

Determining the Visibility of Sustainability Certificates of Accommodation Facilities with Tourism Operation Certificates in Electronic Environments by Content Analysis; Balıkesir Province Example

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Abstract

Introduction: Environmental problems around the world are increasing day by day. Tourism businesses have great responsibilities in eliminating increasing environmental problems. Accommodation facilities have started to take some precautions due to the negative effects they create against the environment during their activities and aim to contribute to sustainability by minimizing these negative effects.

Aim: The aim of this study is to determine the visibility levels of the sustainability certificates of accommodation facilities with tourism operation certificates operating in Balıkesir province in the electronic environment using the content analysis method.

Method: In this study, content analysis, one of the qualitative research methods, was used. The sustainability certificates of 119 tourism operation licensed accommodation facilities in Balıkesir province and the electronic platforms where they share them were examined within the scope of the study.

Findings: It was determined that only 9 of the 119 accommodation facilities examined had an "environmentally friendly facility" certificate. It was observed that only 3 of these 9 facilities included these documents on their websites. Additionally, very few facilities have a "green key" certificate.

Originality and value: This study makes a unique contribution to the literature on the environmental practices of sustainable tourism and accommodation businesses. Through the findings and recommendations of the study, it is expected to help improve the sustainability practices of accommodation facilities. Additionally, the findings of the study may be useful for the tourism sector and its representatives.

Key Words: Accommodation Facilities, Sustainability, Green Initiatives, Green Star, Balıkesir
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