THE INFLUENCE OF PERSONALITY TRAITS ON TOURISTS' INTENTION TO VISIT GREEN HOTEL IN QATAR: THE ROLE OF ATTITUDE AND PERCEIVED VALUE

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Abstract: Green hotels industry is blooming, and growth rate is promising. Perception of tourists is critical for green hotels usage. However, the impact of personality traits and behavioral factors has received limited attention in the context of emerging economies. This study aims to examine the effect of personality traits and variables of theory of planned behavior (TPB) on intention to visit green hotels in Qatar. Based on personality traits and TPB, the study proposes that conscientiousness, extraversion, neuroticism as well as attitude and subjective norms will have a direct effect on intention to visit green hotels. Attitude is proposed as a mediating variable while perceived value is proposed as a moderating variable. The data was collected from tourists in Qatar. Smart Partial Least Square was deployed. The findings showed that conscientiousness, extraversion, attitude, and subjective norms have significant effects on intention to visit green hotels. Attitude only mediated the effect of extraversion on intention to visit green hotels while perceived value did not moderate the effect of attitude on intention to visit green hotels. Decision makers are advised to increase the awareness and to establish clear practices and procedures of green hotels.

Key words: Green hotels, TPB, Personality traits, Perceived Value, World Cup, Qatar

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INTRODUCTION

Recently, the climate change and the issue of green and less polluted environment has attracted the attention of community, governments, researchers and policy makers (Stanef-Puică et al., 2022). The practices of green environment have been observed in all business-related aspects such as manufacturing and less into the service-oriented industries. In hospitality, the sector has become one the main contributors to the national economy in several countries. The growth of this sector has increased the attention to implement green practices which attracted argument regarding the environmental concern and the extra cost that customers are bearing to stay in green hotels (Muniandy et al., 2019). Nevertheless, due to the increase competition among hotels and the need to attract more customers, hotels have shifted their attention to focus on more green practices in providing the services (Muniandy et al., 2019). Customers are increasingly aware that their decision to visit a hotel can influence the environment (Yadegaridehkordi et al., 2021). Green practices in hotel environment is an indication that the hotel is adopting a system to conduct its operation bearing in mind the reduction of extra use of water, energy, non-durable product, gas emission, and oil and soil pollution (Patwary et al., 2020). In line with this concept, the green hotel term was developed by the green hotel association in 2008 which described a green hotel as an environmental friendly properties whose its management are motivated to reduce pollution activities by reducing the waste of water, energy, and solid material so that they can save money and enhance the hotel's image and reputation (Eid et al., 2021).

Several studies have deployed the Theory of Planned Behaviour (TPB) to explain the intention of tourist to visit a green hotels. However, the TPB lack in term of explaining the variaiton in the behavioral intnetion (Teklehaimanot et al., 2021). TPB includes the variables of subjective norms (SN) and attitude (AT) as well as perceived behavioural control (PBC) (Ajzen, 1991). AT was deployed in another important model such as the Technology Acceptance Model as a mediating variable to explain the effect of personal variables on the behavioral intention (BI) (Davis, 1989). In addition, researchers suggested to examine the personality trait because they can essentially affect the behaviour and decision to visit green hotels (Verma et al., 2017). Trait is defined as a variety of individual attributes including aspects of personality, needs, motive and values (Kiffin-Petersen and Soutar, 2020; Singh et al., 2020). Personality traits is defined as relatively stable dispositions to behave in a particular way (Gebauer et al., 2020; Oklevik et al., 2020). In this study, the variables of conscientious (CO), neuroticism (NE), and extraversion (EX) are used to represent the personality traits. These traits has been deployed in previous studies in the context of green hotels (Verma et al., 2017; Verma and Chandra, 2018).

Usually, the decision of individual is based on their pre-established assumptions and belief. While some find it difficult to pay extra for similar services in non-green hotels (Teklehaimanot et al., 2021), other find it as a moral obligation toward the community (Verma and Chandra, 2018). This makes the perceived value (PV) an important variables that can to a large

degree explain the behavior of individuals and determine their decisions (Olya et al., 2019). It was noted from the previous studies as shown in Table 1 that most of previous studies were conducted in either western or non-middle eastern countries. In Qatar, the country will host the world cup 2022. The government are striving to build comfortable hotels that considers the environmental issue. According to the FIFA more than 1.7 million visitors are expected to arrive in Qatar during the world cup 2022 (FIFA, 2016). Hotels from all brands are operating in the country to attract and accommodate the visitors during the world cup. Statistics showed that the number of tourists in the country reached 2,256,490 in 2018 contributing to a large sum of gross domestic product and indicating a rapid growth in the hospitality sectors (Yap et al., 2020). Therefore, this study aims to understand the drivers of intention to visit green hotels in Qatar. The study will examine the mediating role of AT and the moderating effect of PV. In the next sections, the literature review and the development of hypotheses are discussed followed by methodology and findings. Discussion and direction for future works are discussed as well as the limitation and conclusion.

LITERATURE REVIEW
In this section, the theoretical framework as well as the hypotheses development are discussed.

1. Theoretical Framework
Two theories are deployed in this study as the theoretical framework. The first is the theory of planned behavior (TPB) which was developed by (Ajzen, 1991). The theory proposed that the behavior of an individual is affected by AT, SN, and PBC. The developer (Ajzen, 1991) indicated that the BI is a critical factor for the use behavior or the actual behavior. Researchers deployed the TPB in explaining the BI to visit green hotels. For instance, (Chen and Tung, 2014), TPB can explain significant part of the variation in intention to visit green hotels. Similar findings were derived in previous studies (Muniandy et al., 2019; Teng et al., 2015; Verma and Chandra, 2018; Wang et al., 2018) and the theory were able to explain important part of the variation in BI toward green hotel's visiting.

Nevertheless, researchers indicated that TPB is able to explain only 36% of the variation. For this reason, more theories are needed to increase the variation in BI (Yadegaridehkordi et al., 2021). Researchers deployed the personality traits and indicates that the theory operationalized personality traits into five dimensions that are the extraversion, agreeableness, conscientiousness, neuroticism, and openness (Verma et al., 2017; Verma and Chandra, 2018). However, in this study, the personality traits are operationalized to include conscientious, neuroticism, and extraversion.

Table 1. Critical Analysis of Variable Selection

Author	Country	Theory	Sample	Data analysis	Attitude	Subjective norms	Consci-entious	Neuro-ticism	Extra-version
(Zuriyati et al., 2014)	Malaysia	Theory of reason actioned and marketing mix	Conceptual	SEM	√	√			
(Chen and Tung, 2014)	Taiwan	TPB	559 respondents	SEM	√	√			
(Teng et al., 2015)	Taiwan	TPB	258 Respondents	SEM	√	√			
(Verma et al., 2017)	Seven countries	Personality trait	285 respondents	AMOS			√	√	√
(Verma and Chandra, 2018)	India	TPB	295 respondents	AMOS	√	√	√		
(Wang et al., 2018)	China	TPB	324 respondents	AMOS	√				
(Muniandy et al., 2019)	Malaysia	TPB	147 respondents	SPSS	√	√			
(Olya et al., 2019)	Cyprus	TPB	260 respondents	AMOS	√	√			
(Patwary et al., 2020)	Malaysia	TPB	393 respondents	PLS	√				
(Yarimoglu and Gunay, 2020)	Turkey	TPB	400 respondents	AMOS	√	√			
(Eid et al., 2021)	Egypt	TPB	757 respondents	PLS	√	√			
(Wang et al. 2022)	China	Value belief norms, TPB	304 respondents	PLS	√	√			
(Patwary et al., 2022)	Malaysia	TPB	393 respondents	PLS	√				
(Filimonau et al., 2022)	Poland	Pro-environmental behaviour, Theory of reasoned actioned.	376	PLS	√				

Note: AT: Attitude, SN: Subjective norms, CO: Conscientious, NE: Neuroticism, EX: Extraversion,
TPB: Theory of planned behavior, PLS: Smart partial least square, AMOS: Analysis of the moments structure.

2. Critical Analysis
To understand the predictors of intention to visit green hotels, a critical analysis of existing studies was conducted. Several studies have deployed the TPB alone. Only few studies have combined more than one theory to explain the variation in BI toward green hotels (Zuriyati et al., 2014). It can be seen from Table 1 that the variables attitude and subjective norms have been deployed in several studies and only the study of Patwary et al. (2020) deployed attitude as a mediating variable. Variables of personality traits has been used by few studies. In addition, none of the reviewed studies included the variable of TPB with the personality traits. Most of the prior literature has examined attitude as presented in TPB along with other theories. For instance, the attitude was deployed in the study of Wang et al. (2022), further, the attitude was also examined in the study of Patwary et al. (2022) in Malaysia and the study of Filimonau et al. (2022) in Poland while few studies examined the intention to visit green hotels using more than one theory such as in the study of Wang et al. (2022) and Filimonau et al. (2022). This justified the selection of the variables of this study.

3. Conceptual Framework and hypotheses Development

Based on the theory of planned behavior as well as the personality trait, this study proposes that the effect of conscientious, neuroticism and extraversion on intention to visit green hotels is mediated by attitude. The study also proposes that subjective norms will have a direct effect on intention to visit while perceived value

Figure 1. Conceptual Framework (Authors developed)

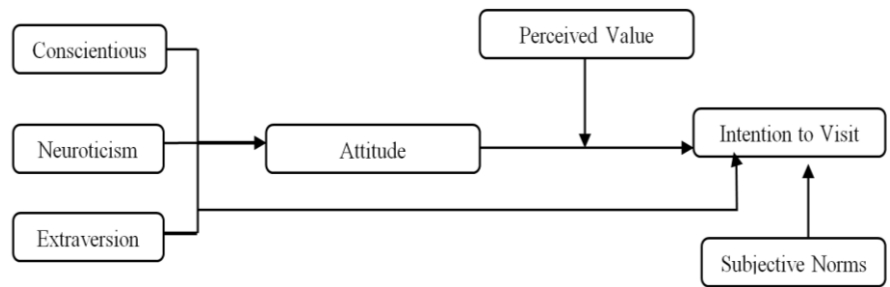will moderate the effect of attitude on intention to visit. Figure 1 shows the conceptual framework of this study.

3.1. Conscientiousness and intention to visit green hotels

Conscientiousness is one of the personality traits and it is defined as the tendency of individuals or customers to be systematic, self-disciplined, responsible, and follow the procedures and norms (Zhang et al., 2020). Customers who have future orientation will be more concerned about their action and the result of their action (Nimri et al., 2020; Wang and Wong, 2020). Previous studies examined the effect of conscientiousness on BI toward green hotels. For instance, a positive link was found in the study of (Verma et al., 2017) between conscientiousness and intention to visit green hotel. Similar findings were also derived in the study of (Verma and Chandra, 2018) where the effect of conscientiousness on green hotel visit intention was found positive. Findings of the study of (Sun et al., 2018) also confirmed the positive link between the variables. Accordingly, this study proposed that the effect of conscientiousness on intention to visit green hotel in Qatar is positive.

H1: conscientiousness affects positively the intention to visit green hotel.

3.2. Extraversion and Intention to visit green hotels

Extraversion is the second personality traits and it refers to how much a customer is assertive, active, social, talkative and outward spoken (Watson et al., 2019). Customer with high extraversion activities are more concerned about the environmental change (Blain et al., 2020). Previous studies found that the effect of extraversion on intention to visit green hotels is positive. For instance, the study of (Verma and Chandra, 2018; Verma et al., 2017) confirmed that the extraversion is a positive predictor of BI toward visiting green hotels. Previous studies also indicated that the effect of extraversion is confirmed on BI toward visiting green hotels and toward reducing the environmental pollution (Blackwell et al., 2017; Watson et al., 2019; Wilmot et al., 2019). In this study, the extraversion is expected to have a positive effect on the tourists in Qatar. Thus, it is proposed:

H2: Extraversion has a positive effect on intention to visit green hotels.

3.3. Neuroticism and Intention to visit green hotels

This is the third personality trait and it is defined as a tendency to experience negative emotional states, accompanied by heightened anxiety or depression, anger and guilt, as well as increased tendency for somatization of psychological problems (Balta et al., 2020). Researchers examined the effect of neuroticism on the intention to visit green hotels and found mixed findings. For instance, in the study of (Verma et al., 2017) found that all personality traits have significant effect on intention to visit green hotels except neuroticism. However, other researchers found that the effect of neuroticism is significant on other green products and services (Dalvi-Esfahani et al., 2020; Hwang and Lee, 2019; Ma et al., 2021; Salem and Alanadoly, 2020; Tang and Lam, 2017; Wang et al., 2021). In this study, the neuroticism has a significant effect on the intention to visit green hotels. Thus, it is proposed:

H3: Neuroticism has a positive effect on the intention to visit green hotels

3.4. Subjective Norms and Intention to visit green hotels

Subjective norms is one of the variables of TPB. It refers to the perceived normative beliefs of a social network member regarding a given relationship weighted by the motivation to comply with that network member (Etcheverry and Agnew, 2004). Subjective norms is concerned with the perception of others that might affect the decision of individual (Ajzen, 1991). The TPB proposed the SN as a critical factor that affect the BI toward performing a specific behavior (Ajzen, 1991). Several studies found that SN is an important variable in the context of green hotels. For instance, in the study of (Zuriyati et al., 2014), social influence is found as a critical variable for the intention to visit green hotels. Similarly, the study of (Chen and Tung, 2014; Muniandy et al., 2019; Olya et al., 2019; Teng et al., 2015; Yarimoglu and Gunay, 2020) found that SN is an essential predictors of the intention to visit green hotels. In this study, it is expected that SN will affect intention to visit green hotels significantly. Thus, it is hypothesized:

H4: Subjective norms will have a positive effect on the intention to visit green hotels.

3.5. Attitude

Attitude is one of the main variable in the TPB and it is defined as the degree to which a person has a favourable or unfavourable assessment of the behaviour (Ajzen, 1991). Thus, the attitude toward the green hotels can be essential in driving the behaviour of customers (Eid et al., 2021). Attitude has been used as a main predictor of BI in TPB. Several studies deployed and examined the variable in the context of green hotels. For instance, (Yarimoglu and Gunay, 2020) found that attitude affect the intention to visit green hotels in Turkey. In line with this findings, the study of Eid et al.

(2021) and Olya et al. (2019) also found that attitude has a positive effect on intention to visit green hotels. Attitude also a main variable in the technology acceptance model (TAM). In TAM, attitude was proposed as a mediating variable (Davis, 1989). However, in the context of green hotels, few studies deployed attitude as a mediator. For instance, in the study of (Patwary et al., 2020) examined the mediating role of attitude between perceived environmental responsibility and consumers' intention to visit green hotels. The findings indicated that attitude partially mediated the effect of perceived environmental responsibility on consumers' intention to visit green hotels. Thus, in this study, it is expected that attitude will have a direct effect on the intention to visit green hotels. It is also expected to have a mediating role between personality traits and intention to visit green hotels. Therefore, it is hypothesized:

H5: Attitude affect positively the intention to visit green hotels.
H6: Attitude mediates the effect of conscientiousness on intention to visit green hotels.
H7: Attitude mediates the effect of extraversion on intention to visit green hotels.
H8: Attitude mediates the effect of neuroticism on intention to visit green hotels.

3.6. Perceived Value

Perceived value is an important intervening variable and it has been neglected in the context of marketing (Chen and Tsai, 2007). In the context of green hotels, the perceived value is important due to the notion that visiting a green hotel requires the customers to pay extra money (Li et al., 2022). The mediating role of perceived value was tested in several studies (Al-Gharaibah, 2020; Al-Gharaibah, 2020). However, few examined the moderating role of this variable. In the study of Kuo et al. (2011), perceived value moderated the effect of service quality and customer satisfaction on loyalty of customers in restaurant industry. Further, in the study of (Chang et al., 2014) perceived value moderated the effect of trust and quality on customer satisfaction. In the study of (Ismail et al., 2016), it is found that perceived value moderated the effect of service quality on customer satisfaction. In this study, it is expected that perceived value will moderate the effect of attitude on intention to visit green hotels. Therefore, it is hypothesized:

H9: Perceived value moderate the effect of attitude on intention to visit green hotels.

RESEARCH METHODOLOGY

This study is quantitative in nature. The study investigates the effect of personality traits, subjective norms, attitude, and perceived value on the intention to visit green hotels. The population of this study are the tourists that are visiting Qatar. Due to the notion that there is no database of these tourists, the convivence sampling is deployed. A link was posted on travel website to collect the data of this study. The data was collected using a questionnaire.

The questionnaire was adopted from previous studies. Measurement of intention to visit green hotels (3 items) was adopted from Verma and Chandra (2018), measurement of attitude (4 items), conscientiousness (4 items), subjective norms (3 items) were adopted from Verma and Chandra (2018), extraversion (4 items) and neuroticism (4 items) were adopted from Kvasova (2015), perceived value (5 items) was adopted from Shu Wan Tan et al. (2018).

The questionnaire was validated by three experts in marketing and a pilot study was conducted prior to data collection. All the measurement scored a Cronbach's Alpha greater than 0.70 indicating that the measurements are reliable. Field data was conducted using a link posted on traveling website and travel agencies. Network referral and snowballing approach were deployed to collect the responses. A total of 219 responses were collected. The responses were examined for missing values and outliers. This has resulted in removing 7 response making the usable and complete responses 212. The normality of the data was checked using skewness and kurtosis. All the values are less than absolute 1 indicating that the data is normally distributed. This is in line with Hair et al. (2017). In addition, the multicollinearity was checked and the data is free from the issue of multicollinearity because the variation inflation factor (VIF) is less than five and tolerance is greater than 0.20.

FINDINGS

This section discusses the findings of this study. The section includes the descriptive information of the respondents as well as the assessment of measurement and structural model. The data analysis was conducted using Smart Partial Least Square (Smart PLS).

1. Profile of Respondents

The descriptive information of the respondents showed that the respondents are divided into 75.7% are males while females constitute 24.3% as shown in Figure 2a. A total of 85.7% of the respondents are younger than 45 with 67.4% as shown in Figure 2b and are holders of bachelor's degree as shown in Figure 2c. Figure 2 shows the demographic of respondents.
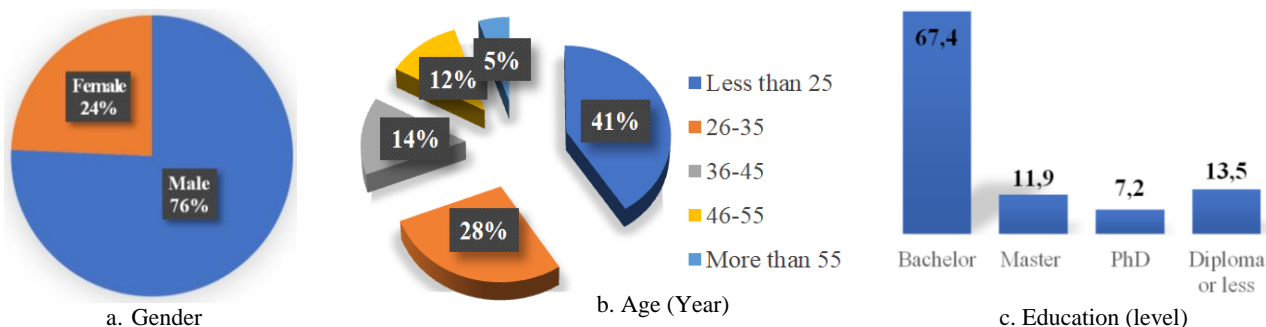

a. Gender   b. Age (Year)   c. Education (level)

Figure 2. Demographic of Respondents

2. Measurement Model

In the measurement model, there are five criteria must be examined to assess the measurement model (Hair et al., 2011; Lowry and Gaskin, 2014). The factor loading (FL) for all the items should be 0.70 or greater. In addition, the composite reliability (CR) and Cronbach's Alpha (CA) should be equal or greater than 0.70. The measurement is considered to fulfill the convergent validity if the value of Average Variance Extracted (AVE) is greater than 0.50. In addition, the fulfilment of the discriminant validity happens if the square root of AVE is greater than the cross loading. In this study, the first criterion assessed was the factor loading and it was found that some of the items of AT, SN and CO have weak factor loading. Accordingly, some items were removed to enhance the reliability and validity of the model. Table 2 shows that all the criteria were achieved. All FL of the items is higher than the threshold of 0.70. CR and CA are higher than 0.70. Lastly, AVE has value higher than the threshold supporting the achievement of the convergent validity. To examine the discriminant validity, the square root of AVE was examined and compared with the cross loading. Table 3 indicates that the discriminant validity was fulfilled because the number in bold are greater than the cross loading with other variables.

Table 2. CA, CR, and AVE of Constructs

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Intention to visit	0.942	0.956	0.813
Conscientiousness	0.944	0.960	0.857
Extraversion	0.868	0.903	0.700
Neuroticism	0.947	0.959	0.825
Attitude	0.942	0.956	0.812
Subjective Norms	0.919	0.939	0.755
Perceived Value	0.947	0.960	0.826

Table 3. Discriminant Validity

Variables	INV	CO	EX	NE	AT	SN	PV
Intention to visit (INV)	**0.901**						
Conscientiousness (CO)	0.543	**0.925**					
Extraversion (EX)	0.445	0.473	**0.837**				
Neuroticism (NE)	0.168	0.140	0.287	**0.908**			
Attitude (AT)	0.518	0.649	0.385	0.133	**0.901**		
Subjective Norms (SN)	0.471	0.636	0.461	0.201	0.599	**0.869**	
Perceived Value (PV)	0.498	0.459	0.635	0.149	0.351	0.402	**0.909**

3. Structural Model

To assess the structure model, (Hair et al., 2017) indicates that there are four criteria. The first criteria are the R-square and it is widely accepted that a value of 0.25 is weak while 0.50 is moderate and 0.75 is excellent. In this study, the R-square (R^2) was found 0.51 indicating that 51% of the variation in intention to visit can be explained by the variables. The second criterion is the predictive relevance (Q^2). This value indicates whether the variables can predict the dependent variable. The accepted value is greater than zero. In this study, it was found that Q^2 for the dependent variable AT and INV were 0.26 and 0.35 respectively indicating that the condition of predictive relevance has been met. The effect size is acceptable if the value of f^2 is greater than 0.02. In all the paths of this study, the value of f^2 was greater than 0.02 except for the
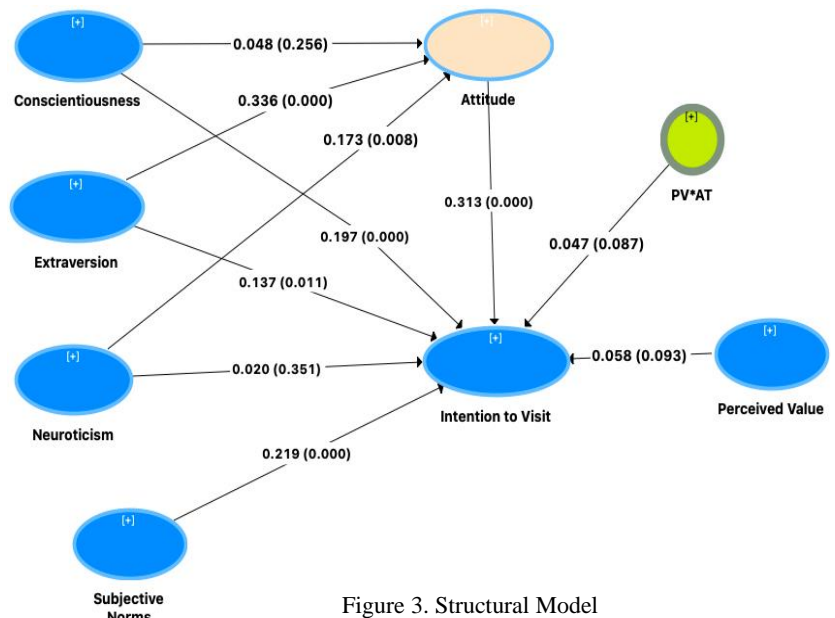

Figure 3. Structural Model

paths in the mediating effect of attitude and moderating effect of perceived value and this was due to the insignificant paths. The last criterion is the path coefficient which is also the hypotheses testing and it is discussed in the next section.

3.1. Hypotheses Testing

Nine hypotheses were proposed in this study. In Figure 3, the structural model of this study is presented. It shows the result of testing the hypotheses. To explain the result of this study, Table 4 shows the result of testing the hypotheses.

The effect of personality traits on intention to visit was examined in H1, H2, and H3 as shown in Table 4. The conscientiousness (β=0.197, P<0.001) as well as the extraversion (β=0.137, P<0.001) have significant effect on intention to visit green hotels in Qatar. Therefore, H1 and H2 are supported. For H3, neuroticism (β=0.020, P>0.001) has insignificant effect on intention to visit. Thus, H3 is rejected. For H4 and H5 subjective norms (β=0.219, P<0.001) and attitude (β=0.313, P<0.001) were found to have significant effects on intention to visit. Thus, H4 and H5 are supported. For, the mediating effect it is examined by comparing the direct and indirect effect (Alaaraj et al., 2018; Alaarj et al., 2016). Attitude in this study is proposed as a mediating variable. The direct effect of conscientiousness and extraversion are significant. However, the indirect effect is only significant for the extraversion (β=0.105, P<0.001). Therefore, H6 is rejected due to the insignificant effect of indirect effect as shown in Table 4. For H7, it is accepted because the direct and indirect effect are significant. Thus, H7 is supported. For H8, it is not supported because neither the direct nor the indirect effect are significant. For the moderating effect of perceived value, it is examined by multiplying the items of perceived value (PV) with the items of attitude (AT) to create the moderating effect (PV*AT) as shown in Figure 2. The moderating effect is not significant. The interaction effect between perceived value and attitude (PV*AT) is not significant (β=0.047, P>0.05). Thus, H9 is rejected.

DISCUSSION

This study is conducted to examine the effect of personality traits and variables of TPB on the intention to visit green hotels in Qatar. The data was collected from tourists using travel agencies websites and network referral. The findings showed that the effect of personality traits such as conscientiousness and extraversion are important

Table 4. Results of Direct Effect Hypotheses

Type	H	Path	β	Std	T	P	Label
Direct	H1	Conscientiousness -> Intention to Visit	0.197	0.057	3.436	0.000	Accepted
	H2	Extraversion -> Intention to Visit	0.137	0.060	2.301	0.011	Accepted
	H3	Neuroticism -> Intention to Visit	0.020	0.053	0.383	0.351	Rejected
	H4	Subjective Norms -> Intention to Visit	0.219	0.051	4.268	0.000	Accepted
	H5	Attitude -> Intention to Visit	0.313	0.058	5.379	0.000	Accepted
Mediation	H6	Conscientiousness -> Attitude -> Intention to Visit	0.015	0.023	0.650	0.258	Rejected
	H7	Extraversion -> Attitude -> Intention to Visit	0.105	0.032	3.323	0.000	Accepted
	H8	Neuroticism -> Attitude -> Intention to Visit	0.054	0.025	2.208	0.014	Rejected
Moderation		Perceived Value -> Intention to Visit	0.058	0.044	1.321	0.093	
	H9	PV*AT -> Intention to Visit	0.047	0.035	1.359	0.087	Rejected

Note: H: Hypothesis, β, path coefficient, Std: Standard Deviation, T= t-value, P: p-value

predictors of intention to visit hotels. However, the neuroticism has insignificant effect. The positive effect of the conscientiousness and extraversion could be due to the notion that education level of the respondents is high and they have adequate awareness toward the environmental issues. Customers with a focus on the future will care more about the consequences of their actions (Nimri et al., 2020; Wang and Wong, 2020). Customer with high extraversion activities are more concerned about the environmental change (Blain et al., 2020). In line with these findings, the study of Verma et al. (2017) and Verma and Chandra (2018) found that the personality traits except neuroticism affect the intention to visit green hotels.

The finding also showed that subjective norms and attitude affected the intention to visit green hotels. This is in line with the theory of TPB which indicates that the two variables are essential to constitute the behaviour (Ajzen, 1991). The findings also are in line with the findings of previous studies that suggested subjective norms and attitude are important variable for the intention to visit green hotels (Chen and Tung, 2014; Fauzi et al., 2022; Muniandy et al., 2019; Olya et al., 2019; Teng et al., 2015; Yarimoglu and Gunay, 2020). The study of subjective norms focuses on how one's peers could interpret one's actions and how that can influence one's own decision-making (Ajzen, 1991). The TPB suggested that the SN is a major determinant of whether or not the BI would engage in a certain activity (Ajzen, 1991). One of the most important aspects of the TPB is a subject's attitude, which is defined as the extent to which they see a certain conduct favorably or unfavorably (Ajzen, 1991). As a result, guests' perceptions of eco-friendly hotels may have a significant role in shaping their decisions and actions (Eid et al., 2021). The findings are also in agreement with the personality trait theory which pointed out that there are some characteristics that might affect the decision making of individual and their willing to conduct a specific behaviour (Verma et al., 2017; Verma and Chandra, 2018). The mediating role of attitude was only confirmed between extraversion and intention to visit hotels. This mediating role is supported by the theory of TAM and the findings of previous studies such as (Patwary et al., 2020).

Perceived value did not moderate the effect of attitude on intention to visit green hotels. This indicates that the perceived value are not a significant factor in the equation of green hotels. Such findings are contradicting with the findings of researchers such as Kuo et al. (2011). Marketing neglects perceived value, as essential intervening variable (Chen and Tsai, 2007). Green hotels charge more, therefore perceived value is crucial (Li et al., 2022). The study of Kuo et al. (2011), perceived value mitigated the influence of service quality and customer satisfaction on restaurant customer loyalty. Perceived value impacted the effect of trust and quality on customer satisfaction (Chang et al., 2014). Perceived value has affected the impact of service quality on customer satisfaction (Ismail et al., 2016). This research expects perceived value to mitigate the influence of attitude on green hotel intention. However, the result is in line with the findings of Karavasilis et al. (2015) who found that paying extra money for green hotels is perceived as difficult by respondents.

IMPLICATIONS

This study has contributed to the literature and the body of knowledge. The study has examined the effect of personality traits and combined the theory of personality trait with TPB and has managed to explain 51% of the variation in intention to visit green hotels. The study also examined the mediating effect of attitude and the moderating effect of perceived value. In addition, the study contributed to the literature by examining the green hotel in the context of emerging economies such as Qatar.

From a practical perspective, the study found that the effect of conscientiousness, extraversion, subjective norms, and attitude on intention to visit green hotels is positive and significant. Decision makers in hospitality industry in Qatar are advised to make clear instruction regarding the green hotels practices and procedures. This will increase the conscientiousness which in turn will lead to more positive BI toward green hotels. They are advised also to spread a positive word of mouth and be committed toward having all the practices of green hotels applied to enhance the public image and the perception of tourist regarding the green hotels. This can be done by holding public lecture or providing a short orientation for tourist upon arriving in the hotel for checking in. Perceived value is a critical variable for decision making. Policy makers in green hotels must understand this variable and reduce the pricing of green hotels to encourage tourists to book in these hotels. The price is a critical factor in the green hotel industry. This should be carefully considered.

CONCLUSION AND DIRECTION FOR FUTURE WORK

This study has examined the predictors of intention to visit green hotels in Qatar. The country in the stage of preparing to host the world cup 2022. Increase in the perception and understanding of the green hotels will help the country to provide better and sustainable services and hospitality for tourists. The study found that personality traits such as conscientiousness and extraversion are important predictors of the intention toward green hotels. In addition, the study found that attitude and subjective norm from TPB are also critical to encourage tourist to book in green hotels. The attitude

can be an explanatory variable in this process while perceived value did not provide any significance result in term of its moderating effect. These findings are useful for decision makers to improve the behavior intention to visit green hotels.

This study has included several limitations. First is the sampling. The sampling in this study was conducted using convivence sampling. This type of sampling suffers from generalization issues. However, this sampling provided broader view of the intention of tourist to visit green hotels without focusing on a specific hotel. To extend the findings of this study, future work is recommended to examine the predictors of intention to visit green hotels using different sampling technique such as random sampling by taking two or three hotels and or stratified sampling by dividing the population into strata. Future studies are also recommended to examine the pricing strategies of green hotels and understand its effect on the intention to visit such hotels. A comparison between the respondents based on their country of origin or education as well as gender can be a direction for future work. This study has contributed to the literature and decision makers can benefit from this study by understanding the perception and attitude of tourist toward the green hotels. It can be also of benefit for decision makers in Qatar to be well prepared for the hosting of world cup 2022 and to understand the mentality of various type of tourists.

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