GREEN-STAR STUDY IN ENVIRONMENTALLY- SENSITIVE HOSPITALITY INDUSTRY IN TERMS OF MANAGERS AS A COMPETITIVE ADVANTAGE

Cevat TOSUNa Seda ÖZDEMİRb

a Gazi Üniversitesi, Turizm Fakültesi, Prof. Dr. (cevattosun@gazi.edu.tr)
b Selçuk Üniversitesi, Turizm Fakültesi, Arş. Gör. (sedaozdemir8@gmail.com)

EXTENSIVE SUMMARY

The purpose of this study to examine the concept of competition in terms of managers, how do they deal with competition and the importance of competition for managers in Hospitality Industry with Green Star Certificate in Turkey. The study will focus on Green Star certificate of competitive advantage, business policy and whether the effect of the cost advantage. In this article, Green Star certificate that provides a competitive advantage of diversity in hospitality industry in Turkey was examined. Those who have this certificate were observed in competition, cost and operating policies and how they became dissimilar from the other hotels was searched according to others who work in Green Star Certified Hotels are taken as a basis. The study is discussed in the research model based on Quantitative research method. In the continuing process, a questionnaire has been prepared based on certain criteria such as reliability and validity studied and to be used in similar studies before.

The study was conducted using questionnaires and face-to-face interview techniques with managers. Prepared by questionnaire, the sample of the study, data were collected based on convenience sampling method from 140 participants consisting of senior executives and department managers working in Green Star certified Hotels in Turkey. The collected data, quantitative section with SPSS Statistical Package for the Social Sciences data analysis software were analyzed. These analyses are frequency distribution, reliability analysis, Kruskal Wallis and Spearman’s Rho correlation test. Kruskal Wallis test results paired comparison of the differences detected group, Bonferroni readjustment was made and Mann Whitney-U (two independent groups nonparametric comparison test) test were used. The scale of the connection among is examined with Spearman’s Rho correlation coefficient. For statistical significance p<0.05 was used.