Assessing Green Resorts Attributes Performance on Tourists' Emotional Intelligence and Future Behavioural Responses: Evidence from Malaysia

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Abstract

Tourists will gain pleasurable experiences when engaging with the surrounding environments of their destinations as determined by the ability of resorts to provide and maintain quality products or services to satisfy the needs of travelers as well as create added value to their stay. Therefore, this study aimed to appraise how tourists perceived green resort attributes performance and how personal emotional intelligence could influence their future behavioural response. One hundred and fifty guests were randomly selected who had stayed in three green resorts in Langkawi and Penang to participate in this study. Applying regression analysis revealed a positive relationship between the green resort attributes performance and future behavioural response through emotional intelligence. This study also discovered that international tourists recorded a higher mean score for positive emotions compared to their domestic counterparts. Theoretically, this study enriches the existing literature by providing a deeper understanding of how tourists' emotions affect their subsequent responses based on the green resort attributes performance. Practically, the findings of this study will be applicable to green resorts in Malaysia as their performance will induce positive emotions that impact the behaviours of tourists towards these resorts in the future, for example, recommending green resorts to their families or friends.

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INTRODUCTION

The hospitality industry is one of the largest and fastest-growing industries in the world (Ahmad, et al., 2019). Generally, hospitality can be defined as consistently providing the highest standard of service with its unique characteristics at different affordability levels (Aldaihani & Ali, 2018). However, with the rapid socio-economic changes engendered by technological advancements, hotels and resorts must espouse environmental management systems proactively as well as recognise the significance of the green movement immediately (Yi et al., 2018). This is because the aforementioned industry is notorious for its extensive usages of water and energy, not to mention the generation of a substantial volume of waste. If the usages are not managed properly, it will soon have adverse impacts on the environment and its operating expenditures. Since tourism is also one of the fastest-growing sectors of the global economy, its expansion in recent years has led to an increase in environmental stress (Kasim, 2006). Hence, it is a pivotal role to provide environmentally-friendly services, implement green practices, and ensure the sustainability of the environment. Owing to the burgeoning environmental awareness, together with the concerns of hotel and resort guests, the concept of green tourism has gradual acceptance amongst the urban hotels and lodges (Reid et al., 2017).

In the hospitality industry, "going green" is becoming a trendy concept that originated in the 1990s due to the economic fluctuations and increasing focus on the improvement of customer service at that time (Yusof & Jamaludin, 2013). Nonetheless, guests are also an integral part of the implementation success of green practices. Although Malaysians have been aware of green and sustainability concepts, it has garnered serious attention only after the economic crisis happening in 1997. Since then, the government has incorporated these concepts in both the Eighth Malaysia Plan and Ninth Malaysian Plan and further strengthened under the National Green Technology Policy (NGTP) in 2009 (Borhan et al., 2012). In adherence to these policies, the hospitality industry has already adopted green and sustainability concepts. This adoption was evident as manifested by the tourism sector; wherein an increasing number of green hotels were established in the subsequent years (Huh & Chang, 2017). Apart from that, many hotels had commenced implementing various innovative methods to improve the "greenness" of their business operations (Azam et al., 2017).

Environmental problems from air and water pollution to waste disposal have become a major global concern. These environmental problems have gained growing attention from the global community and even industries, which highlight the significance of environmental awareness and the imperative need to protect the environment. With that, the trend of green consumption has emerged in the global community. Hotels and resorts play a significant role in promoting green consumption since they are among the major causes to environmental problems (attribute 75% of the overall environmental impact) due to their disproportionate use of energy and water on a daily basis (Bohdanowicz, 2006).

The increasing number of green hotels and resorts in the hospitality industry (Hsiao et al., 2014) has encouraged more business operations in the industry to recognise the need to adopt green practices. Moreover, numerous initiatives have been introduced to develop proper tools and reward systems in the efforts of promoting the concept of green hotel or resort, such as the Europe's Leading Green Hotel Award, Africa's Leading Eco-Lodge Award, and ASEAN Green Hotel Award (Mohamad et al., 2014). Environmentally friendly practices have become an essential attribute of ensuring the sustainability of these hotels and resorts in the hospitality and tourism industries.

Similarly, the concept of green hotel or resort is also promoted in Malaysia. Back in 2016, 10 hotels in Malaysia were awarded the ASEAN Green Hotel Award. According to the Green Hotels Association (2016), a green hotel or resort refers to a lodging that incorporates environmentally-friendly practices, such as water and energy consumption and proper waste disposal practices (e.g., reduce waste and recycle or reuse durable service items, such as bins and towels). The initiative of promoting the concept of a green hotel or resort is not constrained to merely providing environmentally-friendly facilities for the guests but also transforming the marketing strategy of the business operations (Mohamad et al., 2014).

The attitude and behaviour towards green practices among hotel or resort guests were explored in numerous studies (Han et al., 2009; Han et al., 2010; Manaktola & Jauhari, 2007; Mostafa, 2006; Robinot & Giannelloni, 2010), but studies on the critical factors that influence the intention to revisit green hotels or resorts were rather scarce (Han & Kim, 2010). Therefore, the concerns and factors that influence green demands and the intention to revisit

green lodgings, especially green resorts, remain ambiguous, which highlights the need to assess the influence of environmental concern on the intention to revisit green resorts.

Besides, there is an escalating demand for green establishments. Many guests preferred hotels or resorts that practised green behaviour after being conscious of the environmental damages and wasting environmental resources that the hospitality industry had brought about, for instance, excessive consumption of non-durable goods, energy, and water (Bender, 2020). Nevertheless, every cloud has a silver lining. The positive nature was apparent when there was a gradual rise of initiatives of enterprising hoteliers to offer enhanced guest experience by integrating natural elements into hotels and resorts more than half a century ago (Shen et al., 2020). Therefore, there would be a huge market opportunity for socially responsible hoteliers when they assimilated green and sustainability concepts into their products or services to meet environmentally-conscious guests' demands while maintaining profitability.

Notably, the enjoyment of tourists with their surroundings, such as the services of hotels, would serve the purpose of creating memories rather than just being functional. According to Richins (2007, p. 399), "the experience of certain kinds of emotions, particularly positive ones such as joy and excitement, is itself a goal for much consumption behaviour". In other words, experiencing positive emotions in a particular journey would encourage customers to seek similar positive encounters again in the future (Koc, 2019). Consequently, green resorts owners must comprehend the influence and rationale to revisit and determine how their emotions could create future positive behaviours. Jeong and Kim (2019) also suggested that customers' evaluations of service quality would revoke their feelings when shaping perceived values of their duration of stay based on their consumption experiences. Accordingly, the perceived values of consumers would then positively affect their behavioural intentions, and hence, the key reason for a successful resort was to induce positive emotions (Saeed et al., 2020).

Under this context, this study aimed to explore the influences of the products, services, and facilities of green resorts on tourists' emotional responses and their future behavioural responses.

LITERATURE REVIEW

This study proposed a theoretical model that described the influence of green attributes performance and the effect on tourists' future behavioural responses as mediated by personal emotional intelligence. Once the relationship between green attributes, emotional intelligence, and future behavioural responses was delineated, green resort managers (or hoteliers) could utilise the findings to design appropriate services and marketing strategies to attract more tourists. Furthermore, green resort managers could also provide a pleasant experience to tourists during their stay to invoke positive emotions and create perceived values. Thus, the current study aimed to achieve this objective by assessing the tourists' perceived green resort attribute performance and the effect on their future behavioural responses through their emotional intelligence.

Green Resort

The term "green" is referred to any actions that will reduce the impacts on the environment, such as eco-purchasing or recycling (Paul et al., 2016). Green resorts are often deemed environmentally responsible lodging properties that have implemented various green practices to conserve natural resources such as water and energy, reduce the amount of solid waste, and recycle and reuse durable goods (Ashraf et al., 2019). Over the years, marketers from the hospitality industry were becoming increasingly aware of the potential competitive advantages of practising green behaviours. To take full advantage of this opportunity, they were developing proactive approaches and pertinent marketing strategies before being considered an environmentally-friendly business (Kularatne et al., 2019). In particular, having better understandings of the antecedents of consumers' green purchasing intention could assist hotel managers in formulating sustainability marketing strategies to become the top choices of eco-friendly hotels in Malaysia. Fishbein and Ajzen (2011) propounded that an individual was more likely to undertake certain behaviours that were associated with positive attitudes. This occurred when environmental attitudes and concerns were subsumed into a person's self-concept and to a certain extent wherein one perceived himself or herself to play an essential role in preserving and conserving natural resources (Lee et al., 2016).

Correspondingly, Rezai et al. (2013) discovered that Malaysian guests had positive attitudes towards the green concept, whereby 84% of the respondents agreed that the concept could reduce global warming, and 85.7%

of respondents agreed that it could help the environment, prevent global warming and save the planet. Moreover, 79.3% of the respondents felt good when they were implementing green practices that were beneficial to society. More than half of the respondents also agreed that environmentalists (71.6%) and green movements (73.4%) had improved their awareness of green concepts and respecting the environment. Last but not least, most of the respondents agreed that "going green" would enhance human health as determined by the degree of the impacts of human activities on the environment.

Therefore, in the current study, the term "green resort" would be underlined as a destination that would be able to create valuable memories and wonderful experiences for its customers, which in turn influenced their decisions for future visits as per tourists' green awareness as well as the successful implementation of green practices.

Green Resort Attributes

The term "green" refers to any action that minimises the environmental impact, such as eco-purchasing or recycling (Han et al., 2011). Green resorts are often referred to as lodgings that implement green practices, such as water and energy conservation and good solid waste management (3Rs) (Green Hotel Association, 2008). In addition, green resorts are also lodgings that provide environmental-friendly features (Millar, 2008).

A green resort can implement various green measures such as the display of brochures on water and energy conservation in the guests' rooms, donation of leftover good-quality food to the local charity organisations, the installation of energy-efficient lighting equipment, and the use of environmental-friendly chemicals and detergents. Water conservation and reuse option for linens are well-established green practices across the world. Apart from conserving water, these two common green practices minimise the use of detergents and prolong the lifespan of these materials. Besides that, water-saving fixtures are most commonly practiced in Sweden where preventing water wastage is both environmentally and economically beneficial. Waste sorting and recycling are often emphasised in green lodgings today, including green resorts. Table 1.0 presents some of the main green attributes in the lodging industry.

Table 1.0: Main Green Attributes in the Lodging Industry

Green attributes	References
Energy-saving measures: low-consumption lamps; LED technology; temperature control in rooms	Alonso-Almeida (2012); Alvarez-Gil et al. (2001); Best and Thapa (2013); Enz and Siguaw (2003); Llach et al. (2013); Pereira-Moliner et al. (2012); Trung and Kumar (2005)
Water-saving measures: diffusers; water-saving sanitary ware; control valves for water pressure	
Waste management practices: recycling; reuse (whenever possible); "zero paper" programmes Increase the use of environmentally friendly cleaning agents	
Train the employees on green measures	

The hotel and resort operators in the hospitality industry are increasingly aware of incorporating green attributes in their business operations that provide a competitive advantage. Thus, they are more proactive to develop and implement appropriate green attributes in order to take full advantage of the opportunity to be recognised as green lodgings (Manaktola & Jauhari, 2007). With the implementation of green attributes, a large proportion of energy can be reduced and eventually reduces the risk of contamination and resource exhaustion in the lodging industry, considering that the energy consumption, especially in hotels and resorts, is significantly higher than other business operations.

In summary, a green resort promotes an environmentally responsible attitude and embodies socio-economic attributes that safeguard the interest of the community. Some of the green management initiatives for hotels and resorts include energy and water conservation, the use of solar energy, maintaining a paperless environment (no-print policy), the reuse of soap bottles, and waste management. The implementation of green management initiatives conserves resources, minimises costs, and promotes environmental sustainability.

Emotional Intelligence

Emotional intelligence is a term proposed by a field of theories relating to the apprehension and the usage of feelings or emotions. Emotional intelligence could be defined as the ability to adapt to emotional executions

(Koc, 2019). According to Tlili & Amara (2016), emotions played a principal role in shaping travel experiences and portraying memorable experiences. Moreover, emotions were affective states characterised by episodes of intense feelings and associated with specific referents (a person, an object, or an event) before evoking specific response behaviours (Koc, 2019). Although emotions of the same valence might have different effects on the ensuing responses such as judgement (Lee, 2014), decision making (Hosany et al.2015), satisfaction (Tlili &Amara, 2016), and behavioural intention, nevertheless tourists were essentially searching for positive experiences when choosing their vacation destination nowadays (Ratnasari et al., 2020). As such, the valence-based approach was favoured when measuring tourists' feelings to identify positive and negative emotions in various dimensions (Sharma & Nayak, 2019).

Emotional value is the capacity of certain products or services to arouse affective states during the consumption of such by consumers (Sheth et al., 1991). Regarding tourists, their positive emotional values to their hotels or resorts would arise when the feeling of relaxation was satisfied during their holidays (Nasr et al., 2018). It (the positive value) was also true when tourists felt a sense of belongingness during their stay and would further enhance their revisit intentions as well as satisfaction levels (Yuksel et al., 2010). Exciting experiences not only could gratify the tourists (Waheed & Hassan, 2016), but it also could create memories full of positive feelings and emotions as well as attach powerful emotional values to the hotels and resorts (Ngoc & Trinh , 2015).

Future Behavioural Response

One of the contributing factors to the successful performance of green hotels or resorts was the ability to comprehend desired behavioural responses exhibited by guests (Yu et al., 2017). However, to be able to fully understand the purchasing behaviours remained one of the major challenges in the hospitality industry and the tourism sector, not to mention the ability to predict tourists' future intentions and behaviours. As such, there had been an increasing amount of tourism research focused on exploring tourists' future behavioural responses after engaging in diverse tourism activities (Zhang & Xu, 2020).

As highlighted by Ajzen and Driver (1992), having better predictive techniques and explanations of tourists' intentions would be valuable in grasping their subsequent behaviours. Many studies postulated that it was vital

to scrutinise post-purchase evaluations of consumers due to various managerial rationales. One of the rationales was that behavioural responses to particular products or services, including repeat purchase, word-of-mouth (WOM) publicity, repeat sales and customer loyalty, would be identified with higher accuracy by analysing consumers' post-purchase evaluations (Kim et al., 2020). Similarly, past tourism studies also found that post-visit evaluations would lead to higher levels of tourists' intentions to revisit a particular destination and recommend it to their families and friends (Azali et al., 2021). Furthermore, repeat customers' intentions might also be influenced by the promotional efforts of tourist destinations that could assist them in recalling their positive memories with the products or services before performing their corresponding behaviours in the future, for example, disseminating the information on the tourist attractions voluntarily and revisit them (Chavez et al., 2020).

In short, past studies had manifested the differences in the behavioural responses between domestic and international tourists that had the potential for further investigation (Bayih & Sigh, 2020). A plethora of studies had examined behavioural patterns, image perceptions, interests in attributes, shopping experiences, and satisfaction levels of tourists (Rajesh, 2013). However, there was a dearth of research on the difference in emotional intelligence. Therefore, this study also aimed to explore the role of emotional intelligence in the influence of green resort attributes performance on tourists' future behavioural responses.

Conceptual Framework

The proposed conceptual framework for this study is illustrated in Figure 1 below. This framework was adapted from the study of Yang and Youngtae (2015) that examined how green hotel guests perceived green values would influence their proclivities for future revisits of green hotels. This study extends the prior studies in grasping the decisions of guests to stay in green resorts through their personal emotional experiences as well as the interactions between green resorts and guests, and how this would reflect these experiences towards future behavioural responses. The findings of this study will delineate the relationship between the influence of tourist-perceived green resort attributes performance and emotional intelligence on their future behavioural responses.
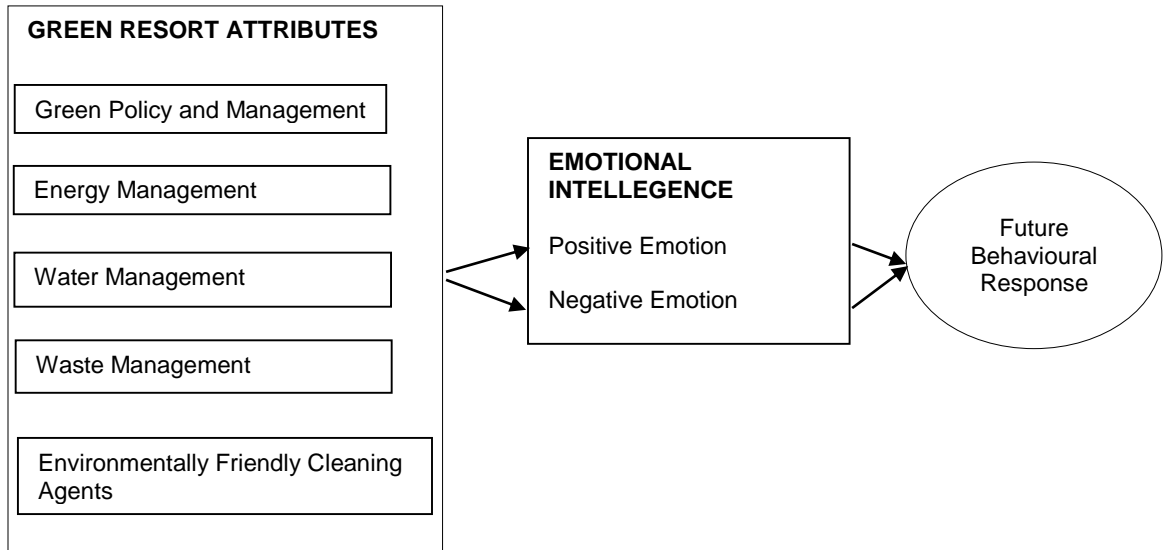
Figure 1.0: Conceptual Framework

Referring to the conceptual framework in Figure 1.0, all proposed hypotheses for testing are presented in the following:

H_1: Green Resort attributes performance influences emotional intelligence.

H_2: Emotional intelligent influences the future behavioural response to the green resorts.

> H_{2a} Positive emotion influences the future behavioural response to the green resorts.

> H_{2b} Negative emotion value influences the future behavioural response to the green resorts.

H_3: Domestic and international tourists display different emotional intelligence responses.

METHODOLOGY

This study quantitatively examined the relationship between the variables as proposed in the conceptual framework. A survey method was employed to collect data from green resort guests by completing the

questionnaire. As the nature of this study was experience-based, it was important to obtain post-visit evaluations from the guests who had received the relevant products and services from the green resorts. To ascertain the validity of guests' remembrances of their experiences, the interval between the time of consumption of resort products and services and the completion of the questionnaire should not be too long. Therefore, questionnaires were distributed before the customers left their vacation resorts. The researcher had travelled in person to the selected green resorts to deliver the questionnaires to the respondents and collect them after completion.

This study was conducted in Malaysia. The resorts that had won the ASEAN Green Hotel Award for three consecutive years (2016–2018) at the ASEAN Tourism Forum in Manila, Philippines, were focused on by the researcher. Accordingly, this study randomly selected 150 respondents from three selected green resorts, namely Frangipani Beach Resort and Spa Langkawi (Kedah), Shangri-La's Rasa Sayang Resort, and Spa (Penang Island), and Holiday Inn Resort (Penang Island).

This study utilised purposive sampling in identifying individuals willing to share their knowledge and experience during their stay in the aforementioned green resorts. Hence, the respondents of this study were ensured of their voluntary participation before meeting a couple of selection criteria. The targeted respondents would have to stay as well as consume the products and services at one of the selected green resorts for at least two nights before completing the questionnaires, and they had completed their visits recently to ensure higher accuracy when recalling their experiences.

This study employed the following steps to develop reliable measurement scales. Firstly, this study reviewed and thoroughly examined the literature within the context of the hospitality industry with respect to the focus and objectives of this study. Secondly, this study adapted and thoroughly defined the dimensions and key items of the considered constructs. As a result, this study adapted appropriate measurement scales for green resorts' attributes performance, emotional intelligence, and future behavioural responses to the green resorts based on the literature review. All items were adapted from Dodds et al. (1991), Ajzen and Driver (1992), Conner and Sparks (1996), Petrick and Backman (2002), Liljander and Bergenwall (1999), Sweeney and Soutar (2001), Petrick (2002), and Rashid (2013).

The questionnaire used in this study consisted of three sections. The first section focused on the concept of the green resort. The subsequent section comprised of five subsections which assessed green resort attributes, emotional

intelligence and future behavioural response. The last section covered the demographic profiles of the guests. There was a total of 62 items in the questionnaire. All items used were modified to suit the context in Malaysia as well as that of the green resort and measured via a Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

This study also tested the reliability of the measurement items in the representation of the constructs of interest. As discussed in the prior chapter, Cronbach's alpha coefficient is widely used as an indicator of reliability, which was also employed in this study. According to Nunnally and Berstein (1994) and Sekaran and Bougie (2010), the value of 0.70 for Cronbach's alpha coefficient is deemed good; any value that exceeds 0.60 is considered acceptable. Thus, a high Cronbach's alpha coefficient reflects a higher consistency of the items for each factor.

Table 2.0: Results of Reliability Analysis

Constructs	Cronbach's Alpha Value
Energy Management	0.750
Water management	0.787
Waste Management	0.876
Eco-friendly Building and Design	0.875
Solid Waste Management	0.932
Positive emotions	0.920
Negative emotions	0.750
Future Behavioral Response	0.930

Referring to the results in Table 2.0, the constructs demonstrated an acceptable level of internal consistency, considering that the obtained values ranged between 0.750 and 0.930. In other words, the measured constructs exhibited good internal consistency, especially the constructs of epistemic value and revisit intention. The removal of items was deemed unnecessary in this study considering the good internal consistency of all constructs in their respective intended measures. With that, this study concluded that the reliability of the instrument in terms of internal consistency was attained with respect to the literature on measurement scale (Pallant, 2007; Field, 2009; Hair et al., 2010).

RESULTS AND DISCUSSION

This study performed simple regression analysis to examine the relationship of green resort attributes, the dimensions of emotional intelligence (positive emotion and negative emotion), and future behavioural intention. Considering that this study involved 150 respondents in the representation of the overall population of interest in three selected green resorts, the requirements of regression analysis were met.

Relationship between Green Resort Attributes Performance and Emotional Intelligence

The collected data were analysed by running a linear regression to test following hypotheses. Table 3 and Table 3.1 represent the results of the simple regression analysis for green resort attributes with positive and negative emotions.

H_1 Green resort attributes performance influences emotional intelligence.
H_{1a} Green resort attributes performance influences positive emotions.
H_{1b} Green resort attributes performance influences negative emotions.

Table: 3.0: Results of Simple Regression Analysis for Green Resort Attributes and Positive Emotions

Constructs	B	SE B	*B*	Sig.
Green resort attributes	0.726	0.042	0.09	0.016

Table: 3.1: Results of Simple Regression Analysis for Green Resort Attributes and Negative Emotions

Constructs	B	SE B	*B*	Sig.
Green resort attributes	-0.083	0.050	-.005	0.242

The result presented in Table 3 revealed that the relationship between green resort attributes and positive emotions was statistically significant ($\beta = 0.09$, $p = .0016$). Nevertheless, these green resort attributes were not significant in predicting negative tourist emotions ($\beta = -0.083$, $p = .24$) and thus, rejecting $H1_b$. Therefore, since H_1 held true for positive emotions but not its negative counterparts, H_1 was partially supported when only H_{1a} was accepted, and H_{1b}

was rejected. These findings are in line with the study by Gershoff and Frels (2015), which stated that a number of authors have attempted to explain tourist differences in preferences and perceptions of individual green attributes in accommodation. In the study conducted by Bissing-Olson et al. (2013), the authors found that a positive feeling can predict daily task-related pro-environmental behaviour. The result of this study is also consistent with the findings of Olivers (1993) about automotive service and a college course programme, which found that performance directly influences positive and negative emotions.

Similarly, Oliver and Westbrook (1993) research regarding automobiles concluded that emotional experiences are evoked by the evaluation of the performance of the products. A study of services at a labour force bureau by Liljander and Strandvik (1997) found that when a performance is perceived as good, it will create positive emotions in the customer. Similarly, Liljander and Bergenwall (1999) discovered that the performance of hotels, tour agencies, and airline services influence tourists' positive and negative emotions while they were on holiday.

Relationship between Emotional Intelligence and Future Behavioural Response

Simple regression analysis was also administered to test the following hypotheses on the relationship between emotional intelligence and future behavioural response:

H_2: Emotional intelligence influences the future behavioural response
H_{2a}: Positive emotions influence future behavioural responses
H_{2b}: Negative emotions influence future behavioural responses

As shown in Table 4, the model explained 55.7% of the total variation (R^2) of the behavioural response with F = 140.084, p < .001. As for tourists' emotional intelligence, it was observed that positive emotions were strong and significant predictors of tourists' future behavioural responses to the green resorts (β = 0.456, p < .001). However, the findings indicated that negative emotions did not significantly predict tourists' future behavioural responses (β = - 0.080, p = .092). As such, only $H2_a$ was supported, whereas $H2_b$ was rejected since the p-value was greater than 0.05.

Table: 4.0: Results of Simple Regression Analysis for Emotional Intelligence and Future Behavioural Response

Model		Unstandardised Coefficient		Standardised Coefficient		
		B	Std. Error	B	t-value	Sig.
	(Constant)	1.420	.220		6.440	.000
	Positive Emotions	.476	.044	.456	10.706	.000
	Negative Emotions	.060	.035	-.080	1.689	.092

Note. R = 0.747; R² = 0.557; F = 140.084; p < .001

The analysis suggested that there was a significant relationship between positive emotions and future behavioural responses. This finding is in line with a study by Bagozzi et al., (1999) which claimed that emotion is one of the most important drivers and should not be ignored. In fact, emotion may even surpass cognition and play a leading role. Compared with negative emotions, positive emotions result from the satisfaction of individual autonomy and contribute to prosocial behaviour (Bagozzi et al., 1999; Kouchaki et al., 2018). Other studies have also found that behavioural intentions are related to environmental behaviours (Kaiseret al., 1999). An individual must also possess knowledge of action strategies, knowledge of environmental issues, and skills to appropriately apply this knowledge to a given problem. In addition, an individual with an internal locus of control, positive attitudes towards the environment and towards taking action, and a sense of obligation towards the environment will likely develop a desire to take action.

This observation seems in line with evidence from the literature, which points out that a strong positive feeling stimulates likeness to visit (White, 2003). Basri (2007) suggests that tourists' emotions can be conceptualised as dimensional, such as joy, happy, excited, peaceful, surprised, relaxed, upset, frustrated, angry, sad, and bored. The specific categorical approach (positive and negative emotions) seems to be dominant in consumer behaviour studies.

Response Domestic and international tourists display different emotional intellegence intelligence response.

The results of the Independent t-test demonstrated significant differences between the two groups of tourists regarding both types of emotions in measuring the following hypothesis.

H₃   Domestic and international tourists display different emotional intelligence responses.

Table: 4: *Emotional Responses of Domestic and International Tourists*

Emotional Intelligence	Tourists	Mean	Mean Difference	T	Sig
Positive Emotions	Domestic	5.00	-.38	-4.53	.000
	International	5.37			
Negative Emotions	Domestic	2.35	.30	3.12	.002
	International	2.05			

International tourists recorded a higher mean score for positive emotions compared to their domestic counterparts. The difference between the two tourist groups' positive emotions was statistically significant ($p < .001$). However, for negative emotions, domestic tourists had a greater mean score compared to international equivalents. Similarly, the difference was also statistically significant ($p = .002$). The results supported the hypothesis that domestic and international tourists displayed different emotional intelligence responses. Therefore, H3 was accepted.

The survey was conducted on domestic and international guests at three green resorts in Langkawi and Penang. Therefore, by classifying the respondents into domestic and international guests, the data collected from these areas may facilitate our understanding of the behaviour of this type of guest, specifically in relation to the green resort. 105 completed questionnaires were collected from the international respondent, and 45 completed questionnaires were collected from domestic respondents in these three research areas. The figures indicate that the sample consisted of more international tourists than domestic guests. The difficulty in accessing more domestic guests was because most domestic guests were unwilling to answer the questionnaires when approached at the beach resorts. The international guests were more willing to answer and share their experiences regarding their stay at the green resorts.

In order to measure the guests' emotional responses, the guests were asked to express the extent of the positive and negative emotions they felt while at the green resort. Table 4.7 presents the mean scores values for the guests' emotional value. The measurement items were composed of 11 items to represent different emotional responses; namely joy, happiness, excitement, calmness, surprise, and relaxation as positive emotions, whereas upset, frustration, anger, sadness, and boredom are listed as negative emotions. The 7-point Likert scale, which ranged from 1 for "I have not experienced the emotion at all" to 7 for "I have strongly experienced the emotion," had been used to determine perceptions among guests.

Overall, international tourists recorded a higher mean score for positive emotion compared to domestic ones. The difference between the two tourist groups' positive emotions is statistically significant (p <.001). As for negative emotions, domestic tourists have a greater mean score compared to international ones. Similarly, the difference is also statistically significant (p <.001). These results, therefore, support the statement that domestic and international tourists display different emotional intelligence responses. Overall, the results indicated that emotional responses are to be viewed as significantly different for domestic and international tourists.

As for past studies, despite numerous studies comparing the experience of domestic and international tourists, these comparisons focused on specific attributes or constructs; namely, behaviour pattern (Carr, 2002), image perception (Bonn et al., 2005), interest in attributes (Bonn et al., 2005), shopping experience (Yuksel et al., 2010) and satisfaction level (Weiler and Ham, 2004). Nevertheless, in relation to this study (Basri, 2007) and Azam (2019) reported that, in terms of emotional intelligence with a destination, the emotion level of the domestic and international tourists is statistically different. In their study, the domestic tourist recorded a lower mean score for positive emotion compared to international guests.

CONCLUSION

This study answered all research questions about the relationship between all three variables: the performance of green resort attributes, emotional intelligence, and future behavioural responses. The findings revealed that green resort attributes performance would influence tourists' emotional intelligence before affecting their future behavioural responses to the green resorts. However, this was only significant for positive emotions, whereas

negative emotions did not significantly impact the aforementioned relationship. Nonetheless, this study also highlighted the role of tourists' emotional intelligence, particularly positive emotions, in influencing their future behavioural responses to green resorts.

Overall, the findings suggested that emotional intelligence has the highest influence on the future behavioural response to the green resorts. In conclusion, this research contributed both theoretical and practical implications within the context of green resorts and extended the existing knowledge based on green resort attributes performance, emotional intelligence, and future behavioural responses. This study aimed to enrich the managerial understanding of future behavioural responses through the model development and the results of the hypotheses testing. Firstly, the study is expected to enhance the understanding of green resort attributes performance and emotional intelligence. This research was an exploratory study that sought to expand our understanding of tourists' perceptions towards green resorts attributes performance and emotional intelligence on their future behavioural responses.

Evidently, the study extended the existing knowledge base on the significance of emotional intelligence on the intention of future behavioural responses. This research suggests the explicit use of emotions as one of the constructs in the customer evaluation model. Hence, in addition to green resort attributes performance, this research suggests the inclusion of emotional constructs in a research model so that their relationships can be simultaneously and more meaningfully examined.

This study provided essential findings to key practitioners, especially green resort managers, to grasp the overall process of customer evaluation. This study demonstrated the significance of emotional intelligence in influencing future behavioural response. Thus, it is imperative to properly define the emotional intelligence within the context of green resorts to encourage the guests to exhibit the intention to behavioural response and recommend to others. In general, the resort management is encouraged to grasp significant areas that attract guests who frequently visit the resort. With that, the green campaign programmes should focus on communicating the value of green practices to arouse the guests' interest with respect to their needs and demands, rather than appealing to gain their empathy. In short, the guests should be informed of the resort's efforts to provide them with valuable experience during their stay in a green resort.

LIMITATIONS AND FUTURE DIRECTIONS

Despite the extensive literature review, there were several limitations of the analysis. Firstly, the choice of population. This study focused on guests who experienced staying in green resorts. This study did not directly compare the difference between the experienced guest and the guest's online review. There are different forms of social media websites such as blogs, microblogs, and social networks, which offer valuable interaction opportunities for travellers to share and review their travel experience online through videos and images. These online reviews contribute significant effects on other travellers' decisions considering that they tend to refer to these reviews when they have to make travel arrangements. Thus, it is recommended for future researchers to consider comparing the negative and positive reviews on the guests' experiences in the green resorts and explores their impressions after acquiring responses from the resort management in the social media using the questionnaire survey approach. It is recommended for future researchers to gather data from these social media websites or employ other qualitative methods, such as interview or focus group that involves green resort guests, to validate the obtained findings of their analyses. Secondly, the selection of variables in this study may limit the comprehensiveness of findings. Apart from the future behavioural responses, this study focused on green resort attribute performance and emotional intelligence. An area that is possible to explore further in relation to this study is identifying the source, type, and strength of emotion elicited by tourists as a result of their encounters with specific types of destination features. In this case, certain features may elicit different kinds of emotions, as well as at different strengths. Tourists who visited heritage sites, for example, may elicit different feelings compared to tourists who were mainly exposed to recreation activities. Similarly, it is possible to investigate the influence of motive on emotion during the visit. For example, couples on their honeymoon may evoke different types and degrees of emotions; this is similar with tourists who travel with families to strengthen their family ties. Thirdly, the analytical methods used for the data treatment. The regression analysis has been recognised for its capacity to predict the strength of the relationship between variables. However, the main limitation of regression analysis includes its inability to consider the random measurement error, factors, or conditions that affect the measurement of variables, which is addressed in SEM. Therefore, it is recommended for future researchers to consider using SEM to effectively subsume the whole range of standard multivariate analysis methods.

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CONFLICT OF INTEREST

The authors declare no conflicts of interest.

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