

GREEN PRACTICES IN SUSTAINABLE DESTINATION MANAGEMENT: THE EFFECTS OF PERSONAL ENVIRONMENTAL AWARENESS

Práticas Verdes na Gestão Ambiental de Destinos:
Os Efeitos da Consciência Ambiental Pessoal

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ABSTRACT

The concept of sustainability, which emerged as a result of the rapid environmental destruction and the unconscious consumption of resources, is also frequently used in destination management studies. This study aims to determine the effects of green application activities of food and beverage businesses on the environmental awareness of employees within the scope of sustainable destination management. With this intent, data was collected from 221 employees working in food and beverage businesses in the Çeşme region of İzmir. Structural Equation Modeling [SEM] was used to analyze the relationship between the structures used in the study. The findings show that personal environmental awareness has a strong and positive effect on all dimensions (green practice awareness, local contribution, energy contribution). Some academic recommendations with viable suggestions are provided in accordance with the study findings.

KEYWORDS

Tourism; Sustainable Destination Management; Green Practices; Food and Beverage Businesses; Personal Environmental Awareness.

RESUMO

O conceito de sustentabilidade, que surgiu como resultado da rápida destruição do meio ambiente e do consumo inconsciente de recursos, também é frequentemente utilizado em estudos sobre gestão de destinos. Neste estudo objetiva-se determinar os efeitos das atividades de aplicação verde das empresas de alimentos e bebidas sobre a consciência ambiental dos funcionários no âmbito da gestão sustentável de destinos. Para este fim, foram coletados dados de 221 funcionários que trabalham em empresas de alimentos e bebidas na região de Çeşme de İzmir. O Modelo de Equação Estrutural [MEE] foi utilizado para analisar a relação entre as estruturas utilizadas no estudo. Os resultados do estudo mostram que a consciência ambiental pessoal tem um efeito forte e positivo em todas as dimensões [consciência de práticas verdes, contribuição local, contribuição energética]. Algumas recomendações acadêmicas com sugestões viáveis são apresentadas de acordo com os resultados do estudo.

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INTRODUCTION

Major industrial developments have brought environmental problems (Ecer, Pamucar, Mardani & Alrashedi, 2021). For example, with the development of air transport, the rapid development of mass tourism with the desire of people to travel, see and travel has led to many negativities such as rapid depletion of water and energy resources in the world, climate change, carbon emissions, pollution (Sağlam & Egeli, 2018). The relationship of tourism with the environment is one of the popular research topics. In recent years, studies emphasizing the negative effects of tourism on the environment have been dominant (Ramaswamy & Kumar, 2010). The hospitality sector, which is one of the important units of the tourism sector, has been a pioneer in protecting the environment by reducing energy and water consumption to protect the environment, using more durable and recyclable products, and reducing the use of harmful substances and waste (Gürlek & Tuna, 2018). Food and beverage businesses, which are important components of tourism, are also at an important point in protecting the environment in terms of intense consumption (Perramon, Alonso-Almeida, Llach & Bagur-Femanias, 2014).

Studies generally focus on the intention, behavior, desire, and perception levels of customers. Differently, this study investigates the green practice awareness [YUB] level of the employee working in the food and beverage business and the effect of environmental awareness on the YUB dimensions. The primary purpose of the study is to determine the YUB and environmental awareness level of the employee working in food and beverage businesses. The sub-objectives of the study are to determine the relationship between the dimensions. The main motivation of the researchers is the desire to determine the environmental awareness level of tourism enterprises and what the employee think about YUB. In line with this motivation, hypotheses were developed, and a theoretical model was developed.

To apply a questionnaire to the sample group determined for the study, businesses were called within a certain program and information about the research was given. Appointments were made for off-peak hours from businesses that agreed to participate in the study. Surveys were collected face-to-face from the employees by visiting the enterprises on the specified day and time. The suitability of the collected data in terms of analysis was checked and 221 applicable

questionnaires were analyzed within the scope of the study. First, the answers of the employees to the demographic questions were examined. Then, the answers given to the scales created by using the literature on YUB and environmental awareness were examined. The analyzes made are comprehensively reported in the findings section. In the discussion section, the results of the study are compared with similar studies in the literature. In the conclusion and recommendations section, the results of the study, considering the findings of the study, and academic and sectoral recommendations in the light of these results are shared.

CONCEPTUAL FRAMEWORK

Sustainable Destination Management - The fact that the resources in the world are being depleted faster than normal has reminded that the world needs to take steps to protect the environment in many sectors, including tourism. As a result, the first steps of sustainability in the world were taken with the 'Rio Agreement' signed in 1992 with the partnership of 178 countries (Edwards & Griffin, 2013). The fast growth of tourism brings with huge environmental problems. Corruption on the coasts, pollution, waste problem, damage to species and careless use of natural resources have begun to cause great harm to nature and the environment (Muhanna, 2006). Thus, consumers, non-governmental organizations, businesses, and governments began to give priority to the environmental factor. Because tourism is one of the largest industries in the world, and the environmental factor is at the center of the tourism phenomenon (Stefănică & Butnaru, 2015).

Climate change affects tourism as well as all sectors. Tourism businesses are turning to environmental practices to reduce their share in this change and to ensure sustainability. It is observed that green practices are increasing day by day in food and beverage businesses in the tourism sector. Green practices include a wide range of actions; from the effective use of raw materials, energy, and water to the preference of environmentally friendly cleaning products, to not using plastic materials in packaging and service, to the use of local, seasonal, and sustainable food and beverage raw materials. In green practices, it is important not only to recycle the waste material, but also to prevent losses in storage by working with appropriate stocks, and not to waste unsold food and beverages by cooking them in appropriate quantities. Destinations have a strategic importance in terms of touristic activities. For this reason, it is also the focus of scientific studies on tourism (Fyall & Garrod, 2019). A sustainable destination can

be defined as a destination that hosts events that implement recycling, energy efficiency and water conservation. Hamid & Isa (2020) emphasized that the term 'sustainable destination management' covers a wide range of area that includes cultural attitudes, management tools and strategic behavior. There are many actors from the public or private sector in the management of tourism destinations (Dutta, Singh, Parsa & Jauhari, 2014). Since no single stakeholder controls the planning and development of sustainable tourism, sustainable measures must be adopted among all actors to ensure its successful implementation (Jamal, Hartl & Lohmer, 2010). Sustainable destination management reflects a company's ability to address regional valuation by respecting the use of local resources and the needs of others to be economically, socially, and environmentally sustainable (Hamid & Isa 2020). Restaurants are ambassadors of sustainable destination development with their green practices (Derriks & Hoetjes, 2015).

Green Practices in Food and Beverage Businesses - The concept of green food and beverage businesses or green restaurants started with the understanding that people's consumption habits have a negative impact on the environment. The Green Restaurant Association [GRA], a United States-based non-profit organization, encourages restaurants to become more environmentally friendly (Namkung & Jang, 2014). Considering the number of food and beverage businesses worldwide, the damage their activities cause to the natural environment and resources is quite high. Some of these damages are: (1) excessive use of resources [such as water, energy]; (2) use of non-recyclable products; (3) use of harmful chemicals [in cleaning and food]; (4) contribute to the increase in carbon emissions during the delivery of orders (Schubert, Kandampully, Solnet & Kralj, 2010). Research shows that restaurants and commercial kitchens are energy-intensive units. It has been reported that 80% of the annual energy expenditure of 10 billion dollars in the USA is used by commercial food and beverage businesses. In addition, it is seen that this energy is often wasted with inefficient devices such as lighting, ventilation and air conditioning systems, causing excessive heat and noise (Enis, 2007).

Food are businesses where green practices are used in a more micro sense compared to accommodation units (Bohdanowicz, 2006). The factors that emerged when the literature was examined: (1) recycling and composting; (2) devices that use energy and water effectively; (3) environmentally friendly cleaning products; (4) menu sustainability (Hasnelly, 2011). There are quite a lot of recycled products in food and beverage businesses [plastic, glass, metal, aluminum,

etc.]. Innovation products that reduce energy and water consumption are used in different parts of food businesses such as restaurants, kitchens, and toilets. The use of non-toxic [poisonous]-free packaging and cleaning products is very important for consumer health. Likewise, not using toxic pesticides in the cultivation of organic products is an important stage of green practice activities in food and beverage businesses (Wang, 2012).

The Impact of Environmental Awareness on Green Practices - Environmental awareness explains people's level of anxiety about the pollution of the Earth and the environment, rapid consuming of resources and climate change (Ting, Hsieh, Chang & Chen, 2019). Increasing the awareness level of individuals to protect the environment will also increase the level of protection, and preservation of the environment. Environmental awareness is not only knowledge about the environment, but also the whole of concrete steps taken to solve environmental problems. In other words, environmental awareness is the first step of responsibility towards the environment (Sengupta, Das & Maji, 2010).

Environmental awareness is expected to have a significant impact on green practices. One of the main reasons for this is the relationship between two dimensions. Individuals with high environmental awareness are expected to understand and implement green practices that focus on systems for environmental protection (Ting et al., 2019) more easily. Likewise, as environmental awareness increases, it is expected to be more careful in energy consumption habits. The unconscious use of energy resources that threaten the environment and the world is limited, and natural resources such as water, electricity, and gas, which are used unnecessarily, are started to be used more efficiently (Cloherty & Boyd, 2014). There are also studies that talk about the relationships between consumers' self-awareness and green food consumption. As people's consumption behaviors changed, they began to investigate the structure of the products they consume. Issues such as eating the product in season, choosing products grown without the use of chemicals, and consuming additive-free and hormone-free fruits/vegetables have emerged in parallel with people's sensitivity to environmental issues. It is expected that self-awareness has a significant relationship on the local consumption dimension, which is an important part of green practices (Rezai, Teng, Mohamed & Shamsudin, 2011).

Supported by the literature, the following hypotheses were created within the scope of this study (Rezai et al., 2011; Cloherty & Boyd, 2014; Hwang & Lee, 2019; Ting et al., 2019; Yosof, Mansor Awang & Ab. Ghani, 2020; Darvishmotevali & Altinay, 2022).

H1: Personal environmental awareness has a significant effect on green practice awareness.

H2: Personal environmental awareness has a significant effect on local contribution.

H3: Personal environmental awareness has a significant effect on energy contribution.

METHOD

Sample Selection - The universe of this study consists of food and beverage business personnel. Convenience sampling method was used in the selection of the sample group of the research conducted to determine the effect of green practices applied in food and beverage businesses on the level of personal awareness of the personnel. Food and beverage businesses located in Çeşme district of İzmir constitute the sample group of the research. The biggest factor in choosing Çeşme as the region in the study is that it is one of the busiest holiday destinations in Turkey.

Measurement Models Used - Questionnaire technique was used in data collection. The questionnaire form consists of five parts: (1) frequency of green practice; (2) contribution of green practices; (3) institutions/organizations that will contribute to green practice; (4) level of personal awareness; and (5) demographic section. In the first part, 16 questions were asked to the participants to measure the frequency of green practice in food and beverage businesses. Participants were asked to answer their opinions about which applications were applied and how often, according to a 5- point Likert scale, from 1 (Never) to 5 (Always). The study of Jeong and Jang (2010) was used in the development of the green practices scale.

Adapted from the study of Chou, Chen, and Wang (2012) to determine the level of employees' participation in the possible contributions of green practices to the business. The statements in this section were directed to the participants on a 5- point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). In the second part, in line with the answers given by the participants, possible contributions such as image, economy, raw materials and efficiency that green practices in food and beverage businesses can provide to the business were tried to be measured. In the third part, four questions prepared in the same way on a 5- point Likert scale were asked to measure which institution or organization would expect green practices to be supported the most, if the business adopted it. In the fourth part, it was adapted from the study conducted by Darvishmotevali and Altinay (2022), which was prepared on a 5- point Likert scale to determine the personal awareness of the participants on issues such as pollution, the future

of the world, environmental protection efforts and green practices. In the fifth and last part, participants' age, gender, education level, duration of operation of the enterprise, etc. such as demographic questions.

Data Collection - In the study, at the stage of data collection, a list was prepared by determining the businesses via the internet. All businesses were contacted by phone and the responsible person was informed about the study and its content. Since the target group of the study was the working personnel, as a result of the interviews with the authorized person, the most suitable hour of the enterprise was determined, and an appointment was made. After completing the list, businesses were visited in the first two weeks of January 2022 and surveys were collected face to face. In the first stage, 248 questionnaires were collected from 12 enterprises. As a result of the necessary analysis, 221 applicable questionnaires were included in the study.

Analysis of Data - First, the demographic information of the participants was analyzed in the study. Then, explanatory factor analysis was applied for the 20-question structure that formed the scale of the study. Then, to test the proposed structural equation model, the two-stage approach proposed in Anderson and Gerbing (1988) study was applied. In the first stage, confirmatory factor analysis was applied to measure the validity of the structure and the values of goodness of fit were checked. In the second stage, path analysis was carried out to test the hypotheses and reveal the relationship between the dimensions.

RESULTS

Demographic Analysis - The vast majority of the participants (77.8%) are men. The majority of the participants (65.2%) are between the ages of 21-40 and high school graduates (48.4%). Approximately one-third (29.9%) of the respondents have been working in the industry for more than ten years. The department where the personnel participating in the research works is mostly (42.9%) service department.

Table 1. Demographics of the respondents

Item	Category	Frequents	Percentage
Age	Less than 20	14	6,3
	21-30	72	32,6
	31-40	72	32,6
	41-50	47	21,3

	51 and above	16	7,2
Gender	Women	48	21,7
	Man	172	77,8
Education	Primary	48	21,7
	High school	107	48,4
	Bachelor	61	27,6
	Postgraduate	5	2,3
Department	Service	94	42,9
	Kitchen	76	34,8
	Management	24	10,8
	Other	18	8,1

Analysis of Measurement Models - In the second part of the analysis phase, the measurement models used in the study were analyzed. First, explanatory factor analysis was applied to the 20-item scale used to measure the frequency of green practices in the business and the personal awareness of the personnel. As a result of the first analysis, the two statements that disrupt the structure were removed one by one and the analysis was repeated. Two statements were excluded from the scale because both statements were too intertwined with different dimensions (Costello & Osborne, 2005). The final explanatory factor analysis results of 18 items of the scale presented in Table 2.

Table 2. Exploratory factor analysis of green practices and self-awareness scale

	Dimensions and Items	Factor loadings	\bar{x}	α	CR	AVE
	Green Practice Aw.		4,23	0,82	0,84	0,52
1	GPA 1	,789	4,22			
2	GPA 2	,745	4,20			
3	GPA 3	,726	4,11			
4	GPA 4	,674	4,29			
5	GPA 5	,673	4,33			
	Local Contribution		4,35	0,78	0,78	0,43
6	LC 1	,833	4,30			
7	LC 2	,638	4,19			
8	LC 3	,681	4,21			
9	LC 4	,681	4,47			
10	LC 5	,407	4,59			
	Energy Contribution		3,74	0,75	0,76	0,40
11	EC 1	,688	3,71			
12	EC 2	,647	4,10			
13	EC 3	,616	3,35			
14	EC 4	,603	3,67			
15	EC 5	,574	3,87			

	Personal Awareness		4,56	0,76	0,77	0,53
16	PA 1	,782	4,69			
17	PA 2	,755	4,38			
18	PA 3	,644	4,60			
Determinant: ,001 KMO= ,795 / Barlett's test $\chi^2= 1394,465$ / (df= 153, sig= 0.000)						
Rotation: Varimax						
Method: Principal Components Analysis (PCA)						

Correlation between the dimensions was examined by taking the component transformation matrix as a reference. Vertical rotation methods are preferred in cases where the correlation between dimensions is less than .32 (Tabachnick & Fidell, 2007). In the other stage, parallel analysis was applied to test the number of factors. Four dimensions with an Eigenvalue greater than 1 of the 20-item scale used in the study emerged. According to the parallel analysis, it was concluded that the scale should be explained in four dimensions. The main reason for performing parallel analysis is that it is not sufficient to determine the number of factors by looking only at the correlation matrix of the package programs (O'Connor, 2000). It is seen that the determinant value and KMO value of the explanatory factor analysis are above the desired level (Det: ,001). A KMO value of 0.5 and above (.795) indicates that the sample is sufficient and the scale is suitable for factor analysis (Field, 2000).

The overall reliability rate of the scale is above the desired level (α : ,89). When the reliability values of the dimensions are examined one by one, it is seen that the AVE [average explained variance] value of the local contribution and energy contribution dimensions is below the desired level. However, in cases where the AVE value is less than 0.5, convergent validity is provided if the CR (composite/ composite reliability) value is higher than 0.60 (Fornell & Larcker, 1981). All the α , CR and AVE values of the other dimensions are at the desired level. The explanatory factor analysis for the main scale of the study was completed and the responses of the participants to the scale of possible contributions of green practices to the business were examined. Table 3 shows in which subjects green practices will contribute more to businesses in line with the answers of the participants, and Table 4 shows the institutions/organizations that are expected to support the business when green practices are adopted.

Table 3. Contribution of green practices to business

	Items	Mean	Standard Deviation
1	CO 1	4,518	,8004
2	CO 2	4,507	,7956

3	CO 3	4,484	,8586
4	CO 4	4,385	,8302
5	CO 5	4,555	,7682
6	CO 6	4,344	,9125
7	CO 7	4,430	,8425
8	CO 8	4,447	,8532
9	CO 9	4,262	,9788
Mean of scale		: 4,43	
Standard deviation		: ,65	

Table 4. Institutions/Organizations that contribute to the business when green practices are adopted

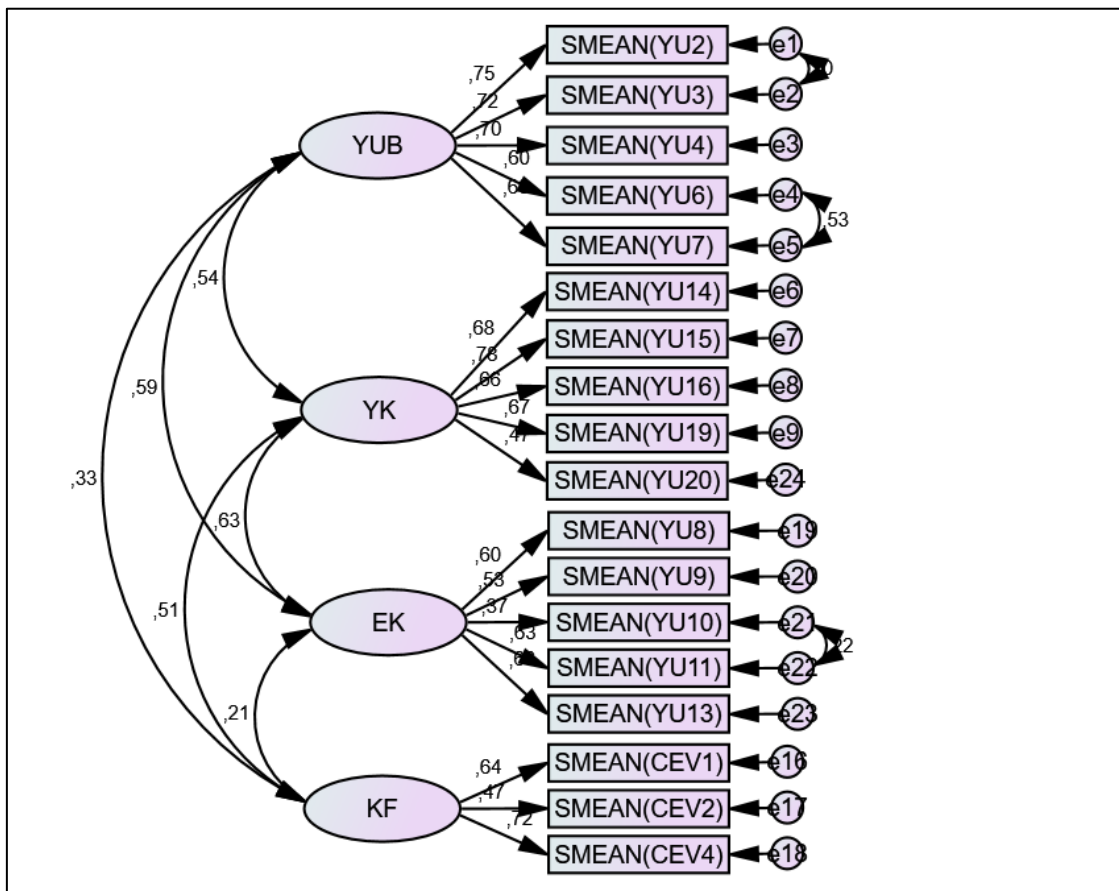
	Items	Mean	Standard Deviation
1	IO 1	3,830	1,2876
2	IO 2	4,069	,9862
3	IO 3	4,143	,9060
4	IO 4	4,274	,9476
Mean of scale		: 4,07	
Standard deviation		: ,82	

According to the descriptive statistics results made to the 9-item scale prepared to determine the possible contributions of green practices to the business. Participants agree that green practices can contribute to the business in every way. The overall mean level of the scale is quite high (\bar{x} : 4,43). When the statements of the scale are examined one by one, it is seen that the 5th (\bar{x} : 4.55), 1st (\bar{x} : 4.51) and 2nd (\bar{x} : 4.50) statements of the participants will make the highest contribution. According to this, the participants said that green practices are the most common in the enterprise; It thinks that it will contribute to (1) reducing the amount of waste, (2) increasing its image, and (3) providing economic benefits to the business. The mean values for other expressions are also quite high. Therefore, according to the participants, green practices will reduce costs, use of energy, resources, and raw materials, increase product and service quality, and increase productivity by creating new markets.

When the opinions of the participants about which institution and organization they expect to receive more support from when the business adopts green practices are examined, it is thought that the most support will come from the local people. Participants indicate that they will receive support from (1) non-governmental organizations; (2) consumers; and (3) government institutions, respectively. Participants have different opinions about government agencies supporting businesses in green practices (\bar{x} : 3.83). In this part of the analysis phase, confirmatory

factor analysis (CFA) was applied to the 18-item main scale used in the study. The main purpose of applying CFA to the scale is to explain that the factors are supported theoretically, and to test the relationship between the sub-items (Hair, Black, Babin, Anderson & Tatham, 2006). The CFA result of the main scale of the study is shown in Figure 1.

Figure 1. CFA results of the main scale of the research



As a result of the first DFA applied to the main scale used in the study, when the values controlled to analyze the fit of the model with the data were examined, it was observed that some values were below the desired level (GFI, TLI, RMSEA). As a result of confirmatory factor analysis, the value to be looked at first is χ^2/df . If this value is below the desired level, the standard regression coefficients of the expressions of the structure should be checked (Arbuckle, 2016). As a result of the first CFA applied to the scale, the χ^2/df value was below the desired level (2,87). In this case, the table showing the modification values should be examined to improve the model fit (Schreiber, Nora, Stage, Barlow, & King, 2006).

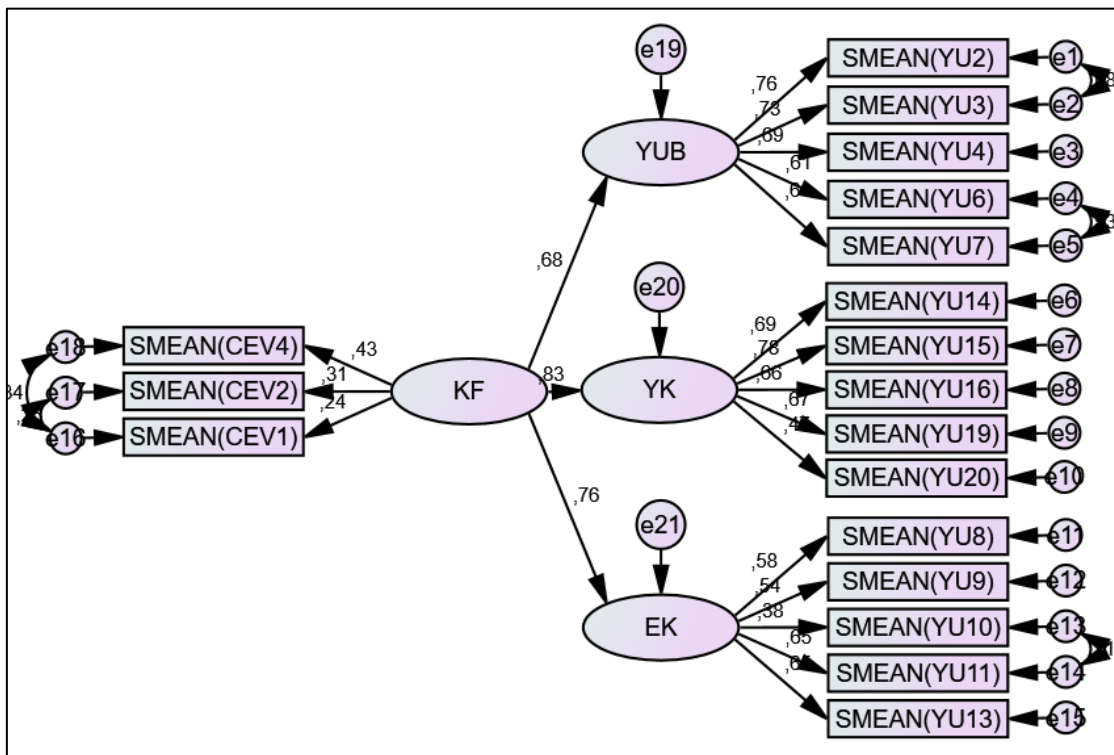
There are some points to be considered in the improvements made with reference to the modification table. These, it is: (1) making the improvement within the same dimension; (2) making it proportional to the number of expressions in the scale; and (3) basing the improvement on the theoretical source (Kaplan, 1989; Hayduk, 1990). Considering these issues, when the DFA analysis is repeated, it is seen that all values are in the desired range. Goodness-of-fit values obtained because of the CFA of the scale are presented in Table 5.

Table 5. Goodness of fit values of the main scale of the study

Fit Indices	Results	Suggested Values
χ^2/df	2,44	≤ 5
GFI	0,870	$\geq 0,8$
AGFI	0,824	$\geq 0,8$
CFI	0,858	$\geq 0,8$
NFI	0,786	$\geq 0,9$
TLI	0,828	$\geq 0,8$
RMSEA	0,08	$\leq 0,08$
SRMR	0,068	$\leq 0,10$

In the last part of the analysis phase, the theoretical model put forward within the scope of the study was tested. Structural equation model analysis was performed to test the theoretical model. Structural Equation Model [SEM] is defined as "a statistical approach that tests research hypotheses in line with the relationships between observed and latent variables" (Kine, Ping & Cunningham, 2013). SEM makes it possible to get the most accurate result, especially in testing complex structures such as social sciences (Bowen & Guo, 2012). The results of the structural equation model analysis of the theoretical model created within the scope of the research are shown in Figure 2.

Figure 2. SEM analysis results of theoretical model



When the results of the path analysis made to the theoretical model are examined, it is seen that all the hypotheses put forward within the scope of the research are supported. Before the model was tested, the goodness of fit values of the structure were checked. When it is observed that all values are at the desired level (χ^2/df : 2.53; GFI: 0.84; AGFI: 0.82; CFI: 0.84; NFI: 0.77; TLI: 0.81; RMSEA: 0.84; SRMR: 0,070), the analysis was completed by looking at the standardized values 'p' value in order to test the hypotheses. Table 6 gives the results of the hypotheses put forward within the scope of the research.

Table 6. Hypothesis Results

Relations	St. Regression Coefficients	*C.R.	P	Results
Personal environmental awareness has a significant effect on green practice awareness	3,415	2,922	,003	Desteklendi

Personal environmental awareness has a significant effect on local contribution	3,090	2,942	,003	Desteklendi
Personal environmental awareness has a significant effect on energy contribution	3,601	2,850	,004	Desteklendi

When the results of the hypothesis are examined; It is seen that self-awareness has a significant effect on all dimensions. Although all the hypotheses put forward within the scope of the study were supported, it was concluded that personal awareness significantly affected the dimensions of (1) energy contribution, (2) green application awareness, and (3) contribution to the local, respectively.

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

The main purpose of this study is to determine how effectively green practices are used by food and beverage businesses within the scope of sustainable destination management. In addition, the effect of personal environmental awareness on green practices was also measured. The sub-objectives of the research are: (1) to determine the green application levels of food and beverage businesses; (2) to emphasize how it is perceived by the working personnel; and (3) to reveal new dimensions by comparing it with the relevant studies in the literature. When the green application awareness level of the enterprises is examined, it is seen that the general average value is high. This result is similar to the study by Jeong and Jang (2010). In terms of green application awareness, the results show that the most environmentally friendly detergents are used in dishwashing. In addition, it is emphasized that businesses are sensitive in the recycling of food waste, use recyclable packaging in packaging and service, and prefer energy-efficient lighting in living areas.

When the questions asked to determine the extent to which the enterprises support the local growers and the use of organic products in the region, as well as the level of application of seasonal product selection in menu preparation within the scope of green practices, it is seen that the level of contribution of the enterprises to the local is quite high. The dimension with the second highest mean value in terms of mean value in the main structure is local contribution. Businesses contribute to green practices by keeping fresh vegetables or fruits in minimum stocks and in appropriate storage conditions. It also supports local producers by using local products grown in the region in food and beverage preparation. The fact that seasonal products are

preferred in the preparation of the menus shows that green farming practices are supported, that the product is consumed in season, and unnecessary stocking is prevented.

When the answers to the energy contribution dimension of the building are examined, it is seen that the enterprises are not yet ready for the energy contribution compared to the other dimensions. Although necessary studies have been carried out on lighting, it is seen that faucets that restrict water flow are rarely used, disposable service vehicles are not used in some businesses, and the use of environmentally friendly systems that monitor temperatures efficiently has not yet become fully widespread. The last dimension of the scale, personal environmental awareness, is used to measure the environmental awareness of the participants.

Considering the average of the responses, it was determined that environmental awareness was quite high. Participants adopt the view that more efficient use and protection of the environment is very important for both the present and future generations. When the literature is examined; Similar results were obtained in the quantitative study of environmental awareness and green consumer behavior by Ting et al. (2019). In the study, it is seen that the environmental awareness of the tourists staying in green hotels is higher. In this study, it is seen that the environmental awareness of the personnel working in food and beverage businesses is high.

According to the descriptive analysis results for another measurement tool used in the study, it was concluded that green practices will provide different benefits to businesses. When the answers of the participants are examined, it is seen that green practices will reduce the waste rate of the enterprise the most. The second biggest contribution is that it will increase the image of the enterprise. This result is similar to the result of the study by Jeong and Jang (2010). In the study, another important benefit of green practices to the business emerges in the form of economic contribution. Therefore, with the adoption of green practices, it is expected that the productivity of the enterprise will increase, and the use of raw materials will decrease. In addition, it will be possible to increase the market width of the enterprise, increase the product and service quality and decrease the costs.

The results of the study emphasize that if businesses adopt green practices, the most intense contribution will come from the local people. In addition, contributions from non-governmental organizations and consumers are expected, respectively. Participants have different opinions about the contribution of the state. When the average value of the expression is examined, it is

observed that the number of those who think that the state will contribute and those who do not are close to each other. Perinotto and Sousa (2020), in their work on environmental responsibility steps and technologies to be implemented in hotels, mention that reducing water and energy use, minimizing food waste, and making the environment greener can only be possible with the joint work of the government, hotels and non-governmental organizations. The fact that the sample group covers the Çeşme region, which is one of the main limitations of the study, can be considered as one of the possible results of this result. The general dissemination of the study may reveal different results in terms of priorities on this issue.

The effect of the personal environmental awareness [WCF] dimension added to the green practice structure on the local contribution and energy contribution was investigated. Three hypotheses put forward within the scope of the study were also supported. It has been concluded that KCF has a significant effect on green practice awareness, local contribution, and energy contribution. The result that KCF has a significant effect on green practice awareness; It is similar to the study by Yosof et al. (2020), which investigated the effects of environmental awareness on green practices. In a qualitative study conducted by Cloherty and Jansson-Boyd (2014) on using personal consciousness as a tool to reduce energy consumption, it was determined that as personal consciousness increases, energy consumption behavior decreases. Likewise, Chou et al. (2012) emphasize that restaurant managers mostly think that if green practices are successful, resources can be saved. In this study, it was concluded that personal consciousness has a significant effect on the level of energy contribution. In the study, it was concluded that KCF has a significant effect on local product consumption. When the literature is examined, it shows parallelism with the results of the study conducted by Rezai et al. (2011). Some suggestions have been developed in line with the results of the study. The results of this study, which investigated the effect of green practices applied in food and beverage businesses within the scope of sustainable destination management, on the personal environmental awareness of employees; It shows that the other two dimensions, excluding the energy contribution from the 3 dimensions of the green practices scale, are meaningfully met by the employees. In addition, it was determined that the environmental awareness level of the employees was high. From this point of view, it is suggested that businesses should consider the energy dimension within the scope of green implementation activities.

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Even though the lighting factor is taken into consideration more, businesses need to be meticulous about the use of technology that prevents water consumption. In line with the answers given by the participants, it is suggested that businesses should pay attention to the use of water flow restrictor taps and air conditioning systems. If the enterprises adopt green practices, it is thought that the least support is expected to come from the state channel, because the awareness of green practices in Turkey is not fully established. Green practices, which are more commonly used in accommodation establishments, should also be expanded in the food and beverage sector and should be generalized with government-supported policies.

One of the main limitations of the study is that the research is conducted for the personnel in the food and beverage businesses serving in the Çeşme region. The study can be carried out by projecting it throughout Turkey, comparing it with large-scale studies conducted in different countries, and diversifying the sample group can provide a broad perspective to the study. In addition, it is planned to summarize the results of the study in a short and understandable report and share them with the food and beverage businesses, non-governmental organizations and public units serving in the region. In terms of taking the work one step further; It is recommended that researchers who plan to study this subject in the future should repeat the research on personnel working in different areas of the tourism sector and compare the results and measure whether there is a significant difference.

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