

Public Policy of Green Practices by Restaurants and Hotels: Case of Ecotourism in Ranong Province, Thailand

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Abstract

The objective of this study is to highlight the public policy of green practices for hotels and restaurants in Ranong city of Thailand. Along with the public policy of green practices, this study also discussed the green product promotion and green innovation. A questionnaire was used for data collection. Total 420 valid responses were used for data analysis. Results of the study shows the public policy green practices such as environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management has positive effect on environmental safety. These practices increase the environmental safety in Ranong city of Thailand. Moreover, environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management has positive role to enhance green product promotion and green innovation. Increase in the green practices increases the green product promotion and green innovation. Finally, green product promotion and green innovation shows positive influence to enhance environmental safety.

Keywords: public policy, green practices, green product promotion, green innovation, environment safety

1. Introduction

Restaurants and hotels have key contribution to the nation's economy through different ways. As the restaurants and hotels are generating their own revenue and linked with the tourism industry. The importance of restaurants and hotels is increased due to tourism industry. In this way by facilitating tourism industry, this sector contributing greatly in economy and various development activities. Restaurants and hotels have significant contribution to gross-domestic products by providing employment opportunities. It is also mentioned by the literature that restaurants and hotels have positive role in economy (Kukanja & Planinc, 2018).

Restaurants and hotels in Thailand also have important role in economy as well as in various other sectors. This industry is also providing support to the Thai economy. In each year these Restaurants and hotels has positive role to promote economy. Figure 1 shows the registered restaurants in various parts of the Thailand. According to this statistic, 43% are registered in Bangkok and 23% are registered in South part of Thailand. These restaurants are providing continuous supported to the economy. Therefore, restaurants and hotels are the important part of economic system in various countries including Thailand.

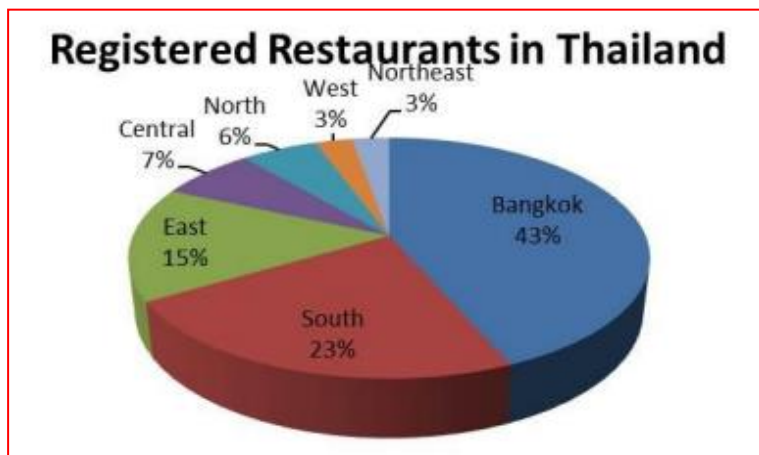


Figure 1. Registered restaurants in Thailand

Source: Department of Business Development, Ministry of Commerce

There is a key relationship between restaurants and hotels with tourism industry (Agwu, 2020; Horng, Tsai, Yang, & Liu, 2016). Both the restaurants and hotels are supporting tourism industry. Increase in the performance of restaurants and hotels has the potential to effect positively on tourism industry. Tourists comes from various countries and stay in the restaurants and hotels. Better quality of restaurants and hotels shows positive effect on the tourist. Restaurants and hotels are one of the reasons for tourist attraction. Therefore, the connection between restaurants, hotels and tourism industry is quite valuable.

In this direction, the green practices of hotels are very important to promote this sector (Okumus, K öseoglu, Chan, Hon, & Avci, 2019). Nowadays, green practices are increasing in the hotels because there is significant link between environment and hotels. Most of the times hotels increases the population in the environment due to wastage (Ali, Amin, & Ryu, 2016). As the Thailand has number of hotels and restaurants, that is why the threat to increase in pollution is also high as compared to the other sectors. Hence, in hotels of Thailand, green practices are very important. Particularly, the green practices by the restaurants and hotels are very important in the city of Ranong, Thailand. Ranong also has many restaurants and hotels which has significant influence on the environment. Especially, in the area of Ranong, the ecotourism is also common which requires significant support of restaurants and hotels. Ecotourism also has significant importance and connection with psychical environment (Liu, Kong, Feng, Qin, & Mao, 2019) which has possible relationship with restaurants and hotels. To attract the tourist or to enhance the performance of ecotourism, it should have positive relationship with environment. Friendly environment can attract the tourists.

To ensure the environment safety, there are several public policy green practices are available. Now the restaurants and hotels are moving towards the quite latest green practices. These green practices are always important to environment. As there is a significant connection between green practices and environment (Ibrahim, Sundram, Omar, Yusoff, & Amer, 2019; Yusnita & Awang, 2019). Public policy green practices involve; environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management. All these practices have significant effect on environment. These practices also have effect on ecotourism.

Number of studies are available on environment safety (Maier, Sven-Joachim, Fortmüller, & Maier, 2017; Rezaee, Yousefi, Eshkevari, Valipour, & Saberi, 2020), but these studies did not discuss the relationship between ecotourism. There is an important relationship between ecotourism and environment. Moreover, literature also discussed the relationship between tourism and environment (Jeong, Kim, & Yu, 2020), however, the relationship between ecotourism and environment is not discussed in relation to the hotels and restaurants. Therefore, this study has significant contribution to the literature of hotels and restaurants in respect to the tourism industry. Therefore, objective of this study is to highlight the public policy of green practices for hotels and restaurants in Ranong city of Thailand. Along with the public policy of green practices, this study also discussed the green product promotion and green innovation. Public policy green practices such as environment friendly products, adjustable temperature

control in restaurants and hotels, electrical vehicle charging stations and waste management has significantly linked to enhance green product promotion and green innovation. Both green product promotion and green innovation are key to the environment (Singh, Del Giudice, Chierici, & Graziano, 2020).

2. Literature Review and Hypotheses Development

Environmental safety is one of the major concerns in the current decade (Vartiainen et al., 2011). Because it has significant relationship with the human lives. Pollution is always harmful for the human life; therefore, a healthy human life is always requiring a pollution free environment. Environment safety is the major requirement of healthy human life. Various organizations are working in each country to protect the environment. Rules and regulations are also available among the countries for environment safety. Thailand is also one of the countries having great concern for environmental safety. Various environmental safety companies are also working in Ranong city of Thailand.

In the current study environmental safety is discussed in relation to the ecotourism. Ecotourism is catering for holiday makers in the natural environment without destructive it or disturbing habitats. It is a type of tourism connecting visiting fragile, pristine, as well as relatively undisturbed natural areas, intended as a low-impact and often small-scale alternative to standard commercial mass tourism. It is one of the important types of tourism having significant link with environment (Liu et al., 2019; Minaputri, Park, Joung, & Bachtiar, 2017). Therefore, to study the environment in relationship to the ecotourism can provide valuable results both for literature and practice.

This study discussed the environmental friendly practices, namely; public policy practices in relation to the ecotourism. In Thailand, environment safety companies providing different public policy practices called green practices. These green practices are very important for environment safety (Choudhary & Seth, 2011; Ibrahim et al., 2019; Luu, 2019). This study considered four major public policy green practices which include; environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management. All these public policy practices have positive role in environmental safety. These public policy green practices have the potential to enhance green product promotion which further enhance the environmental safety. Along with this, these public policy green practices also have relationship with green innovation. The relationship between public policy green practices (environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management), green product promotion, green innovation and environmental safety is given in Figure 2.

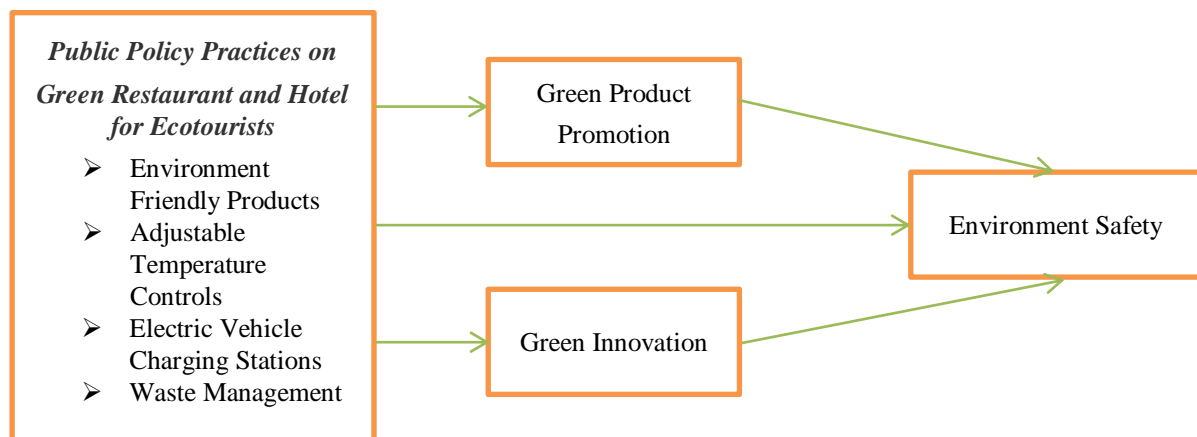


Figure 2. Theoretical framework of the study showing the relationship between public policy green practices (environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management), green product promotion, green innovation and environmental safety

2.1 Public Policy Practices, Green Product Promotion and Environment Safety

Green products are those products having positive effect on the environment. These products increase the safety of environment and helpful to decrease the pollution in the environment. That is why green companies are now focusing on green product development (Chen, Chang, Lin, Lai, & Wang, 2016). Therefore, companies are moving to promote green products. Government is also focusing on green product development. Restaurants and hotels are also now working to provide green products to the customer. The green products for ecotourists are most important

having positive role in environment safety. As the tourism industry is growing rapidly (Costa & Costa, 2020; Qiu, Zhong, & Wei, 2020), therefore, it also requires high demand free green products. In this direction, public policy green practices are most important to safe the environment by promoting green product promotion.

Green practices such as environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management has positive relationship with environment safety and green product promotion. Development of green product by the restaurants and hotels are always encouraged (Yin, Du, & Chen, 2020) and hospitality industry is now moving towards the development of green products. The other green practices include adjustable temperature control in restaurants and hotels. It has the ability to reduce the use of air-condition and increases the environment safety. It is one of the steps towards green product promotion which lead to the environment safety. Moreover, hotels also provide various electrical vehicle charging stations for ecotourists. Provision of these stations encourages the tourists to use electronic vehicles which has positive effect on the environment, and it led to the green product promotion. Lastly, the waste management by the restaurants and hotels in relation to the ecotourist has positive effect on green product promotion and environment safety. Therefore, public policy of green practices has positive effect on green product promotion and green product promotion has positive effect on environment safety.

Hypothesis 1. Public policy of green practices has positive effect on green product promotion.

Hypothesis 2. Public policy of green practices has positive effect on environment safety.

Hypothesis 3. Green product promotion has positive effect on environment safety.

Hypothesis 4. Green product promotion mediates the relationship between public policy of green practices and environment safety.

2.2 Public Policy Practices, Green Innovation and Environment Safety

Public policy green practices also have relationship with green innovation. These green innovations lead to the environment safety. Green innovation “as hardware or software innovation that is related to green products or processes, including the innovation in technologies that are involved in energy-saving, pollution-prevention, waste recycling, green product designs, or corporate environmental management”. Green innovation includes all kinds of innovations that donate to the formation of important products, different services, or procedures to decrease the damage and weakening of the environment while enhances the use of various natural resources. These innovations have positive role in environment (Lu, Tzeng, & Tang, 2013; Yin et al., 2020). All the public policy green practices for restaurants and hotels have positive effect on green innovations and environment safety. The public policy green practices such as environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management has positive role to enhance environment safety through green innovations. Therefore, green innovations are playing the role of mediating variable between public policy green practices and environment safety. It is found that public policy green practices have significant relationship with green innovation and environment safety. Green innovations also have significant relationship with environment safety. Therefore, by following the instructions of Baron and Kenny (1986), green innovation can be used as mediating variables between public policy green practices and environment safety.

Hypothesis 5. Public policy of green practices has positive effect on green innovation.

Hypothesis 6. Green innovation has positive effect on environment safety.

Hypothesis 7. Green innovation mediates the relationship between public policy of green practices and environment safety.

3. Research Methodology

For the accomplishment of primary data collection, a questionnaire divided into two portions was prepared. Questions about demographic information such as age, education, gender, and nationality were asked in the first portion of the questionnaire from the respondents of this study. While questions about key variables of this study such as; environment friendly products, adjustable temperature controls, electric vehicle charging stations, waste management, green product promotion, green innovation, and environment safety, were asked in the second portion of the questionnaire. Furthermore, a 5-point Likert scale was applied.

Next process was to select research method for this study. Hence, quantitative research method was selected over the qualitative research method and mixed method research. Because quantitative research method was the best option which is also according to the nature of this study. Because the population of the current is from whole over the country, hence area cluster sampling approach was adopted for the accomplishment of aims of this study. Another reason behind the selection of area cluster sampling was that the population was from a widespread region hence,

area cluster sampling is the best option when the area under consideration is a widespread (Ul-Hameed, Mohammad, & Shahar, 2018).

Determination of sample size for this study was done as per the recommendation of Comrey and Lee (1992). According to him a sample of 500 size is very good. Hence, 500 sample size for this study was selected. Hence a list of email addresses of the respondents was prepared. Then it was decided to distribute copies of the questionnaire among the respondents via email service. Data were collected from hotel managers. Hence, an email was composed with an attachment of the objective of this study. Moreover, in the email it was cleared to the respondents that information and feedback received from them will be kept confidential and only will be used for the accomplishment of aim of this study. After one week sending the email individually to every respondent, 140 replies containing responses from the respondents were recorded. Hence, rest of the respondents were reminded with another email. After 14 days of the reminder email, 330 further responses from the rest respondents were recorded. 20 responses out of 470 were not wholly filled, while the other 30 responses contained ambiguous answers. Hence these 30 ambiguous along with 20 partially filled responses were excluded from the total 470 responses. Rest 420 responses were considered as primary data for this study which were further processed by a statistical software PLS for data analysis for the achievement of end results of this study.

4. Data Analysis and Findings

It is really important to have accurate data for data analysis. For instance, data should not have missing value and outlier. As literature described that data should not have any missing value (Aydin & ŞENOĞLU, 2018). Therefore, this study fixed all the missing values as well as outlier. It is shown in Table 1 that data has no missing value.

Table 1. Data statistics

	No.	Missing	Mean	Median	Min	Max	SD	Kurtosis	Skewness
PPP1	1	0	3.449	4	1	5	1.2	-0.691	-0.446
PPP2	2	0	3.415	4	1	5	1.238	-1.907	-1.338
PPP3	3	0	2.721	4	1	5	1.331	-0.543	-0.849
PPP4	4	0	3.649	4	1	5	1.399	-0.79	-0.754
PPP5	5	0	3.596	4	1	5	1.384	-0.708	-0.785
PPP6	6	0	3.389	3	1	5	1.23	-0.9	-0.298
PPP7	7	0	3.351	4	1	5	1.286	-1.036	-0.314
PPP8	8	0	3.679	4	1	5	1.309	-0.517	-0.833
GPP1	9	0	2.657	4	1	5	1.392	-0.74	-1.786
GPP2	10	0	3.426	4	1	5	1.18	-0.629	-0.447
GPP3	11	0	3.457	4	1	5	1.24	-0.899	-0.371
GPP4	12	0	3.596	4	1	5	1.384	-0.708	-0.785
GI1	13	0	3.453	4	1	5	1.194	-0.655	-0.463
GI2	14	0	3.404	4	1	5	1.222	-1.83	-0.399
GI3	15	0	2.472	4	1	5	1.156	-0.375	-0.624
GI4	16	0	3.46	4	1	5	1.241	-0.68	-0.523
ES1	17	0	3.336	4	1	5	1.187	-0.751	-0.402
ES2	18	0	3.487	4	1	5	1.226	-0.595	-0.55
ES3	19	0	3.57	4	1	5	1.144	-0.385	-0.56
ES4	20	0	3.57	4	1	5	1.111	-1.503	-1.518
ES5	21	0	3.66	4	1	5	1.311	-0.689	-0.697
ES6	22	0	2.589	4	1	5	1.191	-0.546	-0.589
ES7	23	0	3.574	4	1	6	1.281	-0.808	-0.484
ES8	24	0	3.517	4	1	5	1.13	-0.51	-0.5
ES9	25	0	3.502	4	1	5	1.277	-0.957	-0.436

All the public policy green practices such as environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management were considered as a one variable and measured with the help of eight items as shown in Figure 3. Green product promotion was measured through 4 items and green innovation was also measured with four items. Finally, environment safety was measured through nine items. Factor loadings for all items were examined with the help of confirmatory factor analysis (CFA). CFA is most prominent approach to test factor loadings (Dahri, Hameed, Nawaz, Sami, & Bux Shah, 2019; Hair Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014; Hair, Sarstedt, Pieper, & Ringle, 2012; Shamim, Tian, Shuja, & Fred, 2020). It is found that all the factor loadings are above 0.7 (J. Hair, Hollingsworth, Randolph, & Chong, 2017).

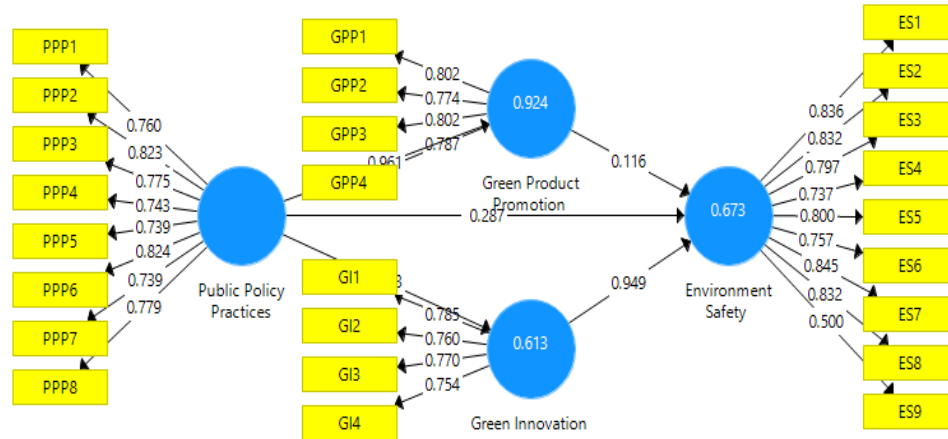


Figure 3. Measurement model

Table 2. Factor loadings

	Environment Safety	Green Innovation	Green Product Promotion	Public Policy Practices
ES1	0.836			
ES2	0.832			
ES3	0.797			
ES4	0.737			
ES5	0.8			
ES6	0.757			
ES7	0.845			
ES8	0.832			
ES9	0.5			
GI1		0.785		
GI2		0.76		
GI3		0.77		
GI4		0.754		
GPP1			0.802	
GPP2			0.774	
GPP3			0.802	

GPP4	0.787
PPP1	0.76
PPP2	0.823
PPP3	0.775
PPP4	0.743
PPP5	0.739
PPP6	0.824
PPP7	0.739
PPP8	0.779

Reliability and convergent validity are given in Table 3. Moreover, there are three methods for discriminant validity assessment, however, this study used cross-loadings to test the discriminant validity which is given in Table 4. By following the previous studies, the minimum level of CR was considered 0.7 and for average variance extracted (AVE), it is considered 0.5. All the variables; environmental safety, green innovation, green product promotion and public policy practices have CR above 0.7 and AVE above 0.5. AVE above 0.5 confirmed the convergent validity.

Table 3. Alpha, CR and AVE

	Alpha	rho_A	Composite Reliability	(AVE)
Environment Safety	0.915	0.916	0.931	0.604
Green Innovation	0.768	0.767	0.852	0.589
Green Product Promotion	0.801	0.801	0.87	0.626
Public Policy Practices	0.904	0.907	0.922	0.598

Table 4. Cross-loadings

	Environment Safety	Green Innovation	Green Product Promotion	Public Policy Practices
ES1	0.836	0.65	0.427	0.414
ES2	0.832	0.651	0.427	0.419
ES3	0.797	0.661	0.411	0.409
ES4	0.737	0.549	0.364	0.367
ES5	0.8	0.606	0.433	0.43
ES6	0.757	0.563	0.361	0.379
ES7	0.845	0.617	0.383	0.377
ES8	0.832	0.632	0.389	0.391
ES9	0.8	0.69	0.71	0.741
GI1	0.45	0.785	0.766	0.761
GI2	0.415	0.86	0.78	0.811
GI3	0.822	0.87	0.409	0.415
GI4	0.799	0.854	0.396	0.424
GPP1	0.463	0.454	0.802	0.741
GPP2	0.446	0.769	0.774	0.758

GPP3	0.429	0.745	0.821	0.809
GPP4	0.448	0.438	0.787	0.733
PPP1	0.455	0.762	0.757	0.79
PPP2	0.421	0.752	0.782	0.823
PPP3	0.452	0.459	0.704	0.775
PPP4	0.46	0.447	0.782	0.793
PPP5	0.446	0.437	0.775	0.799
PPP6	0.413	0.758	0.778	0.824
PPP7	0.415	0.674	0.65	0.739
PPP8	0.456	0.472	0.712	0.779

PLS bootstrapping was used in this study for hypotheses testing. PLS bootstrapping is a suitable process for hypotheses testing (Hair et al., 2012; Henseler, Ringle, & Sinkovics, 2009; Siddiqui & Siddiqui, 2019; Sultana, Koli, & Firoj, 2019; Syahnaz, Nursal, & Komariah, 2019; Tarus, Tenai, & Komen, 2019; Theodore & William, 2019; Tong & Baslom, 2019; Zahra, Hameed, Fiaz, & Basheer, 2019). Five direct effect was proposed. Direct effect of public policy green practices was examined on green product promotion, green innovation and environmental safety. Public policy green practices such as environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management has significant positive effect on green product promotion and green product innovation. Moreover, these product policy practices have positive effect on environmental safety. These results indicate that public policy green practices such as environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management has the ability to promote environmental safety. These green practices also promote green product promotion and green innovation. PLS bootstrapping is give in Figure 4 and results are given in Table 5.

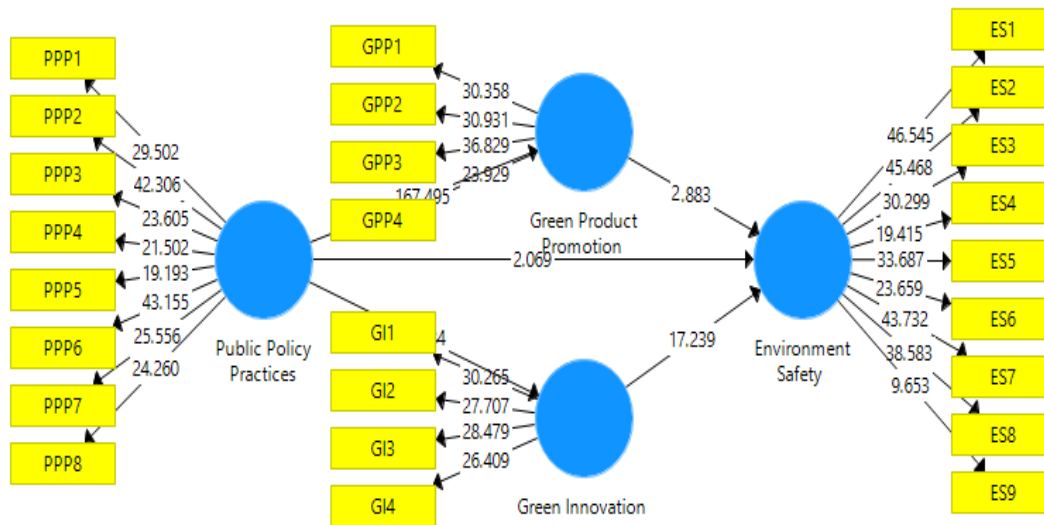


Figure 4. Structural model

Table 5. Direct effect results

	(O)	(M)	SD	T Statistics)	P Values
Green Innovation -> Environment Safety	0.949	0.952	0.055	17.239	0
Green Product Promotion -> Environment Safety	0.116	0.12	0.041	2.883	0.378
Public Policy Practices -> Environment Safety	0.287	0.295	0.139	2.069	0.039
Public Policy Practices -> Green Innovation	0.783	0.786	0.021	37.084	0
Public Policy Practices -> Green Product Promotion	0.961	0.962	0.006	167.495	0

In addition, mediation effect of green product promotion was tested between public policy practices and environmental safety. Moreover, mediation effect of green innovation was examined between public policy practices and environmental safety. The mediation effect of green innovation is significant between public policy practices and environmental safety. However, the mediation effect of green product promotion is not significant. Mediation effect of green innovation between public policy practices and environmental safety is also given in Figure 5. Moreover, the current study followed the rule of Preacher and Hayes (2008) for mediation testation. Results of indirect effect are given in Table 6.

Table 6. In-direct effect results

	(O)	(M)	SD	T Statistics	P Values
Public Policy Practices -> Green Innovation -> Environment Safety	0.743	0.748	0.05	14.888	0
Public Policy Practices -> Green Product Promotion -> Environment Safety	0.112	0.115	0.127	0.881	0.379

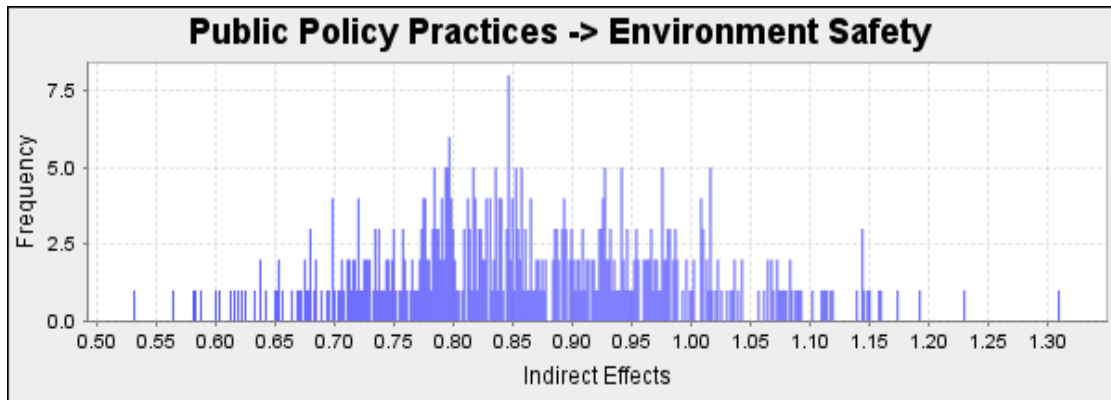


Figure 5. Indirect effect histogram: Indirect effect of green innovation between public policy practices and environmental safety

5. Conclusion

The objective of this study was to highlight the public policy of green practices for hotels and restaurants in Ranong city of Thailand. A questionnaire was used for data collection and statistical software was used for data analysis. Results of the study shows that public policy green practices such as environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management has positive effect on environmental safety. It is found that environment friendly products by the restaurants and hotels have positive effect to safe the environment. It decreases level of population in the environment. Adjustable temperature control in restaurants and hotels also has the potential to enhance environmental safety. Moreover, electrical vehicles are also quite helpful for environmental safety. The chagrining stations provided by the restaurants and hotels has the potential to encourage tourists to use electrical vehicles which are environmental friendly. Furthermore, proper waste

management by the restaurants and hotels also decreases the pollution in the environment and increases the environmental safety. These practices increase the environmental safety in Ranong city of Thailand. Moreover, environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management has positive role to enhance green product promotion and green innovation. Increase in the green practices increases the green product promotion and green innovation. Finally, green product promotion and green innovation shows positive influence to enhance environmental safety. Therefore, public policy green practices promote environmental safety by promoting green product development and green innovations.

5.1 Implications of the Study

The current study has both practical and theoretical implications. Theoretically, this study has many unique aspects in the field of ecotourism and hospitality. First, this study examined the effect of valuable green practices on environmental safety. These green practices include; environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management. Previous studies also examined the green practices; however, these studies did not consider the adjustable temperature control in restaurants and hotels, and electrical vehicle charging stations. Previous studies also highlighted various practices for restaurants and hotels, however, adjustable temperature control in restaurants and hotels, and electrical vehicle charging stations was not comprehensively discussed. Therefore, this study considered the unique public policy green practices. Second, this study examined the public policy of green practices in relation to the green product promotion. This relationship is not discussed in the previous studies in the presence of adjustable temperature control in restaurants and hotels, and electrical vehicle charging stations. Hence, the green product promotion is used as a mediating variable which is another theoretical contribution of the current study. In the previous studies, the combine effect of environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management was not examined in green product promotion. Third, this study also considered the effect of green policy practices on green innovation. Similar with green product promotion, the combine effect of environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management was not examined in relation to the green innovation. In addition to this, the green innovation is also used as a mediating variable between public policy practices and environmental safety.

This study also has significant practical implications. Firstly, this study has vital implications for the environmental safety companies. The environmental safety companies can take help while making strategies for environment safety to reduce the population. In this direction, the current study suggested the environmental safety companies to apply various environmental safety practices such as environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management. Moreover, this study is also helpful for the restaurants and hotels to take care of environment by applying environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management. This study also suggested the practitioners to make strategies for green product promotion and green innovations with the help of public policy green practices mentioned by the current study.

5.2 Limitations of the Study

Although the current study covered the maximum area in relation to the restaurants, hotels and environmental safety, however, this study has few limitations which could be the direction for future studies. First of all, this study addressed the four public policy green practices; environment friendly products, adjustable temperature control in restaurants and hotels, electrical vehicle charging stations and waste management, however, the other green practices are not the part of this study. Hence, the future study should cover the other green practices to get better results. Moreover, this study based on a survey questionnaire, however, interviews from the managers of restaurants and hotels could be more beneficial.

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