



Figure 1. Guest notice in a hotel



Figure 2. Guests notice

The goal of the research is:

- determine the influence of the Green Key on hotel customers` motivation

Objectives:

- make a questionnaire for the guests which will show if Green key certificate is important for them
- collect and analyse the guests` answers (as much as possible).

2 THEORETICAL FRAMEWORK AND BACKGROUND

Green Key topic is interesting for me because it can help the managers of the hotel to understand how the Green key certificate is important for guests when they choose the Hotel Vaakuna. It will be possible to see for how many people the safety of environment is really important. In addition the more people will find out what Green Key is and how it useful, the more guests of the Hotel Vaakuna will have. For the example of this research another hotels which still did not join to the Green Key could think about it. In this part pf thesis such

topics will be mentioned like: Green Key, theories of motivation, customer motivation and responsible tourism.

2.1 Green Key

Today in the world one of the most topical projects is the project of increasing relevance, purchased the movement for environmental protection. Caring for ecological equilibrium, people even more often change the habits and preferences. It becomes good way to appropriate a quality label, an ecological award, to the entities which are making careful use of the environment. Hotels are involved too in this process, and in order that the development of hotel and tourist infrastructure wouldn't damage the surrounding environment it is necessary to implement actively a system of ecological certification of in the hotel business.

Green Key is a voluntary eco-label awarded to 2500 subjects in 53 countries (Andreou 2017). In the accommodation sector, Green Key is a leading eco-friendly acknowledgment work. Foundation for Environmental Education has been drafted by Green Criteria for the Key Environment Label. (Green Key 2017). The Green Key program promotes sustainable tourism, increase environmental awareness and motivate staff and customers. Finland Environmental Education grants and monitors the use of the Green Key in Finland. The first Green Key certificates for hotels were granted in 18 March 2015. Five of these hotels were part of the Sokos Hotels chain.

2.2 The variability of Green Key criteria in different countries

In Finland, the first Green Key Certificates were awarded in March 2015, internationally Green Key, however, has been used outside Finland much longer. Green Key started officially in Denmark in 1994 (From a Basement to the World 2017). There are currently 129 Green Key certified items in Denmark. However, Finland has increased the number of its sites fast, because at present, there are 48 certified Green Key destinations in Finland. The Netherlands has 667 Green Key certified items, the biggest number in the world. (Green Key Sites 2017). Finland has grown Green Key Certified the number of destinations is fast compared to, for example, Estonia. Estonia has

15 Green Keys Certified items and the first sign was awarded in 2002 (Green Key Sites 2017).

Green Key's international criteria is always a minimum requirement and serve as a basis to the criteria of each country. The country-specific criteria can make local additions and the criteria can be tightened. In Finland, the criteria for the winter season have been taken into account in Finland as well the more stringent tobacco law than international criteria. Green Key International monitors that the criteria operate uniformly in the different countries according to the basic idea. (Viljasaari 2017).

According to the Green Key criteria, the hotels and restaurants should have non-smoking rooms and areas.

The Green Key criteria are divided into six different categories on an international level and hostels, campsites and holiday parks, small accommodation places, conference centers, restaurants and attractions (Green Key Criteria 2017).

In Finland the Green Key sign is issued and monitored by a company Suomen Ympäristökasvatus Oy (the Finnish environment education) owned by the environmental education society (Suomen Ympäristökasvatuksen Seurary).

2.3 Green key in Sokos Hotels

Sokos hotels aim to have one common eco label for the chain. The common eco-label enables joint marketing and strengthens the image of a responsible person. There is also the opportunity to develop under the common eco-label learning from others. The eco-label also brings cost savings in energy consumption. According to Concept Manager Markus Siitonen, the Green Key program is available at Sokos hotels as a statement on sustainable tourism. A Green Key certified hotel reduces waste, enhances energy and water consumption and increases environmental awareness among others

motivating members, customers and stakeholders. (At Sokos hotels nature thanks - young people will innovate in environmental management in 2017).

New ways of working have emerged through the Green Key and a large part Sokos hotels joined the Green Key Environment Program in 2015. The goal was to get all Sokos Hotels in the Green Key program by the end of 2017. The commissioner of the thesis Original Sokos Hotel Vaakuna Mikkeli has launched the application process for the Green Key environment. The goal was to get the Green Key label by the end of 2016. During this work, the changes made by the Green Key criteria have been taken into account, and the application has been completed and submitted.

2.4 Original Sokos Hotel Vaakuna Mikkeli

A joint stock company Suur-Savo bought Hotel Alexandra in 1995, with the aim to become the largest operator in the hotel and restaurant sector. In December 2006, a 73-room extension was completed to meet high standards hotel rooms available in the center of Mikkeli. 100 rooms were also renovated and all the hotel rooms came with room cooling. Original Sokos Hotel Vaakuna Mikkeli has 175 rooms and 350 beds.

There are three restaurants in the hotel. Bar' n 'Night Vaakuna serves three different sides as well as the city's largest disco player. The nightclub is organized depending on the evening, the performers are Finnish top artists. The Bistro Bar is located in the hotel lobby offering local food supplements together with local drinks. Restaurant Fransmanni offers country-style food of the season. The Fransmanni chain implemented a conceptual reform during the years 2016 and 2017. Mikkeli Fransmanni renews Frans & les Femmes Bistro in accordance with the conceptual revision of the Fransmanni chain. In addition to the restaurants, there is a sauna section and a jacuzzi. In the same premises there is also a massage and treatment facilities. Children have their own playground and on the Fransmann side there is a play corner. (Original Sokos Hotel Vaakuna Mikkeli 2017).

The hotel offers meeting facilities with six varied meeting rooms and an auditorium. Original Sokos Hotel Vaakuna Mikkeli is located in the city center

but the hotel also has car-lifts and parking places. In summer the proportion of leisure travellers is growing considerably. Especially the number of customers is great in the summer (Gummerus 2017). Original Sokos Hotel Vaakuna Mikkeli is one of the best hotels in the Original by Sokos Hotels concept.

3 MOTIVATION THEORIES

Here three theories of motivation are presented. Actually there are a lot of theories, but it is better to follow three – Maslow's theory of needs, Alderfers ERG theory, and Vroom's theory of expectations.

All people have their own personal needs. One of many things which a theory of motivation tries to explain - who has what needs. Sometimes it can be very complicated. (Analytitech.com)



Figure 3. Needs Circle

3.1 Maslow's theory of needs

According to the famous psychologist Abraham Maslow, all humans have a desire to satisfy their needs by the order of their priority. He divided these needs into five categories, from the very low to the highest. Everyone knows the Maslow's hierarchy of needs. We can see how it is possible to apply it to customers.



Figure 4. Maslow`s pyramid of needs

- ***Physiological Needs***

The first step of Maslow's hierarchy means that all humans must have physiological needs for survival. For example everyone needs food and water. Equally customers have physical requirements. They demand that the business items would have a certain quality necessary for the preservation or restoration of their comfort and convenience. Just as food and water contribute to one's overall standard of living, the products consumers buy must prove to do the same. If customers deem your products to neither improve nor maintain their material comfort levels, they will see no reason to continue doing business with you.

- ***Safety Needs***

All humans want to fulfill their safety needs. This includes the physical safety, and the financial and emotional security. Organizations can keep the quality of their items over time and thus help make customers feel secure. It helps them feel safer dealing with you when your items or services meet the designated advertisement or promises you made before. In addition if your employees are able to answer all requests and sell offers you can also inspire trust in your customers by ensuring that your staff is trained to answer queries and sell offers confidently and knowledgeably.

- ***Love and Belongingness***

The next set of needs that humans share fall under the category of love and belongingness. We all yearn to feel close to others, and customers are no exception. Their loyalty to a business is often dictated by the strength of their relationship to its employees. Customers form an impression of your organization as a whole based on their interactions with a few of your people, and in this way, rarely see the forest for the trees. By stark contrast, businesses tend to treat customers as just faces in the crowd, often forgetting to customize their service to the specific requests of the individual. Show to your customers that you see them as people, and not just their money. You need to take a time to understand their specific needs and juxtaposing them up with a personalized solution. Always be friendly and enthusiastic with your customers, it broadcasts your interest in accommodating them.

- ***Esteem Needs***

The fourth level of Maslow's model includes the esteem needs. It is associated with our needs for consider and gratitude. Customers will not pay for a company that treats them without respect. Company staff must monitor their speech and to avoid offend anybody. People become offended if their self-concept, or a way in which they see themselves. You can humiliate a personal by rolling your eyes or twisting your arms and so on. You can also make offensive jests and raise your voice. You don't have to do it in any case. Be professional, respect other people and yourself too. Especially when you are dealing with customers.

- ***Self-Actualization***

The fifth level of the hierarchy includes self-actualization and the need to implement personal potential and a sense of satisfaction. A business may help with the satisfaction of its customers trying to give more than requested. It also can surpass expectancies by rewarding its frequent clients with exclusive offers. It means that you can offer to your customers the rewards. Actually people don't often need any request until they realize they can have them.

3.2 Alderfer's ERG theory

Clayton P. Alderfer's theory converts Maslow's five human needs into three types: Existence, Relatedness and Growth. There are all the psychological and material wishes as food, air, water, safety, addiction, physical love as well. According Alderfer, people have only three needs as it was mentioned before. The need to exist is similar with the physiological needs. The need to communicate with others is like a social type. The need to develop is the need for consideration.

Clayton Alderfer said that nowadays necessities can be unsatisfied even after a few years, and after this it is possible to change the benchmarks. For instance someone at a young age wants to become a prime minister. In adulthood he change his view because since the young age a lot of things have happened which have changed his mind. And it is a different view of human needs.

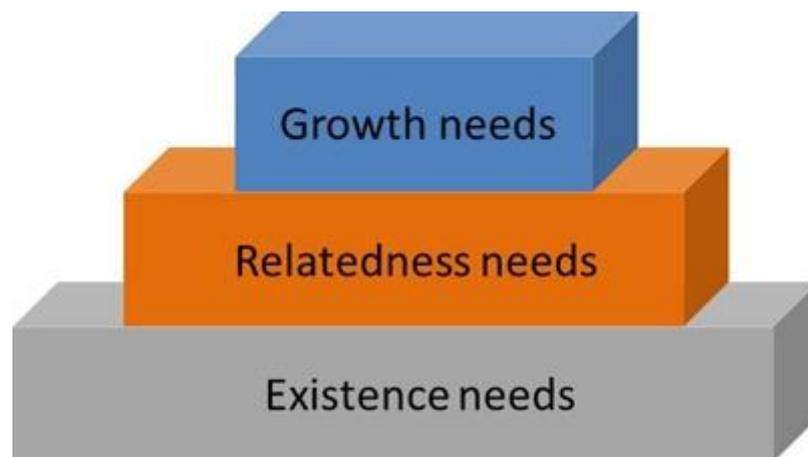
Alderfer wanted to make a link with needs satisfaction and needs activation. After this, he presented the next principles:

- 1) The less satisfied the needs of existence (E), the more they are manifested.
- 2) The weaker the social needs (R) are satisfied, the stronger the action of the needs of existence (E).
- 3) The more fully satisfied the needs of existence (E), the more pronounced social needs (R).
- 4) The less satisfied social needs (R), the more intensified their action.
- 5) The less satisfied the needs of personal growth and self-realization (G), the stronger are the social needs (R).
- 6) The more completely satisfied social needs (R), the more actualized the needs of personal growth (G).
- 7) The less satisfied the needs of personal growth (G), the more actively they manifest themselves. The more satisfied the need for personal growth, the stronger it becomes.

Eventually Alderfer presented that the order of implementation of needs can be different from Maslow wrote. It can also depend not only on its point in the hierarchy but on the degree of satisfaction of both this need and some other. Thus, Alderfer showed that the order of actualization of needs may be different than indicated by Maslow, and depend not only on its place in the hierarchy, but on the degree of satisfaction of both this need and some other needs.

It would be nice to describe three types of human needs by Alderfer:

1. Existence - the needs of existence, which include physiological needs and security needs;
2. Relatedness - communication needs, reflecting the social nature of man. This includes the desire of a person to occupy a place in the world around him, the need for self-affirmation, recognition, the presence of subordinates or superiors, colleagues, enemies, friends, to have a family and be a part of it;
3. Growth - growth needs, which include human needs related to his desire to develop and grow personally. (Yourarticlelibrary.com)



Alderfer's ERG theory

Figure 5. Alderfer's ERG theory (Yourarticlelibrary.com)

3.3 Vroom`s theory of expectations

The theory of expectations is based on the proposition that having an active need is not the only motivation. A person should also hope that he/she will get satisfaction thanks to the right type of behaviour. An important role in the development of the expectation theory was played by Victor Vroom, who introduced the notion of valence- the prospective degree of comparative satisfaction (or dissatisfaction) by getting of a reward. Or, in other words, how much the reward matches to the expectations of the rewarded.



Figure 6. Vroom`s expectancy theory (Simply psychology 2016)

Vroom expressed motivation as the product of the following variables:

- expectations that efforts will produce the desired results;
- expectation that the results achieved will be rewarded;
- valence (the expected value of the reward).

The higher the value of each of the factors, the higher the motivation. In the event that one of the factors is absent (equal to zero), then the motivation is zero. This theory ignored the valence that has great value: the valence of wages, pay, promotion or other factors.

Theories of motivation are included in this thesis because the topic is about customer motivation in choosing a hotel. Before reading the following part of

the thesis it is better to mention a bit about theories of motivation for more deep understanding the subject.

4 CUSTOMER MOTIVATION IN CHOOSING ACCOMMODATION

In the current economic conditions for the development of tourism and hospitality, more attention is paid to assessing consumer behaviour as an indicator of the competitiveness of hotels. For an effective development of hotels, it is important to study the needs of potential customers. Hoteliers which understand desires of customers will survive and have a great success. Understanding of consumers in their decisions to anticipate their future intentions is very important for the business success. Actually the choice of hotel depends on the decision-making process which includes some separated interlinked stages and choice criteria which are central to the process.

The customer decision-making process of choosing a hotel is under the impact of some factors related to the characteristics of a hotel product, obtained information and personal wills. Thus, this part is focused on different things which can show the reasons for customers` decision-making in choosing the accommodation. The numbers of mental processes by which a person chooses a service or a product is complicated to measure. All customers are under the influence of two types of intensives:

- the marketing intensives which are planned by marketing managers;
- environmental intensives which are beyond marketing control, and based on an economic, politic and cultural conditions of a society.

Customers seek and apply information on products as part of their reasonable solving of a problem in their decision-making process. Before the last purchase-decision customers measure different options based on the obtained information. The measurement process is especially difficult when the product is the accommodation, as hospitality services are impalpable in nature (Levitt, 1981). Also in the case of the hotel choice all this information is based on the parameters of a product or services, facilities, location, price etc. In making of the final purchase decision, the customers measure which of these options are more attractive for their personal preferences, values and

requirements. That's why they evaluate the weight of every option and after this select with the highest value.

There are three things which are required to win guests` fidelity in the hospitality industry: a good product, excellent service and reasonable price (it is possible to add favourable living conditions and good recommendations as well). Thus, to the basic consumer preferences of clients at a choice of hotel favorable conditions of residing, a comfortable psychological climate of hotels, a service level concern of great importance is the cost of the service.

For instance, all people have their special requirements when they choose accommodation in some place. Travellers choose hotels because of the location, price, quality of service, and other. Mostly people prefer chain hotels, but not private hotels. Chain hotels usually have a good reputation. A person who stayed in a hotel of some chain in one country and was satisfied with its service, will be glad to stay in a hotel of the same chain in another place. In this case people know what they can expect and they know which service is waiting for them. That's why people don't like to take private hotels, because they don't know how it will be.



Figure 7. Customer motivation scheme

Guests` hotel choice depends on some factors. They are composed in parameters which are associated to the attributes of the hospitality product and personal characteristics of customers. Motivated staff is also a key component in building loyalty among customers. Employees should love their work, they should be proud of their achievements, be recognized for their efforts, and have a development permit on the career ladder based on their abilities and efforts. Many clients pay attention to the quality of their experience of communicating with working establishments, as the main factor influencing how much they liked staying at the hotel. (HotelNewsNow.com).

There are also some ways to increase the customer loyalty:

- Make your regular guests feel like VIP-clients. Communicate with the guests as often as possible. Write letters to regular guests by hand. VIP guests often share news with friends and acquaintances, which were pleasantly surprised, having received such a letter, written by the general manager by hand.
- It is also important to study listen to regular guests. Collect information about their preferences, likes, dislikes, where they live, what they are keen on, why they choose the hotel. This information can be used to personalize the service and establish long-term relationships. Such contacts play a huge role. You can find out about the problems and shortcomings in the equipment and service, if any, to receive useful suggestions for improving the operation of the hotel.
- You have to remember the returning guests. Regular guests should feel that they are always waiting in your hotel and that they are always welcome. Fix the names of guests, remember faces, mark their preferences, which they voiced in the process of service.
(Hotelexecutive.com)

The hotel industry is an industry with a high level of competition. Hotels are created in order to maximize the satisfaction of the needs of customers, which is increasing every year. A correct understanding of the behaviour of consumers and their values can help the hotel business in general. To achieve this goal, it is necessary to conduct marketing research of users'

needs; identify the most demanded services; create a system of relationships with consumers of hotel services. On the formation of a positive attitude of consumers to the hotel services and the quality of hotel services. Therefore, when forming customer preferences of clients, and, consequently, loyalty, hotels should pay attention to the quality of hotel services.

5 RESPONSIBLE TOURISM

Responsible tourism follows the principles of social and economic fairness and shows full respect to the environment and culture. It means that there is local host-community and it helps to develop a sustainable and responsible tourism. Responsible tourism affects positive synergy between the tourist industry, the travellers and the local communities. Responsible tourism was determined in Cape Town, in 2002. This definition the Cape Town declaration is now totally accepted by the World Travel Market in 2007 for World Responsible Tourism Day. (Responsiblepartnership.org)

4 fields to apply Responsible Tourism:

1. Environment: to reduce environmental impact made by tourists
2. Social: to offer to the local population a right in the tourist development on their own area. When the local community takes a part through the democracy in the decision-making process, it is very important for a sustainable touristic development.
3. Culture: to respect the local culture by mentioning its entity in the general touristic development. Concentration of the local culture, its traditions, local food, handcrafts and lifestyle.
4. Economy: to get identically allocated economic advantages for the local population and its territory.

Responsible tourism means making places to live well and making places to visit well. For the good responsible tourism development government, hoteliers and tour-operators have to make actions.

Responsible tourism is a bit different with sustainable tourism in that it directed to business, people and government which try to raise economic, social and ecological influence of tourism. Sustainability is a goal, which can be reached by people who take a responsibility all together. Responsible tourism means to take a responsibility for making a tourism sustainable, when people do something to solve the problems they face every day. Responsible tourism is always based on evidence, that's why acceptance and criticism have to be based on evidence as well.

Usually a lot of people got used to think that responsible tourism means visiting reserves, camping, sleeping under open sky etc. Also guides who accompany tourists, explain rules of the right behaviour in the forest, during the trip. Partly it is true, it is what we always call "Green tourism" and it really includes things like this. But it is only a part of the whole pattern, about it was mentioned before.

This topic is mentioned in this thesis because Green Key is also part of responsible tourism. Green Key respond to requests of responsible tourism: it helps to save water, electricity, so, in a word, solve environmental problems. Also Green Key idea can help staff members of a hotel to understand the importance of environmental problems. The main thing that people which work in a hotel with Green Key certificate become participants of a big campaign to save the planet.

If we are talking about guests who visit such hotels, they become participants too. Even they know nothing about Green Key, responsible and sustainable tourism, they involuntary make things to save the environment as well. Thus it is already not just a business, it is some number of actions directed to saving the Earth. It is possible even to imagine if every business would have such certification as a Green Key, people could earn money, use and buy services and at the same time to solve ecological problems.

Also the choice of sustainability is cycling and hiking instead driving a car. It is possible to support local products and services. With tourism revenues it would be possible to give an education to local people or to spend it for the protection of animals and nature. Tourist don't have to damage and destroy

cultural and natural heritage, and they have to respect local manners. Also a responsible tourist respects ethical and moral points about taking pictures and privacy. Do not take photos if it is prohibited. If you want to take a photo, ask about it before. People are going for the vacations to escape the daily life and to take fresh emotions and experience. That is sustainable development as well. (Veranatura.fi)

6 RESEARCH METHODS

In this thesis it was better to use a survey as a research method. It is a more useful method in this case because it is possible to see the whole picture when people answer the questions, fill special forms and choose the right answers on the paper. It is effective and convenient. Because it is better to get detailed quantitative information in numbers from a wider group of people, this research method fits to this thesis more than others. For instance, this method is not so good for getting qualitative information like stories of people. Surveys are very useful for policy requests, because media and policymakers always react to hard numbers.

The survey is very helpful to get information from an extended group of people. The survey questionnaire includes research questions and data collection tool. Thus, it sits between the research questions and the strategy and process of data collection.

The point of the survey method is when you ask people about some subject and after describe their responses. For example, in business studies the survey method of primary data collection is mostly used for measuring the level of customer satisfaction or reflect attitude of people.

For this work the questionnaire about 10 questions was made. It includes 6 questions about the satisfaction of hotel in general and 4 so called "green" questions which could check guests' thoughts and knowledge about Green Key eco-label which strictly speaking, the topic of this thesis.

After the guests have answered these questions, we will have a full picture of the answers regarding this topic, and after that it will be possible to make conclusions and future recommendations.

7 SURVEY AND RESULTS

When planning the sampling process, it was decided to make a questionnaire with 10 questions, as it was mentioned before, and put it in the rooms in the hotel. Mostly guests can speak English, that's why the questions were written in the English language. They were directed to find out the trip's goal of guests, level of satisfaction etc. A full version of the survey can be seen in Appendix 1. There are the questions and the answers. It includes 2 parts of questions: basic questions and "green" questions.

Before explaining the results of survey it would be nice to mention about the number of guests which answered the questions. Here you can see this:

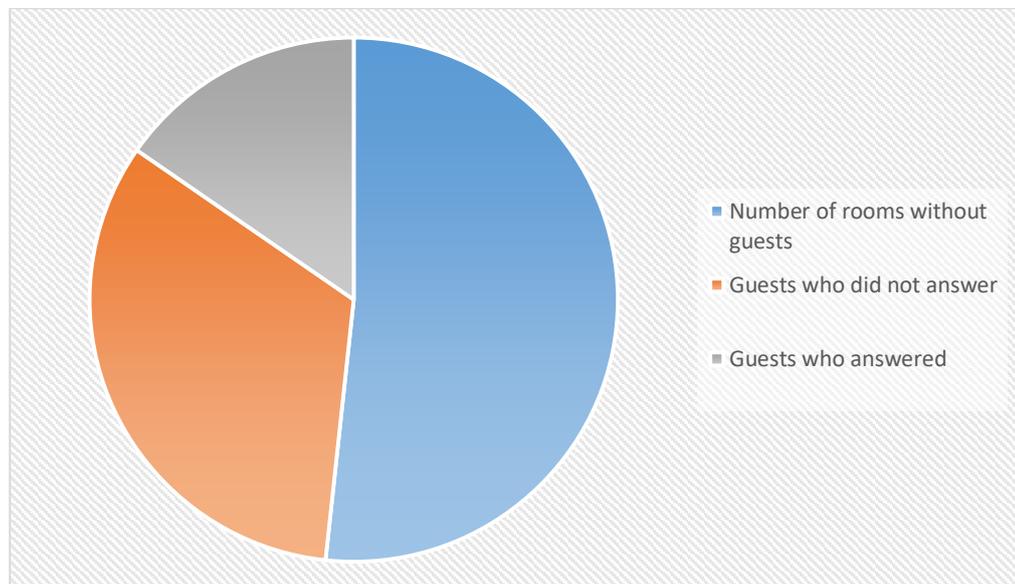


Figure 8. Number of rooms in a hotel

During the survey only this guests were staying in the hotel.

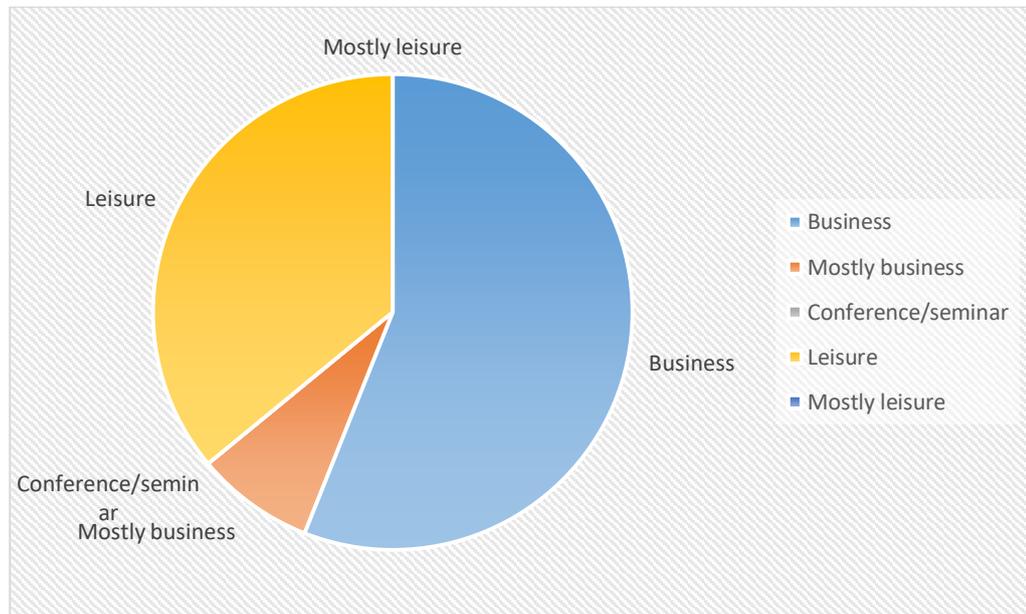


Figure 9. Purpose of the visit.

We can see that the guests of the hotel came here mostly because of business. 14 from 27 respondents answered so. 2 persons put also “mostly business”, and 9 persons are about leisure. No one is here because of conference or seminar. (Figure 9)

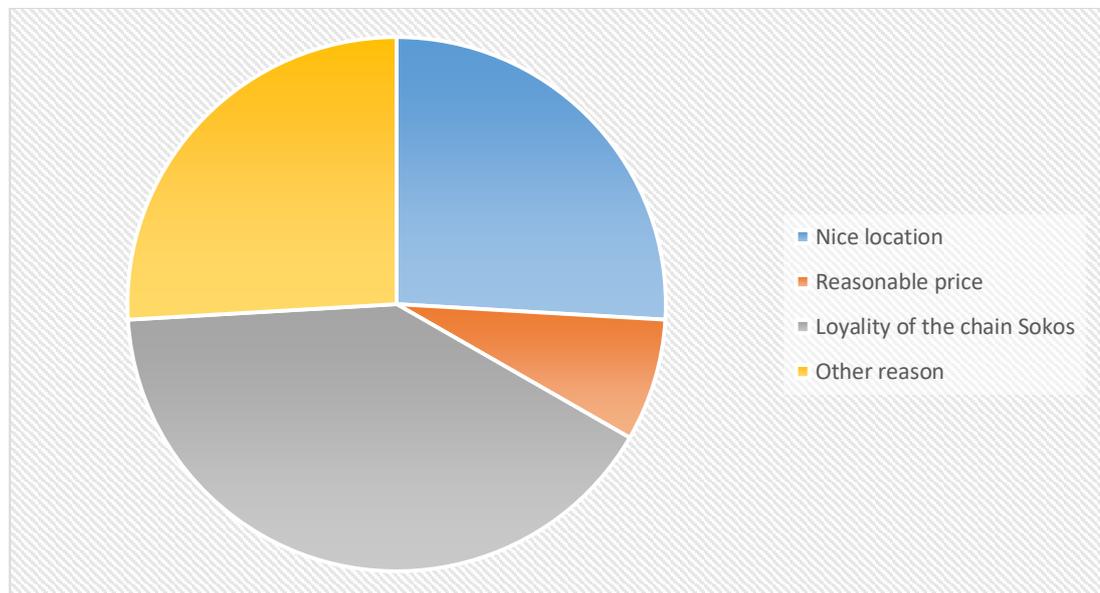


Figure 10. Reason for choosing the hotel

A good point was for the majority of the respondents – hotel Sokos loyalty. 11 respondents chose hotel Sokos because of it. It really attracts customers, thus, it works well. Also 7 respondents were attracted by nice location. (Figure 10)

- Question 3: “Are you satisfied with your room? Choose between 1 (minimum) and 5 (maximum).”

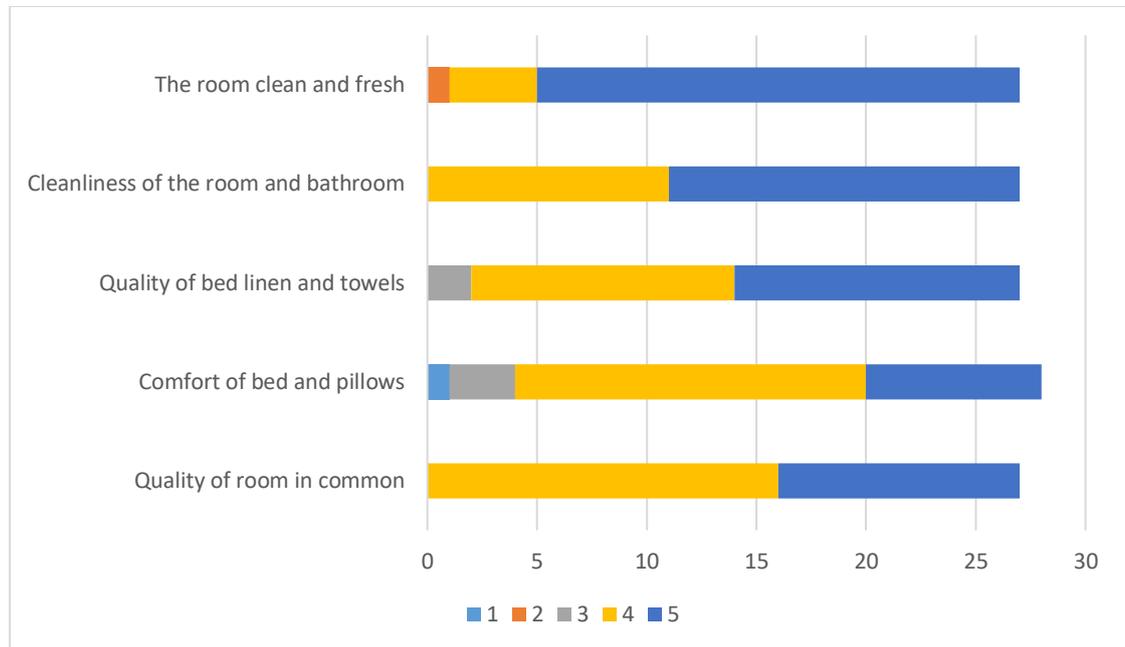


Figure 11. Overall satisfaction of the room

Not really bad result, actually it is average for a hotel. But hotel managers still have to know that it isn't the highest result.

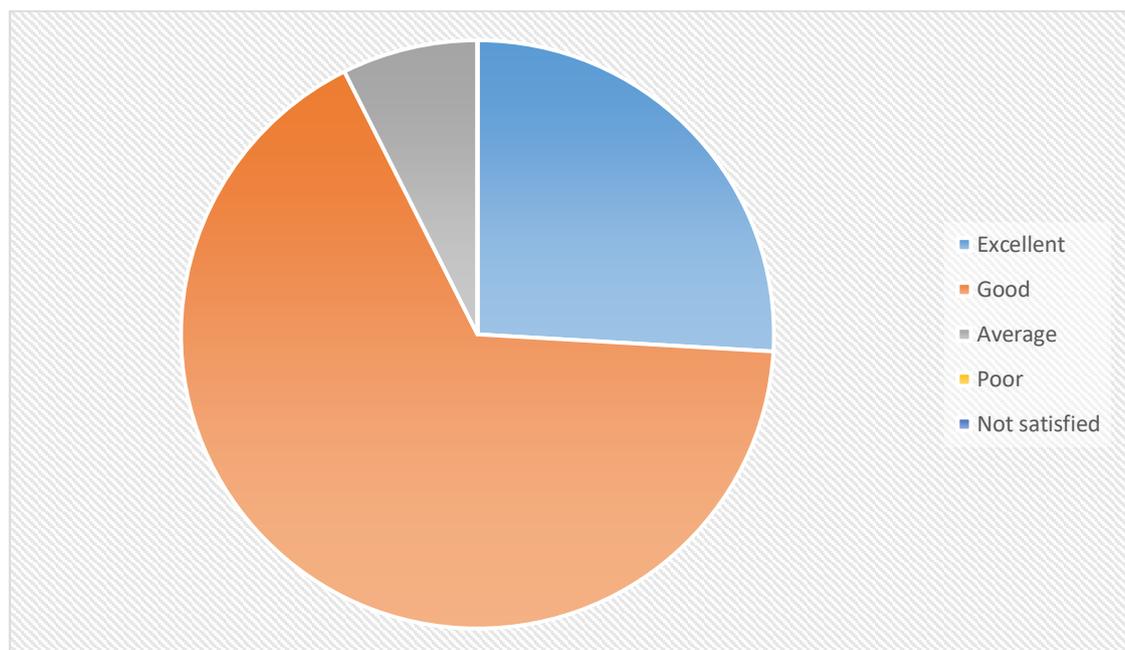


Figure 12. Overall satisfaction in hotel

18 respondents put “good”, 7 put “excellent” and only 2 respondents put “average”. Nobody chose “poor” and nobody is not satisfied, and, this is a good result. (Figure 12)

- Question 5. “Next time when you will be in Mikkeli, would you choose Hotel Sokos Vaakuna?”

The majority of the guests answered that they will choose this place for sure. No one said that he/she prefer to choose something else. Also one guest wrote “maybe, depends on price” and the other one wrote “maybe, depends on company”.

- Question 6. “Would you recommend this hotel to your guests?”

24 guests of this hotel were ready to recommend this hotel to their friends, without any doubt. Only 3 respondents were still not sure. It is very positive result.

“GREEN” questions

“Green” questions part means that question here are about Green Key and guests` attitude about it.

- “Green Key is a famous eco-label. It means that the hotels which have Green Key certificate support the ecology (use eco-friendly items, economize water and electricity, put soft textile on the beds...). Hotel Sokos Vaakuna has the Green Key sign as well. Do you think Green Key helps to save the environment?”

26 from 27 respondents answered “yes”. Their reasons were: “even the smallest details matter”, “every little thing helps to save the environment”, “it saves resources”, “our choice will affect the future and what we will leave behind”.

- “Do you think that Green Key could make change in the mind of people (customers) about relation to ecology?”

20 respondents think that it could help to change in the mind and 7 respondents don't think so, but “they hope so”.

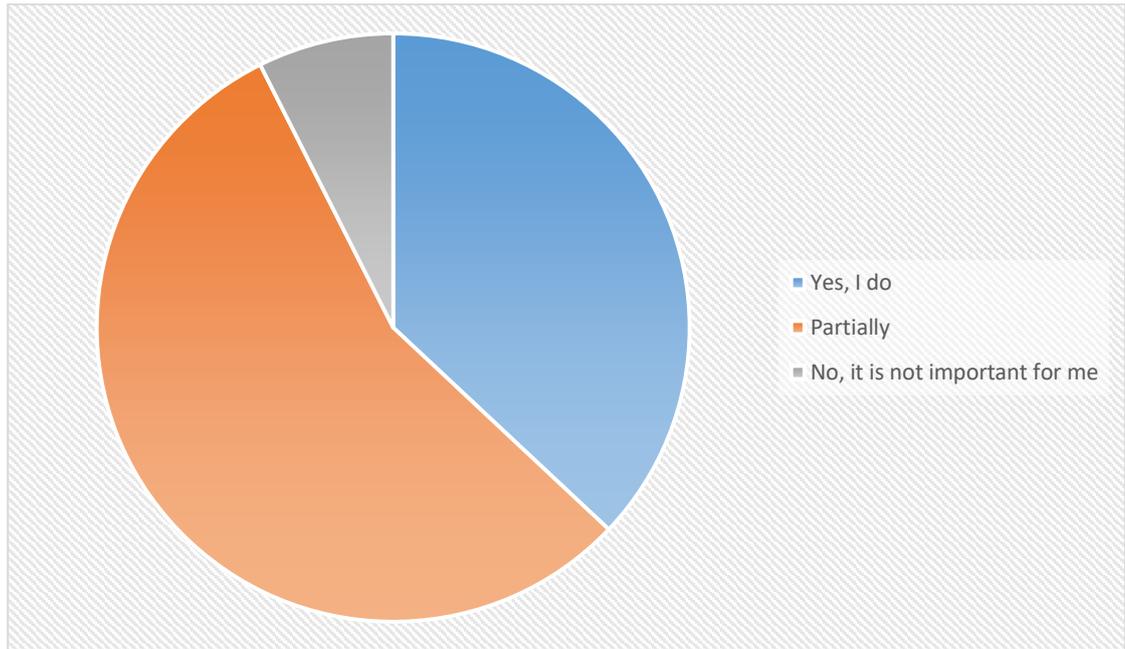


Figure 13. People which follow the rules of sustainability

The hotel` customers try to follow the rules just partially and they try to care about the nature. 17 respondents said that they follow it partially, 10 respondents follow it totally and only 2 respondents don't follow it at all. (Figure 13)

- “Do you think that idea of Green Key is perspective in the future?”

All respondents answered “yes, people are going to change the world for the better”.

So here all of us can see a really positive perspective of the idea of Green Key. People believe that it can help our environment and it means that Green Key eco-label was created for a good reason!

8 CONCLUSION OF THE RESEARCH AND RECOMMENDATIONS FOR FUTURE DEVELOPMENT

Thus, it is possible to make a conclusion that the guests of hotel Sokos are pretty satisfied with the room service, got to know something about Green Key and even started to support it. The knowledge about Green Key is going to spread around the world. Mostly people have already caught the idea about protecting the environment: they use eco-friendly detergents, sports, only natural products, and a lot of other things which were actually mentioned before. It is also a good point to book a room in a hotel which has a Green Key certificate. It means that this organization is modern.

So, the goal of the research was achieved with the objectives which were designated. The influence of Green Key for the customers` motivation for choosing a hotel is discovered, it exists. As it was mentioned before people really appreciate when a hotel has Green Key certificate, it can be a good motivational factor for them. Comparing with the background, it is possible to say that mentioned theoretical knowledge was successfully applied in practice. Everything what was necessary for writing this thesis was done. It can be said that the ideas of responsible tourism, green tourism are beyond all doubt very useful for us and the next generations. Also it was really nice to make the questionnaires, to try a new role for yourself. All professional skills can help in the future. Thanks to Hanna, the manager of hotel Vaakuna for this possibilities and help.

This work is a continuation of work of Maxim Mozgov, a former graduate. His topic was about Green Key as a motivational factor for the staff loyalty and satisfaction. His topic and the topic of current thesis are very similar, so, it means that probably no future development will be. The topic exhausted itself. It only can be suggested for a hotel to make such questionnaires from time to time to find out the level of guests` satisfaction and, thus, to know what is necessary to fix and improve. Otherwise the topic is finished, and it is only possible to say that the hotel has to improve their services more and more, not to stop and make the guests and customers to know and to understand that Green Key eco-label is one of the best and the truest ways to help with saving our Earth.

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APPENDIX 1

Hello! My name is Tatiana, I am a student of XAMK university in Mikkeli. I study tourism and currently I am writing my thesis about Green Key eco-label. There are questions for my future survey and I will be glad if you answer. It will not take a lot of your time. Thank you!

Basic questions

1. What is the purpose of your trip?

- Business
- Mostly business
- Conference/seminar
- Leisure
- Mostlyleisure

2. What was the reason to choose this hotel?

- Nicelocation
- Reasonableprice
- Loyalty of the chain Sokos (special bonus, discount, etc)
- Otherreason: _____

3. Are you satisfied with your room? Put from 1 (minimum) to 5 (maximum).

Quality of the room in common (1-5)

Comfort of bed and pillows (1-5)

Quality of bed linen and towels (1-5)

Lighting in the room (1-5)

Cleanliness of the room and bathroom (1-5)

The room is clean and fresh (1-5)

4. How would you rate your overall satisfaction in Original Sokos Hotel

Vaakuna Mikkeli?

5 (excellent)

4 (good)

3 (average)

2 (poor)

1 (not satisfied)

5. Next time when you will be in Mikkeli, would you choose Hotel Sokos

Vaakuna?

- Yes, no doubt
- Maybe, depends on _____
- No, I will choose something else

6. Would you recommend this hotel to your friends?

- Yes, of course
- I'm still not sure
- No, because _____

“GREEN” questions

Green Key is a famous eco-label. It means that hotels who has Green Key certificate support the ecology (use eco-friendly items, economize water and electricity, put soft textile on the beds...). Hotel Sokos Vaakuna got the Green Key sign as well. Do you think Green Key helps to save the environment?

- Yes, because _____
- No, because _____

Do you think that Green Key could make change in the mind of people (customers) about relation to ecology?

- Yes, totally
- No, I don't think so

Do you follow the rules of sustainability in your daily life (saving water, buying and eating organic, sorting of waste...)?

- Yes, I do
- Partially
- No, it is not important for me

Do you think that idea of Green key is perspective in the future?

- Yes, people are going to change the world for the better
- No, people will not be interested in this soon