



Investigating the Role of Green Echo Hotels in Quality of Hospitality Services with an Approach (Ecotourism and Marketing). Case Study: Bazoft Region, Chaharmahal & Bakhtiari Province

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Abstract:

Eco Hotels, a modern approach to hospitality and green hotel industry is a long-term marketing strategy for sustainable tourism. In the hospitality industry, which is one of the oldest industries in the world, especially green hotels (Eco hotels), it has been observed that the survival of green products largely depends on the ecotourism of marketing, the recognition and understanding of the quality of customer service, the importance of environmental issues and their willingness to behave in ways. There are some common responsibilities, such as purchasing green products. Koohrang, Chaharmahal and Bakhtiari province, intention to stay - A study was conducted on Green International Hotel Parsian and Koohrang customers, the effect of the impressions and revisit of green tourists (Ecotourists), their intentions and their intentions were evaluated. The study focuses on the decision-making and behavior of green tourists (Ecotourists) and their focus on the green products of green hotels during Koohrang's visit and the understanding of the quality of services in the natural environment. The information is collected from the Corfu International Hotel and Koohrang, and a share of the modeling method is presented. Green tourists completed the questionnaire with evaluation. All variables of the proposed model were measured with different indices. Based on TPB, the standard variables of extensive literature review, qualitative and empirical research, a multidimensional and hierarchical model of service quality for the hotel industry (hospitality) have been proposed. The analysis of data from the total customer showed that the proposed model is as good as data 95. The reliability and validity of the measurement scale were carried out through a major test and review. The study expands the literature on the quality of services in hospitality management and tourism management by providing a comprehensive framework and measuring scale. Conceptual and management concepts.

Key words: Marketing ecotourism, Quality of service, Green products, Hospitality industry, Green tourism.

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Introduction

Today, the tourism industry and hospitality are one of the most important factors of wealth and job creation in the world, and it is considered as the engine of driving growth and development in developed and developing countries in the global arena. In this regard, in keeping with the increasing awareness and technology of the natural sciences and environmental awareness around the world, ecotourism, one of the sub-branches of the sustainable tourism sector, is considered as one of the most attractive branches the tourism industry has found a special place among the communities. Also, considering the definition of this type of tourism as one of the most important factors of cultural development and the confrontation between cultures and civilizations are known. Undoubtedly, Iran's land with diverse attractions in the historical, cultural, social, and natural spheres can be an ideal destination for attracting major foreign and domestic tourists. This mission is primarily about tourism and hospitality, and in addition to the key role needed in the tourism industry has been added to its diverse capabilities in attracting tourists, making it more promising as a destination for tourists, as well as effective implementation in preserving the local, natural and cultural values of the tourist attractions. As a result of the survey of a tourism complex in the tourism sample area, it is necessary to emphasize the green role of green marketing in attracting nature tourism and development of tourism industry. A review of a collection of Tourist Resorts in Koohrang city in Charmal and Bakhtiari with the thought of developing tourism and ecotourism and the production of green products for eco-hotels in this canvas, taking advantage of the natural-cultural capabilities of the area and paying special attention to the role of products Green in the Global Eco-Friendly Hotels (Green-Eco-Friendly Hotels), has been chosen to attract tourists, especially ecotourists. Fundamental objectives for the study of this project include the following: 1. Cultural effects, 2. Educational effects, 3. Economic impacts, 4. Environmental and ecological impacts, 5. Operation of the principles and criteria for sustainable development in hotel management. 6. Build indicators used in the field of hotel ECO survey and management; 7. Identify hotel adaptation and environmentally-friendly accommodation; 8. Understand the geographic capacities and characteristics; - Regional countries to use them in designing and Management of hotels and resorts, 9 - the need to save energy, water and soil in order to preserve the environment, 10 - the necessity of the work The geographical effect of determining the patterns of study is the management of major projects in the field of tourism and architecture, and more important factor as the effect of green products of eco hotels in attracting ecotourism (the nature of expensive tourists in the tourist industry and hospitality of this border and Boom is a political factor that, in addition to its strategic role, plays a protective role against the tourist's losses on the culture and objectives of the ecosystem community. The scholar's influence on the choice of this topic in the academic sector is a prominent feature of the agricultural industry (green products) in the development of tourism and hospitality industry around the world today, whose impact can be a destination for attracting tourists and, consequently, the region's economic growth without the need for the exploitation and destruction of the country, the sources of energy and land resources - its influence. A very important point is the foundation for sustainable development and foresight for generations to come. In the meantime, it is desirable that the result of this research (treatise) as an appropriate response to a particular topic in a particular context is not considered alone; rather, providing a method and perspective on the subject of interaction and substrate can be found in the project is different.



Literature and research background:

Studies show that as a result of the greening of hotels by utilizing green marketing and eco labels, the hotel's image may improve, leading to increased profitability and customer loyalty to green hotel products and services (compatible ecosystems). With the environment in an environment friendly to the market, and hotels. That they achieve two general goals: First of all, these products and services can respond to the needs of environmentally friendly tourists, and secondly, such hotels can be a good place to raise awareness and its importance for customers to address environmental issues. Ecotourists (green tourists) are often defined as those who are threatened with products that are likely to endanger the health of tourists: they consume a significant amount of energy when they are producing or consuming them. They create unnecessary waste and avoid using raw materials that come from threatened environments. Concerns about the environment, attitudes about the behavior and lifestyle of people in urban environments, the values of natural environments, the purchase of green products by ecotourists (canvas tourists). In the study, ecotourism (canvas tourists) was divided into four groups in the Samarrabi tourist region of Chaharmahal and Bakhtiari province: the first group, green consumers of real blue (fanatic green), who strongly believe that their actions on the environment Bio-effect. They want to invest more in green products and desire to participate in environmental and compost-related activities. The second group is the old-fashioned green consumer who invests in more expensive green products, but are reluctant to engage in environmental issues. The third group, green germplasm consumers who advocate for environmental regulations, however, are less likely to spend more on green products. The fourth group, the Ghosts, believe they are not responsible for solving environmental problems. This consumer group chooses ordinary products over green products to prevent higher costs. The fifth group, the basic coffee group, believes that all political, commercial, personal efforts cannot solve environmental problems. In some hotels, using the Brocade (eco-green hotel), they are acting as a suitable way through green marketing to attract ecotourism customers (Canvas Tourists) (Prizma, 2009). In this approach and process, customers' beliefs are effective (behavioral intentions and decision-making processes) (Crane & Pt, 2005). The word Eco Tourism, which the Dictionary of Languages with the help of the country's cultural heritage organization is equivalent to nature tourism, has been constructed in terms of the lexical root of the two components of Eco and Tourism, where the prefix eco derived from the Greek root means a blend of environmental notions. Life and habitat and tourism mean tourism; this concept is more than anything else about nature. In another definition (Whitman, 1996), the dimensions of ecotourism are expressed as follows: Green tourism in the tourism industry, guiding part of local income to natural resources, promoting ecological ethics in tourists, planning and participating in nature tourism (ecotours), defining the environment with the laws of nature, not nature, environmental culture in line with Direct experiences, imposing restrictions on the use of cultural and natural resources, promoting and improving the ethical concerns of tourists. In this regard, in 2015, Suzuki and colleagues conducted a scientific study in China where their results showed that consumers are trying to be more environmentally friendly and motivated throughout the process. Therefore, in this study, we try for the first time (knowledge of environmental protection and awareness and effectiveness in the behavior of green tourists (ecotourists / boomers) and the effects of the mechanism and incentive mechanisms in the behavior of green tourists (ecotourists / boomers) In the protection of the environment, the sample of tourism in the province of Chaharmahal and Bakhtiari province is



investigated. The results of the reviews in the theoretical framework show that consumer attitudes and purchasing intentions play a key role in shaping customer decisions (eco-friendly hotels). Consumer attitudes are based on predictive power in models based on behavioral variables. In addition, due to the importance of the service quality indicator in the hospitality industry, from the early 1980s, numerous studies have shown that increased service quality positively affects customer decision making. (Gummesson, 1991; Parasuraman, Zeithaml, & Berry, 1985, 1990). In particular, the provision of high-quality services to green consumers / guests increases customer loyalty and customer satisfaction, which in turn increases the utility of the service. (Anderson & Sullivan, 1993; Dagger, Sweeney & Johnson, 2007; Fornell, 1992). Therefore, marketers need to pay enough attention to the quality of the hotel industry (Zeithaml, Berry, & Parasuraman, 1996). These efforts improve market share and overall profitability (Anderson et al., 1994; Oh & Parks, 1997). Therefore, we must clearly define the quality of hotel services and measure psychometrics (Mei, Dean, & White, 1999; Nadiri & Hussain, 2005). In response to the request for systematic research, Sargeant and Mohamad (1999) and Tsang and Qu (2000) proposed a number of conceptual models for the hotel industry and tourism. However, psychometric measurements of the quality of services mentioned in the literature are scarce (Min & Min, 1997).

Goals and research hypotheses:

The purpose of this study was to examine the solutions and mechanisms that the ECO countries have had in this regard. In the initial test, the effect of the ECO tag was found in similar values of the taste rating for a great and ordinary banana. In the secondary test, it shows the effects of eco-entities in a wider spectrum that can be judged by the willingness of guests to pay, mental functions, vitamins, minerals, health, calories. In the tests (primary and secondary), a questionnaire was also provided on the items (consumer-friendly traits / green-friendly eco-friendly guests - desirable social traits - schizotypal personality traits), which are the most important and strongest dimensions in total prediction (label effect ECO and service quality in the hotel industry) is a strong phenomenon, depending on the interaction in terms of judgment and product type (Suzuki & Associates 2015). The purpose of presenting an applied model in behavioral research (MGB) or integrating several essential variables including perceived effectiveness, eco-friendly behavior, fame, environmental awareness, is to explain and explain the behavior of eco-friendly customers. Is presented. In other words, the objectives of this study are twofold: (a) proposing a conceptual model of service quality in hotel industry; and (b) testing the psychometric properties of the proposed model by creating a scale for measuring the quality of services in the hotel services industry. This study can provide a wave of concept in the hotel industry and tourism by providing a comprehensive and industrial model of service quality. The companion measurement tool represents a reliable and reliable tool for assessing the quality of service in the hotel industry. Therefore, the study will help future studies provide a basis for further reviewing the perceived service quality and a feasibility tool for assessing the quality of the hotel service. The contribution of this study is twofold. First, using a multidimensional and hierarchical approach, we understand and measure the quality of hotel services. This method helps to overcome some of SERVQUAL, SERVPERF, LODGQUAL, LODGSERV and HISTOQUAL's weaknesses as measuring the quality of hotel services, and thus provides more precise tools for assessing the quality of services in the hotel industry. In addition, the key is the identification of the quality of service from the point of view of the



customer. Second, there are some practical reasons for using this type of model to measure the quality of service perceived in applied research. In this study, based on various researchers, it is assumed that the selection of tourists for (eco-friendly hotels) is adjusted to the extent of their perception of the information of green hotels. Also, in this study, in line with the green selection process (ecological ecology by tourists, the TPB (planned theory) structural model was used. According to the ajzen, TPB (planned theory), in We find that the leisure-time behavior of individuals is determined by their intentions and intentions, which is intended to affect the following factors: (A) meaningful, (b) people's attitudes. The importance of mental norms has put him in that position. (C) the opinion of the individual, depending on whether he has a duty to do; Easy or No (PBC) (known behavior control). ((2007), Rex et al.) Observed that customers' intentions to buy green products are often more than real sales. As a literature review, in Figure 2, this framework is illustrated by the study.

Theory History and a Conceptual Model Measuring Service Quality:

Beatener and Howe Bieber (1994) defined the quality of service as "the overall customer perception of relative inequality and the superiority of the hotel industry and its services" (p. 77). In the early stages of growth in marketing and management services, the researchers believed that perceptions of customer service quality should be based on a comparison of predicted and perceived performance, and thus the outcome of an evaluation process (Grönroos, 1984). The SERVQUAL tool is originally designed to assess the difference in quality expectations and perceived service with a focus on five dimensions: material, reliability, accountability, reliability and empathy (Curry & Sinclair, 2002). Later, a large number of applied studies in the hotel industry used SERVQUAL tools to evaluate the quality of services (Akbaba, 2006; Armstrong et al., 1997; Blešić, Tešanović, & Psodorov, 2011; Gabbie & O Neill, 1997, Grzinić, 2007; Juwaheer, 2004; Markovic & Raspor, 2010; Mey, Akbar & Fie; 2006; Ramsaran-Fowdar, 2007; Ranganathan; Saleh & Ryan; 2011, 1991). Several marketing researchers (for example, Buttle, 1996, 1990; Carman), analyzed the split Persraman et al (1985 - 1988). They have criticized the quality of customer perceptions and customer expectations. As a result, SERVQUAL should not be used to accurately measure the quality of hotel services (Saleh & Ryan, 1991). An alternative approach, a service-based service model (SERVPERF), was developed by Cronin and Taylor (1992). SERVPERF Measurement of service quality based on customer perceptions of the performance of a service provider (Cronin & Taylor, 1994). Theoretically SERVPERF is superior to SERVQUAL (Asubonteng, McCleary & Swan, 1996; Brochado & Marques, 2007; Cronin & Taylor, 1992, 1994; McAlexander, Kaldenberg & Koenig (1994), Cronin and Taylor (1994) However, Nadiri and Hussain (2005) can confirm the dimensions (reliability, requirements, accountability, reliability and empathy) of the SERVPERF tool in the hotel industry. Was not D. Based on SERVPERF's (2001) reliability and reliability assessment, Robledo showed that SERVPERF is not an effective measure. Several other researchers have expanded services research into the hotel industry and tourism industry. for example); SERVQUAL, SERVPERF, LODGQUAL, LODGSERV and HISTOQUAL) are unsuitable for determining the quality of services in the hospitality industry and tourism (Albacete-Sáez, Fuentes-Fuentes, & Lloréns-Montes 2007, Buttle 1996, Ekinci 1999, Frochot & Hughes 2000, Mei et al 1999, Nadiri & Hussain 2005, Wilkins 2005). Therefore, it is important to examine the dimensions of the quality of services in the hotel sector.



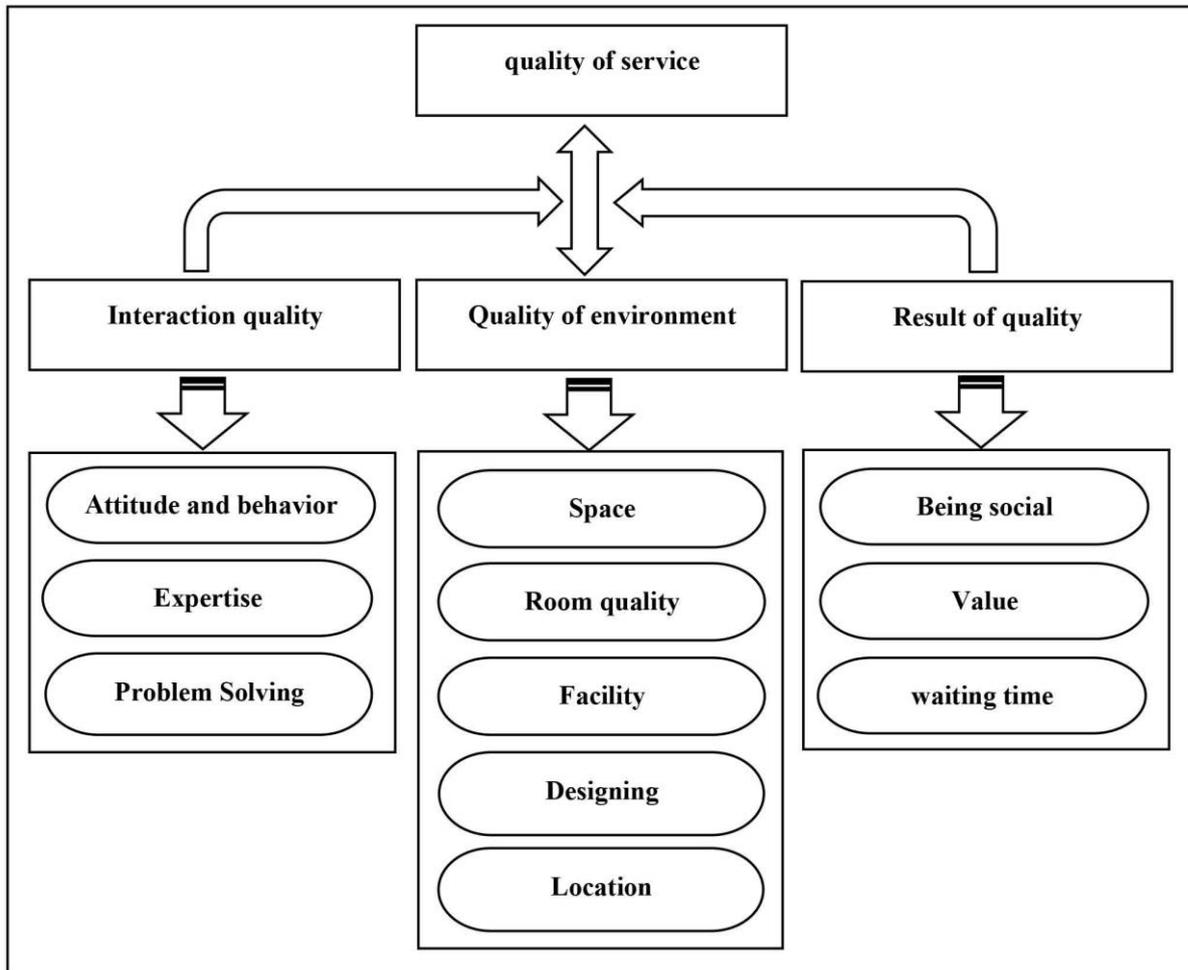
Recently, several scholars have suggested that the quality of services is multidimensional in nature (Brady & Cronin 2001, Clemes, Gan & Kao 2007, Clemes et al. 2009, Dabholkar, Thorpe & Rentz 1996, Ko & Pastore 2005, Tsitskari, Tsiotras & Tsiotras 2006). Accordingly, due to the gaps in relation to the above measures, the purpose of this study is to provide an empirical test of a multidimensional and hierarchical model that incorporates specific features of the hotel industry.

Proposed invoice structure for Eco-hotel services

Combining the results of current researchers with qualitative research (for example, focus group interviews) and extensive literary reviews on hotel services, a multidimensional model and hierarchical model of hotel service quality have been developed, and specific dimensions are summarized in Figure 1. Quality of service is a global dimension that includes three main dimensions: the quality of interaction, the quality of the environment and the result of the quality of the three major dimensions compatible with previous studies (Brady, 2001 & Cronin, 1994; Rust & Oliver), the primary dimension of which is the following dimensions. The dimensions of the quality of interaction are: attitude and behavior, expertise and problem solving; room space, room quality, facilities, design and location for the quality of the environment. And sociality, value and waiting time for the quality result (2001) Brady & Cronin, dimensions and sub-dimensions are described in the following text. The quality of interaction mainly focuses on the delivery of the service (Brady & Cronin (2001), Czepiel, Solomon & Suprenant 1985; 1984 Gronroos). Several studies have shown that the importance of quality dimensions of engagement in service delivery has made this dimension one of the most important effects on the understanding of service quality. Several sub-sets in the proposed model are defined by the definition of quality: (a) Attitude and Behavior (Clemes, Ozanne, & Laurensen, 2001, 2009; Ko & Pastore, 2005; Martinez Caro & Martinez Garcia, 2007); (b) Specialization (Brady & Cronin, 2001; Dagger et al., 2007); and (c) problem solving (Dabholkar et al., 1996; Martinez Caro & Martinez Garcia, 2007, 2008). Rys, Fredericks, and Luery (1987) found that customers met the quality of the environment based on their own understanding of physical possibilities. A large number of researchers have shown that environmental quality is one of the most important aspects of customer assessment, service quality (Howat et al., 1996; McDougall & Levesque, 1994; Rust & Oliver, 1994; Wakefield, Blodgett, & Sloan, 1996.) Environmental quality with specified characteristics or dimensions is specified: (a) Space; (Dagger et al., 2007; Kim & Moon, 2009); (b) room quality; (Choi & Chu, 2001; Chu & Choi, 2000); (c) facility (Li, 2003; Wu, Lin & Hsu, 2011); (d) design (Bonn & Joseph Mathews, 2007; Ko & Pastore, 2005; Tripathi & Siddiqui, 2008, and (c) Location (Chou, Hsu, & Chen, 2008; Chu & Choi, 2000; Urtasun & Gutiérrez, 2006). Fourth subdivision, Design, represents a design or service architecture, including aesthetics (Comfort) and functional (physical) components of the physical environment. Coltman suggests that transport and traffic conditions are important factors for customers considering their habitat (Grönroos 1982-1990) The quality of the output is defined by the following three dimensions: (a) the sociality of Bonn & Joseph-Mathews, 2007;) Brady & Cronin, 2001). (B) capacity / value (Martinez Caro & Martinez Garcia, 2007, 2008), and (c) waiting time (Brady & Cronin, 2001; Dagger et al., 2007).



Figure 1 presents a multidimensional and hierarchical model of service quality



Research Methodology

In this research, the statistical community includes managers of the tourism sample area, experts in the tourism and hotel industry, experts in the Cultural Heritage - Tourism - Handicrafts, tourists (visitors) from the tourism sample area and guests of the Koohrang - Koohrang hotels and the international hotel in question. In Chaharmahal and Bakhtiari province, and the sample size is 196 people.

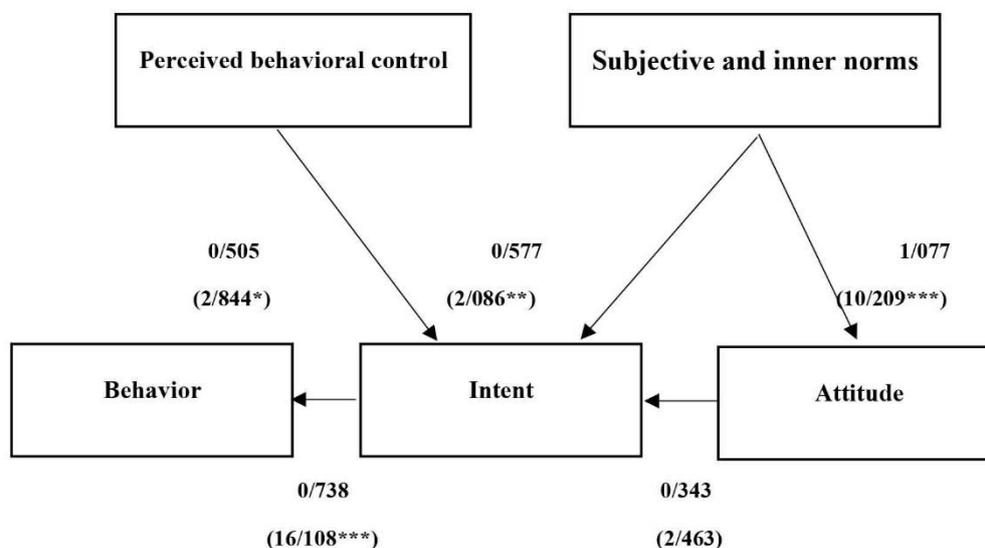
Methodology (Decision-making behavior of tourists in green hotels and service quality):

Part One: The study in this section focuses on the ecotourists' willingness and behavior to make environmentally friendly hotels (eco-hotels), and stay in the natural environment of Koohrang hotels. In this way, visitors from the region's tourism sample (Bazoft) and guests of the Koohrang-Koohrang hotels - Parsian International Hotel, cluster sampling (a possible method), 20 detailed and detailed interviews with a test as a quantitative test Became The interviewers were examined and analyzed through interpretive techniques. One of the major issues was the abundance of environmental information and information. There were 196 questionnaires from the managers of the tourism sector, experts in the tourism and hotel industry, experts in the organization of cultural heritage - tourism - handicrafts, green tourists (visitors) from the region of tourism samples and visitors (guests) Koohrang hotels - Koohrang and the international hotel Parsian was gathered in Chaharmahal and Bakhtiari province. Chaharmahal and Bakhtiari province, especially the region of Bazoft (Grass) tourism in the Koohrang region, is known for



its natural nature (the Echo of the Museum of Iran), and is one of the areas with many travelers. In the dissertation, the method (quotas modeling) in geographic breakdown and analysis, the model was obtained as follows. 35% of the information was obtained in Chaharmahal & Bakhtiari. 44.1% in Koohrang (grass), 20.9% in the Samarkand tourism region. After 6 months they were contacted by the participants who provided the item number. So how many of them went to Koohrang Hotels - Koohrang Hotels - Parsian International Hotel, they spent several nights in these hotels Have stayed, how much they cost to stay there, and which of these hotels have stayed. After the initial review, incomplete answers were removed and 181 usable responses were obtained.

(In the second stage), intent and behavior were measured as a dependent variable at different times. To confirm the status of hotels and to find that Persian hotels in Iran are known as green hotels, and to confirm Koohrang-Koohrang and the hotel the international Parsian tourists have



found that these hotels are labeled eco-friendly, with eco-friendly behavior. Scales to examine and ask questions (What do green decision makers (ecotourists) make when they stay in eco-friendly hotels (eco-hotels) play a part in tourism activities)? The respondents completed the questionnaire by evaluating standard variables (TPB) (Sagra, 2010). The scaling through the Likert spectrum was used to design the question. And all variables of the proposed model were measured through various items. The numbers in parentheses: (meaningful value), * significant ($P < 0.05$), ** significant in ($P < 0.01$), *** significant in ($P < 0.001$), (0.919), {(NFI) = Indicator on Normative Value}, the appropriate model ($2.829 \times 2 / df =$), (0.08), {(RMSEA) = Root Mean Square Error of Approximation / root mean square error approximation, (0.945), {(CFI) = (Adaptive fit index), $N = 181$, Outside parentheses: Estimates of the standardized parameter. The software was used to analyze the data (AMOS 5 and SPSS 17). Initially, an estimation model (confirmatory factor analysis) was estimated using the (Anderson's two-step technique, 1988). Due to the high factor load, compound reliability then, the average of the variance extracted (AVE) for each structure and the reliability assurance It was used as a convergent and divergent narrative tool (Table 1).

Second part: Scale development: In line with the critique of existing scales and conceptualization, several studies show that these scales cannot convey the overall perception of customers Getting the quality of the hotel service as a unique and multifunctional structure (Albacete-Séez et al., 2007; Buttle 1996; Ekinci, 1999; Frochot & Hughes; 2000; Mei et al. 1999; Nadiri & Husa in, 2005). Using a multi-dimensional model, the quality of service based



on hierarchical structure may overcome some of the weaknesses of existing measures (Cronin & Taylor, 1992) and provide a valid tool for assessing the quality of service in the hotel industry. Therefore, researchers applied a multidimensional and hierarchical model for evaluating hotel services from a customer perspective. Several studies showed that multi-dimensional models have not only theoretical support but also validation (Brady & Cronin 2001; Carman, 1990; Dabholkar et al., 1996; Liu, 2005; Martinez Caro & Martinez Garcia, 2007). Developing a multi-dimensional and hierarchical scale is the first step in developing proper psychometric measurements to determine the scope of the structure. According to Churchill (1979), the method of determining the scope of the structure should be through literary search, the production of scale items and scaling, data collection, assessment of reliability and validity, and normal development. Therefore, researchers used multidimensional and hierarchical methods, because the quality of service is seen as a structure of more than three major dimensions and their unique subsets. The researchers obtained measurement scales through the proposed methods (1979) Churchill.

Qualitative Method: (2002) Champetas and Swaen showed that the number and nature of service quality dimensions are directly related to services under analysis. Therefore, to achieve this goal, qualitative research was used to identify the determinants of customer understanding of the quality of hotel services. (1998) Krueger reported that focus groups are often used to design questionnaires for quantitative review. Qualitative research was conducted to provide more insights on suggested dimensions. To obtain deep information, researchers conducted three mini-focus groups in this study. Each group included six participants in five-star hotels. After the respondents were encouraged to list all the factors affecting their perceptions. Using the content analysis, the researcher will process the responses as follows. First, 11 sub-dimensions were identified by examining responses, coding judgments based on their frequency, and classifying sentences similar to those of the same dimension. Second, the researchers identified the main dimensions. Three independent and trained coders have been selected for analyzing qualitative data that has been proposed by several researchers (Brady & Cronin 2001; Martinez Caro & Martinez Garcia, 2007). Then the following dimensions were classified into three main dimensions based on their meanings. Finally, three major dimensions and 11 sub dimensions were identified in the hierarchical model. Similar to Dabholkar and colleagues (1996) and Brady and Cronin (2001). The researchers eliminated the price from the list of factors studied, because prices are generally seen as determining the value of the service as recommended by the organization Chang and Wildt (1994) & (1988) Zeithaml and colleagues instead of the quality of services.

Production of scale and scale elements scale:

Items were developed by adopting items from the existing scale (e.g., Brady & Cronin, 2001; Dabholkar et al., 1996; Ko & Pastore, 2005; Parasuraman et al., 1988). For example, an item called "Aesthetic "Appears in the dimensions of" design "(Ko (2005) Ko, and Pastore's), scale. Based on literature reviews, researchers performed an initial set of 63 items using the performance measurement scale. These items were an indicator for each theoretical subset. The 7-point Likertree scale was applied, from the opposite intensity (1) to the full agreement (7). Scaling was done in two steps. The first stage included content evaluation and face validity through a panel of experts and a field lab (Ko & Pastore, 2005). The panel included six executive members of the hotel association and five of its members from tourism and hospitality management departments. They evaluated their terms based on their communication and clarity. Items that were approved by six experts were retained, while items that were



inexplicably, irrelevant or inactive were deleted. As a result of this panel, 11 cases fell. In the second phase, the researchers created a questionnaire using the remaining 52 items. The questionnaire was tested with 70 respondents who stayed at the five-star hotel in Parsian Chaharmahal & Bakhtiari hotel. Respondents were asked to examine the issues for communication and clarity. The purpose of this study is to investigate the correlation structure of items in each sub-dimension. According to Parasuraman and colleagues (1988), tool cleanup begins by calculating the Cronbach's alpha coefficient, item integer correlation, and exploratory factor analysis for the 11 sub-dimensions. Afterwards, researchers scaled the dimension of the scale to prove the patterns of factors Eight other items were removed or corrected based on the results of the experiment. After these scale-measuring methods, the final version of the instrument showed a total of 44 items, with 11 following dimensions of the hotel's service quality (with Each sub-dimension with 3-6 cases; see Table 1).

data collection:

According to the (1981) Vine, a five-star hotel is synonymous with luxury, and each star is usually taken care of by hotel customers. In addition, numerous studies have shown that hotels classified as "five stars" offer great, high-quality facilities and can meet the needs of customers (Akan, 1995; Clavey, 1992; Howe, 1986; Su & Sun, 2007. Su and Sun (2007)) showed that the criteria for assessing four- and five-star hotels are based on the total quality of service scores and hotel facilities assessment in Chaharmahal & Bakhtiari province. In general, the international tourist hotel usually ranges between 601 and 750 points and the hotel will rank as a five-star international tourist hotel if it has more than 750 points. (2003) Sekaran, the sample size specified as the actual number of individuals selected as an example to represent the population. Alternatively, (1996) Kumar, for example, the number of green tourists, families, or electors from whom researchers receive the required information, is referred to as sample size. Although most researchers generally believe that larger specimens will have more representation than smaller representatives, the benefits of larger instances can be increased by increased costs. (Ruane, 2005). (1998) Hair and coworkers noted that the minimum sample size of 200 is required for statistical analysis. The questionnaire was distributed to customers at 18 years of age and older. The data were distributed in a five-star Corian hotel in Chaharmahal and Bakhtiari province between April 1 and July 1, 1396. Both versions of the questionnaire were pre-tested. Fifty people who were fluent in English and five tourists who had previously resided in five-star hotels in Chaharmahal and Bakhtiari province completed pre-test questionnaires. Of the 710 questionnaires distributed by the staff, 662 returned in two months. Forty questionnaires were incomplete or inappropriate for use in this study. A total of 622 usable responses or 93.96% of responses could be used.



Table 1: Average, Standard Errors (SE), Operational Reliability (CR), Landa Correlation Coefficient (λ), Alpha (a)

Variable(a)	Indicator	λ	CR	SE	mean
Behavior (a=0/91)	Employee behavior allows them to trust their services	0/80	0/91	0/050	5/1
	An employee's attitude shows my willingness to help me	0/85		0/045	5/3
	An employee always provides the best service for me	0/87		0/045	5/2
	I can have a friendly affiliation with the employee	0/80		0/043	5/3
	An employee's attitude shows that they understand my needs	0/79		-	5/1
Expertise (a=0/91)	The employee knows that their professional knowledge can meet the needs	0/71	0/92	0/030	5/6
	I can count on a worker who knows the job / his responsibility	0/98		0/022	5/4
	Employee is qualified	0/95		-	5/4
Problem Solving (a=0/87)	When I have a problem, the employee is interested in solving it	0/81	0/88	0/045	5/9
	An employee understands the importance of solving my complaints	0/86		0/049	5/8
	The employee is able to handle my complaint directly "and immediately handle it	0/84		-	5/8
Space (a=0/90)	Space is what I expect	0/65	0/91	0/045	5/4
	I really enjoyed the space	0/86		0/038	5/4
	This decor has a lot of thought and style	0/77		0/044	5/3
	Decor is chic and stylish	0/70		0/045	5/3
	The environment is excellent	0/82		0/041	5/3
	Space is what I expect	0/84		-	5/4
Room quality (a=0/92)	The size of the room is appropriate	0/81	0/92	0/044	5/0
	Bathroom and toilet are clean	0/78		0/043	5/1
	Beds / mattresses / comfortable pillows	0/84		0/043	5/1
	The room is clean	0/79		0/044	5/1
Facility (a=0/85)	The room is calm	0/84		0/042	5/0
	Temperature control is in high quality room	0/81		-	5/0
	There are available fire exits	0/86	0/86	0/058	5/5
	Employable systems are visible	0/89		0/055	5/5
	There are a variety of foods and beverages	0/62		0/062	5/1
	Room security is available	0/71		-	5/3
Designing (a=0/83)	This is a kind of aesthetic design	0/69	0/83	-	5/3
	Layout makes it easy for me to move around	0/80		0/066	5/3
	Layout provides my goals / needs	0/87		0/068	5/2
Location (a=0/77)	Retail stores are easily accessible	0/80	0/78	-	5/2
	Dining options are easily available	0/80		0/055	5/1
	There is a good parking space	0/60		0/064	5/2
Being social (a=0/83)	I provide opportunities for social equilibrium.	0/83	0/84	-	5/2
	I feel the feeling of belonging to other customers.	0/73		0/054	5/3
	I have made social calls.	0/83		0/057	5/2
Capacity (a=0/90)	At the end of my stay, I feel I have a good experience	0/71	0/91	-	5/2
	When I leave the hotel, I feel I have something I wanted.	0/96		0/058	5/1
	I will evaluate the good service outcome	0/96		0/057	5/0
waiting time (a=0/85)	The wait time for the service is reasonable	0/69	0/86	-	5/4
	The staff try to minimize my waiting time	0/71		0/064	5/5
	Staff find that waiting time is important to me	0/81		0/061	5/4
	Service personnel do the service properly	0/70		0/057	5/5
	Employees are able to quickly answer my questions	0/77		0/054	5/4

Lines indicate that items are fixed in 1.0 = standard error. * P <0.05



Results: Exploratory Evaluation of Measures

A probe analyzer was developed to reduce the size of the data and create the appropriate factors or dimensions for subsequent analysis. The analysis of the main components was done by using the varimax rotational alpha method on individual items for measuring 11 sub-dimensions. Cronbach's alpha and factor loading were used as a measure of damage reduction. Items with a reliability rating of more than 0.60, as suggested by Churchill (1979), were retained in the target fund. For items with significant intentional loads, items with a loading factor of less than 30 and high loading cases have been eliminated on more than one factor of the used questionnaire, as was done by (2006) Hair and colleagues, researchers from A particular value (more than one) is used as a standard, which helps for a greater amount of variance than a variable. Therefore, this component is calculated for the meaningful value of variance, and is recommended as a preserved value (2006) Hair and colleagues.

Service Quality Model Testing:

The effectiveness of the proposed model and conceptual characteristics of the scale was analyzed using the Social Science Statistical Package (SPSS) 15.0 and Instantaneous Structure Analysis (AMOS) 7.0. The conceptualization shown in Fig. 1 can be defined as a third-order factor model, which defines not only the direct dimensions but also the 11 subsets, but also determines the quality of service, by understanding the customers from three factors primitive. The researchers examined the effectiveness of the proposed model by testing a measurement model and a general model.

Table 2 The results of test measurements and structural model

Model	χ^2	df	χ^2/df	p	RMSEA	SRMR	TLI	CFI
Measurement model	2416/6	847	2/855	0/000	0/055	0/049	0/902	0/912
Structural Model - General Model	2626/3	888	2/928	0/000	0/056	0/068	0/897	0/903

In the first step, the researchers tested the measurement model using a third-order factor estimator. The researchers believe that to create constructive credibility: (a) the relationship between visible indicators (items) and hidden structures (11 sub-dimensions), (b) the critical ratio (CR) in each case, and (c) correlations between the following dimensions According to (2008) Colleagues and Janssens). Using a significant level of 0.05 and a critical ratio greater than 1.96 for a two-tail test, it will be statistically significant. The second step is to test the general model (see Table 2). The whole model was enough to measure. The test of the field / degree of freedom ratio (df) (2.86) was lower than the threshold (eg less than 0.3; Carmines & McIver, 1981; Kline, 1998). The mean square error error (RMSEA) value (0.06) and the root standard root rate remain (SRMR) value (0.05) less than 0.08, which indicates that it is sufficient (Browne & Cudeck, 1993; Hair et al., 2006).; Hu & Bentler, 1999). In addition, all other indicators (eg TLI and CFI estimates) were recommended to be more than 0.90 (Browne & Cudeck, 1993; Kline, 1998) .

RMSEA = Root Mean Square of Approximation / Approximate Root Mean Square

SRMR = Standardized Root Mean Residual / Standard root residual

TLI = Tucker-Lewis Index / Tucker-Lewis Index, CFI = Comparative Fit Index / Adequacy Index, P <0.00



Reliability and Validity Scale:

Factor factor analysis (CFA) and descriptive statistics are shown in Table 1. Cronbach's alpha estimates for 11 dimensions of service quality range from 0.77 to 0.92, more than a minimum of 0.70, recommended by (1994) Nunnally and Bernstein. Examining the load factors of the indexes on their respective structures shows evidence of convergent scale validity. Exactly, except for the five cases (see Table 1), the standardized regression weight for all items exceeds the conservative threshold of 0.70 (Hair et al., 2006; Litwin, 1995). The significant relationship between the three main dimensions (ie interaction quality, environmental quality and quality outcome) and the overall outcome variable (ie, service quality) support the convergent validity of the scale (Anderson & Gerbing, 1988; see Table 3). The critical ratio for all indicators was between 13.7 and 48.4, and each of them was significant at 0.05 (see Table 1). Discretionary credit was created when the estimated correlation between factors or over-dimensional dimensions (E.g. 0.85; Kline, 1998). The correlation estimate for the 11 sub-dimensions was lower (-0.02-0.52) from the proposed threshold ($85 = r$; except for six items (see Table 4). However, under the correlation dimensions of the six cases, the same factors and the following dimensions were conceptualized differently (for example, facilities and room quality). Therefore, the data recommends strong evidence of corporate credibility and reliability for hotel service quality (SSQH).

Table 3 Estimation of Structural Model Parameter 2

Relationships		Estimates	standard error (SE)	Critical ratio (CR)
Quality of interaction	quality of service	1/00	0/17	4/4
Quality of environment	quality of service	0/82	0/21	7/5
Result of quality	quality of service	0/79	-	-
Behavior	Quality of interaction	0/86	0/67	5/1
Expertise	Quality of interaction	0/49	0/47	4/8
Problem Solving	Quality of interaction	0/25	-	-
Space	Quality of environment	0/66	0/10	10/4
Room quality	Quality of environment	0/34	0/07	7/0
Designing	Quality of environment	0/68	0/10	9/7
Location	Quality of environment	0/55	0/10	8/9
Facility	Quality of environment	0/67	-	-
Sociology	Result of quality	0/41	0.13	6.2
assessment	Result of quality	0/56	0/16	7.4
waiting time	Result of quality	0/54	-	-

Table 4: Correlation matrix for the following dimensions

Variables	1	2	3	4	5	6	7	8	9	10	11
Behavior	.68 ^a										
Expertise	.40*	.79 ^a									
Problem Solving	.28*	.03	.70 ^a								
Space	.47*	.36*	.12*	.63 ^a							
Room quality	.38*	.26*	-.02	.22*	.66 ^a						
Facility	.52*	.23*	.15*	.42*	.17*	.61 ^a					
Designing	.50*	.21*	.22*	.52*	.17*	.48*	.62 ^a				
Location	.42*	.26*	.32*	.37*	.14*	.41*	.33*	.55 ^a			
Being social	.21*	.22*	-.08	.14*	.16*	.13*	.18*	.26*	.64 ^a		
assessment	.41*	.24*	.07	.20*	.31*	.25*	.28*	.21*	.38*	.78 ^a	
waiting time	.46*	.26*	.13*	.10*	.30*	.26*	.18*	.22*	.23	.21*	.61 ^a

The mean of the extracted variance ^a

*P < 0.05

The lines indicate that the factors are multiplied by 1.0; the parameter estimation was found in the standardized regression weight.

CR = (critical ratios were found in unstandardized regression weight)

SE = (Standard Error):

* P < 0.05



Structural Equation Analysis Results:

The results of the structural test are shown in Table 2, which indicates the adequacy of the data. (0.90 = CFI, 0.90 = TLI, 0.07 = SRMR, 0.06 = RMSEA), the Chi square test (χ^2 / df), the ratio 2.96 was lower than the proposed criterion ($\chi^2 / df < 3$).

Discussion and conclusion:

According to the statistical results, the intention of green tourists (Ecotourists) to have a significant effect on their behavior was to stay in green hotels, in relation to their intention to stay in green hotels (Eco-hotels) In tourism activities, internal norms, attitudes, PBCs were meaningful. The study of the quality of service framework for hotel services offered and testing and SSQH based on comprehensive descriptions of possible aspects of the quality of services provided. The results showed that the framework and measurement scale are psychologically correct. In general, despite the above constraints, the conceptual model presented and the developed scale can reduce the gap in the hotel literature.

research findings:

Also, findings on the effects of balancing information on green hotels show that tourists who have a higher education level and each of these hotels have stayed at their full capacity. For example, "whether they are physically fit and whether they are able to pay for the hotel." On the other hand, visitors who knew that enough information from green hotels (Eco-hotels) was helpful to others. (Subjective and internal norms). The approaches of this study to the directors of the tourism and hotel industry (hospitality) show that, firstly, in order to attract green tourists (Ecotourists), there should be compatible adaptive and innovative methods Environmentally friendly hotels, green hotels, for those guests (visitors) who identify themselves as inadequate information. They can see them with green products, they can help them by advising on specific environmental activities, offering improved promotions and having better value than ordinary hotels, in addition to offering the benefits of their operational role On the natural environment, secondly, the sale of green products is more environmentally friendly than the customers who are planning to buy these products. Findings of the study (quality of service) are two of the most important issues in the hotel's management and marketing helps. First, the proposed research model provides a systematic understanding of the concept of service quality in the hotel industry. Second, this study examines the concept and measure of customer perception of hotel service quality using a multi-dimensional and hierarchical approach. This method helps to overcome some of the weaknesses of traditional measurement methods (SERVQUAL, SERVPERF, LODGQUAL, HOLSERV, LODGSERV and HISTOQUAL, and thus provides a better conceptual framework for assessing the quality of services in the hotel sector. This research has been developed and can provide marketers and researchers with diagnostic tools to assess the quality of services from the perspective of customers and identify areas that need improvement in the provision of services. First, in terms of theoretical concepts, the results of this study show the proposed research model adequately describes the concept of service quality in the hotel industry. In particular, the overall model was good and reasonable. All of the loadings of the factors shown in the research model were statistically significant, and some of the 11 subsets identified in this study were similar in content to what other researchers focused on the study of the hotel. (Ekinici & Riley, 2001; Heide et al., 2007; Lennon & Wood, 1989; Sánchez-Hernández et al., 2009; West & Purvis, 1992). Conversely, 11 sub-dimensions differ from other studies in the hotel (Callan 1996; Choi & Chu, 2001; Chu & Choi, 2000; Gu & Ryan, 2008; Saleh & Ryan, 1992).



The structure of the next factor supports the dimensions of the view that the dimensions of the quality of service structure depend on the service industry in question and support the claim that the characteristics of the specific industry and culture of service quality must be developed (Brady & Cronin, 2001; Clemes et al., 2001, Dabholkar et al., 2007, 1996, Kang, 2006; Powpaka, 1996). A significant correlation between dimensions, theory's interpretation and goodness of the model supports the third order factor structure of the proposed model. SSQH was developed to test the proposed model. CFA findings provide strong evidence of convergent reliability and convergence of scale. The results of this research increase the support and use of a multidimensional and hierarchical structure, such as by Brady and Cronin and Dabholkar (2001) and colleagues (1996), and the conceptualization and measurement of service quality in hotel services. However, the three main dimensions identified in this study may be generalizable for all service industries outside the housing sector or for different cultures. The main dimensions identified in this study should be appropriate for other service industries through the use of qualitative and quantitative analysis. Additionally, the following dimensions should be appropriate in terms of qualitative and quantitative analysis, as they may vary in industries and cultures. Also, a comparison of the importance of the three main dimensions and the 11 dimensions of the quality of hotel service structure, identified in this research, is of great significance from these dimensions, which is worthy of further study. In general, the findings of this study have broadened the quality of service research by providing a conceptual framework and measure scale for the hotel industry. Secondly, this study also offers several important messages for hotel marketers. Managers can use this framework and scale as a diagnostic tool to identify the strengths and weaknesses of their services and provide gifts for potential areas of improvement. However, because dimensions of service quality differ from industry and culture, hotel managers should note that the primary and subset structures must be determined for their specific organization and culture so that they can accurately understand the client's experience of the hotel. Measure yourself. The service quality measurement scale developed in this study can also be used to monitor and improve the quality of services provided to customers. In summary, the results of this study provide managers with an invaluable understanding of the dimensions that show customers' perceptions of the quality of hotel services. And to test the effects of the moderator on the information of green hotels, the (non-variance analysis) was used (Gursoy, 2004) and the steps recommended by (2010, Han) and (2002, Vebel), were also examined and implemented. Took According to the methodology (moderating effects of green hotel information), the participants are divided into two groups (low environmental data and environmental information (high and low) based on their personal data. The structural path coefficient shows that there is a high positive relationship between (subjective and internal norms and intentions (intent and intention) in groups with low knowledge). ($B=0/91$, $P<0/09$). In the top tourist information group about green hotels, the structural pathways showed that attitudes and PBC both have a positive relationship with intent. Are: ($B=0/97$, $P<0/05$, $B=0/46$, $P<0/01$).



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