PREFACE

With growing consciousness about environmental issues & green management, there is a rising pressure on various businesses to mitigate their negative impact on society and environment.

And hotel industry is not different from the same. Various researches have pointed out that hotel guests would prefer to stay in a hotel that cares about the environment. Following pro environment approach, not only the consumers have become more willing to purchase environmental friendly products, but also society has become more responsible towards the environment protection. The international environment regulations have increased and are becoming stricter in recent years. Although, the sensitization among people is much more in countries which are already developed as compared to developing nations like India and since different stage of economic development is an important factor affecting environmental practices, it is not wise to generalize conditions in developed nations to developing nations.

In this context, this study proposed to investigate the effect of green image of eco hotels on customer patronage & intention in Indian perspective. The present research study is inclined towards finding the facts and illustrating the conclusions, by studying thoroughly the select ecotels. The present study has attempted to study the guest’s opinion regarding green image of the hotels under study. Other objectives of this research are to explore the relationship between green image, guest satisfaction & guest loyalty in the select hotels and to find out the impact of guest satisfaction & guest loyalty on patronage intentions in the Eco Hotels. For the purpose of this study, six eco hotels of northern India were selected. The data was collected from these ecotels with the help of a structured questionnaire and was analysed by using various statistical techniques. This research work has been divided into seven chapters to cover various aspects related to the study.
Chapter 1: Introduction

This Chapter gives an overview of the concept of sustainability and how pro environmentalism has prompted the development of eco hotels. The chapter briefly touches the concept of green marketing, green image, guest satisfaction, guest loyalty, guest patronage intention and their relevance in the context of green hotels.

Chapter 2: Review of Literature

The chapter portrays the past research work done in the field of green image, guest satisfaction, guest loyalty and patronage intention with reference to Indian and global hospitality sector and finally identifies the research gap for the study. The purpose of this chapter is to build theoretical framework for the research by reviewing the existing literature.

Chapter 3: Research Methodology

This chapter deals with the discussion regarding nature and scope of the study, formation of research hypotheses and objectives, generation of scale items, selection of respondents, data collection, data purification, reliability and validity and limitation of the study along with future agenda.

Chapter 4: Green Image in Eco hotels under study

This chapter talks about the green practices followed by hotels at the global level and various green practices followed by the hotels under the study. The chapter also discusses the benefits of following green practices with the help of suitable examples.

Chapter 5: Green Image of Eco hotels and its relationship with Guest Loyalty, Guest Satisfaction & Patronage Intentions

This chapter discusses the relationship of various variables i.e. green image with guest loyalty, guest satisfaction and patronage intention with the help of previous researches in the area.
Chapter 6: Effect of Guest Image of Eco hotels on Patronage Intentions- Data Analysis & Interpretation

This chapter depicts the results of the data collected and analyses in the light of the theoretical framework. For analyzing the data and testing the hypotheses, various statistical tools have been used. On the basis of results, a strategic framework has been developed for enhancing customer experience in Indian hospitality industry.

Chapter 7: Conclusion, Suggestion & future research

Conclusion and suggestions have been drawn on the basis of findings of the research study carried among the customers of the select hotel properties. The chapter also discusses strategic implications, research contributions, suggestions and future recommendations.