

Environmental Awareness Initiatives and Eco-Inclusion of Hotel Guests In Green Tourism Practices In Zimbabwe

¹Nelson Zengeni – *Chinhoyi University of Technology*

²Thapelo Leboho – *Chinhoyi University of Technology*

Abstract

The inclusion and participation of hotel guests in green tourism has been under estimated. A number of environmental awareness initiatives have been put in place to increase awareness of the need conserve water, energy and other finite resources needed in the hotel sector. However, the extent to which these environmental awareness initiatives influence guests' environmental inclusion and participation has been understudied. This study sought to evaluate the impact of environmental awareness initiatives on guests' environmental inclusion and participation in the hotel sector in Zimbabwe. A questionnaire was administered to a sample of 384 respondents. Findings indicate that environmental awareness initiatives by hotels have a positive influences on guests' environmental consciousness and participation. The more guests are involved and encouraged to conserve resources, the more they conserve resources. However, the study findings indicated that hotel guests would prefer some form of rewards for conserving resources such as water and energy, instead of paying more. The study recommends that, in order for hotel guests to participate more in green tourism and hospitality, hotels should constantly remind guests about the need to conserve resources and make information about the environment more available to guests all the time. Hotels should also reward and incentivise guests to participate in eco-tourism.

Key words: environmental awareness initiatives, consciousness, green tourism, eco-inclusion

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I. INTRODUCTION

The hotel sector worldwide has been one of the major contributors of the negative environmental effects. These are as a result of increased demand of energy supply, increased demand of water per day per guest and high production of waste per guest per day. A significant improbability exists about the long-standing implications of such negative ecological effects which particularly have to do with the universal climate change (Rogerson & Sims, 2012). Hotels have turned to greening management through green certification programs such as the Green Seal, Green Globe, Travelife and EarthCheck. These certification programs have encouraged hotels to partake in environmental initiatives which include use of renewable energy systems, reduction of water use, linen reuse, implementation of best practices and use of recycling and waste to reduce negative environmental effects. Among these initiatives, environmental awareness has not received much prominence, and its impact on guests' environmental inclusion and consciousness has not been fully explored.

While individuals are quite comfortable with participating in a series of environmental behaviours in and around their places of residence, the conversion of these practices to tourism contexts can be challenging (Barr, Shaw, Coles & Prillwitz, 2010). People are eager to change their environmental behaviour in exchange for personal benefits. The level of environmental consciousness and behaviour of most people is in most cases lower in the areas of visit than in their homes (Dolnicar & Grün, 2009). For example, people tend to use much less water when bathing at home as compared to when they are on vacation. Even a number of people who volunteer and take part in environmental initiative practices in their homes and at work places frequently do not act particularly environmentally conscious when on trips. Instead, they tend to put forward a number of excuses for the variance between their values and behaviours (Juvan & Dolnicar, 2014). This study sought to assess the extent to which environmental awareness initiatives influence the inclusion of hotel guests in eco-tourism initiatives in Zimbabwe.

II. BACKGROUND TO THE PROBLEM

Tourism and hospitality industry is one of the largest industries worldwide and has been continuously growing. Its expansion has led to a strain on resources and a rise in negative environmental impacts such as an increase in production of solid waste and soaring demand for electricity and water. The hotel business is

becoming more conscious and taking more accountability for environmental practices (Van Rheede & Blomme, 2012). Nevertheless, one significant problem today is that a number of the global hotel chains do not consider environmental awareness seriously, even though such initiatives as re-using, recycling and reducing get the most attention when it comes to sustainability work in the hotel industry (Jones, Hillier, & Comfort, 2017; Sloan, Legrand, Tooman, & Fendt, 2009).

As people are getting more and more concerned about global climate change, customers are now more likely to make ecological decisions when choosing a hotel. According to Sloan *et al.* (2009) shareholders, employees and customers have rising expectations of the hotel industry in regards to responsible behaviour relating to monetary, social and ecological factors. Especially in the tourism and hospitality industry there are a number of possibilities to improve and adopt sustainable business strategies and free pollution workflows.

A study on solid waste management in Wales revealed that small hotels produce a significant amount of solid waste as many hoteliers dispose of their solid waste using landfill which is the least preferred option in the waste hierarchy and a major cause of environmental land degradation (Hatem, Radwan, Jones & Minoli, 2012). Small hotels have the capacity to provide individualised services to guests hence some guests prefer small hotels to big hotels. Whilst some large hotel companies have developed comprehensive environmental programmes (Bohadanowicz, Zientara & Novatna, 2011), few small hotels have the resources to do this (Hatem, Radwan, Jones & Minoli, 2012).

In order to circumvent the challenges of inadequate resources to implement green tourism, environmental awareness initiatives have been proposed. Sustainability and environmentally friendly practices have begun to gain more and more importance as awareness of the need for protecting our natural resources for upcoming generations is rising (Honey, 2008). To satisfy emerging green needs, hotel managers have made every possible effort to change their company structures and cultures to be more environmentally accountable and to adjust their existing commodities and services to be more ecologically friendly (Dief & Font, 2010). However, negative environmental impacts are still noticeable; hence it is essential that hotels take action to ease these impacts.

Measures have been developed that hotels can use to increase their sustainability. These measures include recycling of materials, air, energy and water preservation, environmental health, and green education for staff and customers (Hsieh & Kung, 2013). It is fundamental to take account of the improvement of green purchasing policies, green influence in advertising campaigns, demands for customer collaboration in environmental awareness programmes (such as, voluntary change of towels by hotel guests), also considering other factors such as stakeholder influence and green regulations (Alvarez, Burgos & Cespedes, 2001). Furthermore, Bohadanowicz, Zientara and Novatna (2011) are in support for community initiatives programmes to ease negative environmental impacts related with hotel industry operations as well as formation of green teams which are in charge of monitoring and making sure that the practices are put into action.

The increase in the number of clients who are eager to pay for environmentally friendly products and services is the most influential indicator of customer activation with regard to green management (Lee, Han & Kim, 2010). It has become more and more obvious that the hotel industry plays a huge role in destroying and wasting green resources as more people are becoming conscious of the harm caused on the environment by regular business activities. As a result, a growing number of guests currently choose hotels which make use of practices with the intention of protecting the environment (Manaktola & Jauhari, 2007). A study in Australia established people who go on holidays would be eager to pay more for hotels which use renewable power sources (Timothy & Teye, 2009).

Protea Hospitality Group, which is one of the largest groups of hotels in South Africa has come up with initiatives for its group of hotels. The initiatives include the introduction of LED lighting, recycling initiatives, reuse of linen and switching off electricity when not in use to reduce the carbon footprint, to reduce costs and to improve their brand image (Rogerson & Ismail, 2016). Some hotels execute environmental awareness initiatives contained by their individual abilities and exclusive of compromising the quality of their products and services (Rogerson & Sims, 2012). It is therefore necessary for management to make available green management structures and courses of action for the appropriate way of implementation in order to ease negative environmental impacts caused by hotel operations in Zimbabwe.

III. STATEMENT OF THE PROBLEM

The impact of several environmental awareness initiatives on guests' environmental consciousness and behaviour in the hotel sector in Zimbabwe has not been fully explored. Hotels carry out initiatives such as re-education of guests (Bohadanowicz, Zientara & Novatna, 2011), guests' environmental champions reward systems (Manaktola & Jauhari, 2007) and involving guests in clean-up campaigns (Zengeni, Zengeni & Muzambi, 2013). Among other environmental mal-practices, hotel guests still use at least 170 litres of water per day per guest and produce up to 1kg of waste per day per room (Mbasera, 2015). Hotel guests still use up to 14 kilowatt hours of electricity per room per night. The World Tourism Organization (2009) estimated that the

accommodation sector is responsible for 21% emission of carbon dioxide (Rogerson & Sims, 2012). If the relationship between environmental awareness initiatives and hotel guests' inclusion is remains unknown, interventions to minimize guests' environmental footprint may remain misdirected and ineffective. Guests will continue to view eco-tourism as a supply-led initiative, with them playing no role in the fight against climate change and global warming. Using a quantitative research methodology, this study sought to assess the impact of environmental awareness initiatives on guests' environmental inclusion in the hotel sector in Zimbabwe. Findings of this provide insights on how the hotel sector in Zimbabwe can design and implement strategies of involving hotel guests in the battle to minimize the negative impacts of tourism on the environment.

IV. RESEARCH OBJECTIVES

This study sought to assess the impact of environmental awareness initiatives on guests' environmental inclusion in the hotel sector in Zimbabwe. In order to achieve this over-arching objective, the study specifically seeks to: establish the environmental awareness initiatives hotels in Zimbabwe undertake to educate guests on environmental issues, establish the strengths and weaknesses of the environmental awareness initiatives used by hotels in Zimbabwe, assess the impact of environmental awareness initiatives on guests' environmental consciousness and behaviour in the hotel sector in Zimbabwe, and suggest strategies to improve the effectiveness of environmental awareness initiatives on guests' environmental consciousness in hotels in Zimbabwe.

V. LITERATURE REVIEW

Key issues are reviewed below:

Green/Eco-tourists

The term "green" refers to "actions that reduce the impact on the environment (Wolfe & Shanklin, 2001). Eco-tourists are in general characterized by advanced levels of education, income and environmental consciousness, as well as trending female and originating from the developed world (Self, Self & Bell-Haynes, 2010). "Eighty five percent (85%) of leisure travellers consider themselves environmentally conscious, that is, "green" consumers" (Miller, Mayer & Baloglu, 2012). The positive feelings towards the green practices have a strong relationship with positive behaviour on environmental practices (Manaktola & Jauhari, 2007).

In general, the need for eco-friendly commodities is progressively increasing with the growing market for Lifestyles of Health and Sustainability. According to Solomon, Barnossy, Askegaard and Hogg (2010), the market for Lifestyles of Health and Sustainability describes a rising number of people, who are environmentally conscious, have high moral values, are alarmed about the environment support ecological practises by buying environmentally friendly products and services and care about company responsibility (Wilhelm, 2009). This customer group also values health, social justice, and personal development and is commonly keen to spend a premium for sustainable products in order to endorse social and environmental harmony (Sloan, Legrand, Tooman & Fendt, 2009). Laroche, Bergeron and Barbaro-Forleo (2001) earlier on observed a growing number of guests explicitly seeking eco-friendly products even if they are more expensive than alternatives or conventional tourism and hospitality products.

Green tourists are recognizing the significance of ecological problems possibly caused by unnecessary use of energy and non-renewable natural resources, environmentally unfriendly production processes, and environmental disasters, therefore the increase in numbers of persons who are aware of ecological issues (Kalafatis, Pollard, East & Tsogas, 1999). Such environmental awareness instils in the public positive feelings toward eco-friendly activities, and encourages guests to engage/participate in ecological behaviours in their everyday lives hence the increase in green/eco-tourists (Laroche, Bergeron & Barbaro-Forleo, 2001). These individuals have strong ecologically friendly attitudes and look for opportunities to act in environmentally friendly manner, and often express environmental concerns (Kalafatis, Pollard, East & Tsogas, 1999).

Eco-Inclusivity

Eco-inclusivity refers to an economic activity (including tourism) which is low carbon, efficient and clean in production, "*but also inclusive in consumption and outcomes, based on sharing, circularity, collaboration, solidarity, resilience, opportunity, and interdependence*". Eco-inclusion is focused on expanding the participation options for hotel guests as focus is not only on the hotels providing green products, but also ensuring guests consume tourism products in an eco-friendly manner. Eco-inclusion recognizes that there are many and diverse pathways to environmental sustainability (UNEP, 2021), one such pathways being guest participation.

Environmental awareness

Demands from governments or regulators necessitate hotels to apply green practices in their hotels (Kim & Choi, 2013). Environmental management methods in hotels have been implemented in order to

resourcefully deal with ecological issues arising from hotel operations (Bohadanowicz, Zientara&Novatna, 2011). Green practices can be defined as ways to use products and methods that would not harmfully impact on the environment in the course of pollution or by the reduction of natural resources (Smith & Perks, 2010). These sustainable practices were developed to effectively deal with environmental issues that hotels can use which include recycling of materials, energy and water conservation as well as supplying clean air, environmental health and environmental education for staff and guests (Hsieh & Kung, 2013).

The major reasons for the introduction of green management for a hotel was to comply with government regulations and hotels having to save money through the reduction of waste and energy use (Lee, Han, & Kim, 2010). The existence of codes of conduct in a hotel may allow it to claim the higher ground of ecological and social compassion and responsibility as they tend to be general in nature and self-regulated (Miller, Mayer&Baloglu, 2012). The eco-friendly image of hotels can be strengthened by their production of green products hence attracting more customers' attention (Han, Hsu, & Sheu, 2010). Sustainability and environmentally friendly practices are preliminarily to gaining more importance as the awareness to protect natural resources for the future generations is rising (Honey, 2008) with green management improving customer satisfaction and market demand (Manaktola & Jauhari, 2007).

Environmentally conscious individuals are still forced to consume in an ecologically unfavourable way although they result in personal inconvenience and additional costs. Researchers established that individuals' environmentally friendly attitudes positively play quite an essential role in influencing their eco-friendly purchasing behaviours (Manaktola & Jauhari, 2007).

In a study, persons who were environmentally conscious participated more in buying and consumption of green products (Balderjahn, 1988). The number of people who are eager to purchase environmentally friendly products and services with regard to green management is growing which is a highly convincing indicator of consumer activation (Lee, Han, & Kim, 2010). Those individuals, who have good environmentally friendly behaviour, seem to seek for opportunities to behave in an environmentally friendly manner and repeatedly express environmental concerns. Guests who are conscious of a hotel's eco-friendly practices have a preference to utilize a green hotel (Manaktola & Jauhari, 2007).

Existing studies in environmental awareness and the behaviour of guests have shown that green image and environmental consciousness are essential concepts in explaining green consumer behaviour (Lee, Han, & Kim, 2010). However, previous research has had a preference to investigate these variables separately (Martínez, Crespo, & López, 2018). However, it is clear that the theory and practice of hotels must comprise of these essential factors as they are crucial in order to elucidate the behavioural intentions of customers relating to green hotel products and services. Hotels must therefore educate guests on environmental issues through pep talks during check-in, notices and banners and electronic/digital messages among others.

VI. MATERIALS AND METHODS

A descriptive research design was used in the study as it employs the techniques of questionnaires, interviews and recordings as the principal means of collecting data. A descriptive survey method is a description of what is happening in a particular field of study involving a number of selected areas (Hughes & Hitchcock, 1995). The study assumed a population 2,294,259, based on tourist arrivals recorded in 2019 (ZTA, 2020). Kraecjie and Morgan (1970)'s table for determining sample size from a given population was used to determine the sample size. According to Kraecjie and Morgan (1970), a population of above 1,000,000 has a sample size of 384.

Convenience sampling was used to select respondents for this study. A survey method was used to collect data from guests at hotels in Victoria Falls, Harare and Chinhoyi. A questionnaire comprising of closed ended questions in which the respondents provided responses on a 5-point Likert scale was used to collect data for the survey. A response rate of 63% was achieved for this study.

VII. RESULTS AND DISCUSSION

The following sections present the results and discussion of findings of the study.

Environmental Awareness Initiatives Hotels in Zimbabwe Undertake to Educate Guests on Environmental Issues

Findings of the study indicated that hotels in Zimbabwe are engaged in various environmental awareness initiatives to educate their guests on environmental challenges facing the world today. The most commonly implemented initiative is the use of notice boards followed by distribution of pamphlets, use of posters, use of websites, use of stickers, use of travel agents, use of printed cards and lastly the use of neon signs. Table 1 below shows the environmental awareness initiatives adopted by hotels in Zimbabwe.

Table 1: Environmental Awareness Initiatives Adopted by Hotels in Zimbabwe (Descriptive Statistics)

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Use of notice boards	242	3.69	1.054	-.896	.156	.572	.312
Distribution of pamphlets	242	3.63	1.192	-.818	.156	-.253	.312
Use of posters	241	3.59	1.026	-.710	.157	.293	.312
Use of websites	242	3.50	1.094	-.660	.156	-.029	.312
Use of stickers	242	3.38	1.161	-.482	.156	-.476	.312
Use of travel agents	242	3.04	1.360	-.005	.156	-1.129	.312
Use of printed cards	242	2.58	1.368	.365	.156	-1.153	.312
Use of neon signs	242	2.58	1.368	.365	.156	-1.153	.312
Valid N (list wise)	241						

Strengths and weaknesses of the environmental awareness initiatives used by hotels in Zimbabwe

The results of the study indicate that the environmental awareness initiatives implemented by the hotel sector in Zimbabwe have the following strengths:

- i. The initiatives improve hotel guest experiences through modern technology.
- ii. The initiatives are environmentally friendly.
- iii. The initiatives promote risk management.
- iv. The initiatives are cost effective.
- v. The initiatives are practical.
- vi. The initiatives are enforceable.

Table 2: Strengths of the environmental awareness initiatives used by hotels in Zimbabwe

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
The initiatives improve hotel guest experiences through modern technology	242	4.29	.928	-1.893	.156	4.112	.312
The initiatives are environmentally friendly	242	4.19	.971	-1.486	.156	2.137	.312
The initiatives promote risk management	242	3.88	.913	-.825	.156	.925	.312
The initiatives are cost effective	242	3.81	1.002	-.725	.156	.107	.312
The initiatives are practical	242	3.56	.976	-.555	.156	-.190	.312
The initiatives encourage guests to be environmentally friendly	242	3.54	1.209	-.167	.156	-1.095	.312
Valid N (listwise)	242						

The environmental awareness initiatives being implemented by the hotel sector in Zimbabwe have the following weaknesses:

- i. The initiatives require high level of motivation.
- ii. The initiatives of going paperless promote data risks due to cyber threats.
- iii. Solar power requires the suns' energy hence becomes limited in winter and on continuous cloudy days.
- iv. Environmental initiatives are dependent on human participation.
- v. The initiatives promote limited product experience.
- vi. The concept of reducing, reusing and recycling results in some hotels producing substandard products as a means to cut wastages.

Table 3: Weaknesses of the environmental awareness initiatives used by hotels in Zimbabwe (Descriptive Statistics)

	N	Minimum	Maximum	Mean	Std. Deviation
The initiatives require high level of motivation	242	1	55	4.76	4.661
The initiatives of going paperless promotes data risks due to cyber threats	242	2	44	4.37	3.712

Solar power requires the suns' energy hence becomes limited in winter and on continuous cloudy days	242	1	5	4.26	.983
Environmental initiatives are dependent on human participation	242	1	5	3.97	.961
The initiatives promote limited product experience	242	1	5	3.87	.993
The concept of reducing, reusing and recycling results in some hotels producing substandard products as a means to cut wastages	242	1	5	3.83	1.123
Valid N (listwise)	242				

Impact of environmental awareness initiatives on guests’ eco-inclusion

The main objective of this study sought to assess the impact of environmental awareness initiatives on guests’ environmental inclusion. Factor analysis for the independent variable items was carried out to explore the data structure. The final solution with 7 items spread across 3 components was accepted. For factor extraction, Varimax Rotation was used. The next step was to find out the extent to which environmental awareness initiatives were impacting guests’ environmental inclusion. Factor scores of dependent variable items and factor scores of the 3 extracted independent factors as independent variables were used to create a multiple linear regression.

Kaiser-Mayer-Olkin (KMO) Test

Sampling adequacy prior to any application of Factor Analysis needs to be tested, as well as the homogeneity of variance between the test and identity matrices (Pallant, 2013). To attain this, Kaiser-Mayor-Olkin (KMO) test of sampling adequacy as well as the Bartlett’s test for sphericity was used. It is suggested that the optimal KMO statistic should be greater than 0.5, while the Bartlett’s test must be significant at $p < 0.05$ (Pallant, 2013). These were tested and the results are presented in Table 3 below:

Table 4: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.873
Bartlett's Test of Sphericity	Approx. Chi-Square	1386.330
	Df	120
	Sig.	.000

The Kaiser-Meyer-Olkin statistic was $0.873 > 0.50$, and for the Bartlett’s test, the p-value was $0.00 < 0.05$. These indicate that the outcome for KMO was higher than 0.5 and the outcome for Bartlett p-values was less than 0.05. Therefore, the significant level is small enough to reject the null hypotheses.

Rotated Component Matrix

The rotated component matrix was extracted. The best entry for item enclosure in each of the mechanisms was 0.5 (Dimitrov, 2014). Nevertheless, Field *et al.* (2010) argue that 0.4 would be reasonable for investigative studies, whereas for positive studies, 0.7 would be principle. The rotated component matrix is presented in Table 5.

Table 5: Rotated Component Matrix ^a			
	Component		
	1	2	3
Hotel guests are now saving water			.848
Hotel guests are now accepting recycled products	.520	.600	
Hotel guests are now producing less waste		.682	
Hotel guests are now practicing energy conservation actions	.750		
Hotel guests are now amenable to food portion control to avoid food wastages		.709	
Hotel environment is always clean	.656		
Local producers of commodities are now benefiting as hotels buy from local producers			.534
The Extraction Method: Principal Component Analysis.			

The Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Table 5 above indicates that; acceptance of recycled products by guests, practicing to energy conservation by guests and cleanliness of the environment loaded on component 1 (environmental conservation). Component 2 (waste management) consists of guests' acceptance of food portion control and production of less waste. Component 3 comprised of local procurement and water management. Findings of the study are substantiate the views of Gabarda-Mallorqui, Fraguell and Ribas (2018) who posit that environmental awareness initiatives lead to guests' participation in environmental conversation, waste management and cost reduction.

For further analysis, a simple linear regression was conducted to predict the impact of environmental awareness initiatives on guests' environmental inclusion. The regression analysis output has been presented using tables which are: Model Summary, ANOVA and Coefficients.

Table 6: Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.735	.532	.551	.741
<i>Predictors: (Constant), Environmental Conservation, Waste Management, Cost Reduction</i>				

The model of summary of regression analysis is indicated in Table 6 above. In this case, R indicates relationship between impact of environmental awareness initiatives on guests' environmental inclusion and regressed variables (environmental conservation, waste management and cost reduction). The results indicate that, R is 0.735 which implies that there is a relationship between environmental awareness and guests' environmental inclusion. Results show that, R Square is 0.532, this means that the linear regression explains 53.2% of the variance in data.

Table 7: ANOVA

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	88.260	3	44.130	86.364	.000 ^a
	Residual	80.734	158	.511		
	Total	168.994	160			
<i>a. Dependent Variable: Impact of environmental awareness on guests environmental consciousness</i>						
<i>b. Predictors: (Constant), Environmental Conservation, Waste Management, Cost Reduction</i>						

Table 7 above illustrates the F-test. The linear regressions' F-test has the H₀ hypothesis that the results explains 'zero' variance (i.e. R²=0). The findings show that, the F-test is significant, therefore, it can be predicted that the model explains significant amount of variance on 'the impact of environmental awareness initiatives and guests environmental inclusion. In other words, it can be concluded that the current regression equation profoundly define the nexus between environmental awareness initiatives and guests environmental inclusion.

Table 8: Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.994	.971		70.892	.000
	Environmental Conservation	0.332	.057	.323	5.881	.000
	Waste Management	0.664	.057	.646	11.733	.000
	Cost Reduction	0.374	.056	.339	5.872	.000
<i>a. Dependent Variable: Impact of environmental awareness initiative on guests environmental consciousness</i>						

The necessary idea to project the impact of environmental awareness initiatives on hotel guests' environmental inclusion from environmental conservation, waste management and cost reduction significantly contributes to the model is illustrated by the coefficient table. Coefficient findings reveal that, the predictable

regression coefficients are: $\beta_0= 3.994$, $\beta_1=0.332$, $\beta_2=0.664$ and $\beta_3= 0.374$. The results of the study indicate that, there is a significant relationship between environmental awareness initiatives and environmental conservation by guests ($p=0.000$). Hence, environmental awareness has a positive impact on environmental conservation actions by guests (eco-inclusion) with an increase of 33% chance of environmental conservation behaviour by guests. Field findings also reveal that there is a significant correlation between environmental awareness initiatives and waste management ($p=0000$). This implies that, environmental awareness initiatives have a positive impact on waste management with a 66% increase in guest behaviour change towards waste management initiatives. Additionally, research findings reveal that, there is a significant correlation between hotel environmental awareness initiatives and cost reduction initiatives ($p=000$). This shows that hotel environmental awareness initiatives positively lead to cost reduction behaviour by guests with 37% increased participation. Results of the study corroborate with Gabarda-Mallorqui, Fraguell & Ribas (2018) who found out that environmental awareness initiatives contribute to environmental consciousness behaviours by guests.

Strategies to improve the effectiveness environmental awareness initiatives and guests' environmental consciousness

The mean scores of the findings ranged from 3.73 and 4.29 which mean that respondents agreed to most of the suggested strategies. Table 9 presents the descriptive statistics for all the items. The mean rankings (*highest to lowest*) of the strategies presented as follows: increased education to guests on environmental awareness (4.29), availability of information on environmental awareness (4.21), use of environmental policies (4.13), appropriate pricing (4.12), support local sustainable businesses (4.11), use of rewards for green tourism compliance (4.04) and involve guests in environmental awareness campaigns (3.73).

	N	Mean	Std. Deviation	Variance
Increased education to guests on environmental awareness	242	4.29	.819	.671
Availability of information on environmental awareness	242	4.21	.752	.565
Use of environmental policies	242	4.13	.776	.602
Appropriate pricing	242	4.12	.826	.682
Support local sustainable businesses	242	4.11	.888	.788
Use of rewards for green tourism compliance	242	4.04	.796	.633
Involve guests in environmental awareness campaigns	242	3.73	1.030	1.060
Valid N (list wise)	242			

VIII. CONCLUSION

This study sought to explore the impact of environmental awareness initiatives on guests' environmental inclusion in the hotel sector in Zimbabwe. From the findings of the study, it is safe to conclude that environmental awareness initiatives have a positive impact on guests' environmental inclusion as evidenced by improved environmental consciousness and green actions in hotels. Findings of the study confirm the hypothesis that environmental awareness initiatives have a positive impact on guests' environmental inclusion. However, from observations made during the study, it was observed that hotels in Zimbabwe are not doing much to conscientise and involve guests on the need for green tourism practices in their activities.

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