

Consequences of Green Transformational Leadership Among Hotel Employees

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Abstract

Environmental sustainability has been a prominent concern for several hospitality companies. For example, the environmental sustainability program of Hilton Hotels encompasses many targets, such as trash reduction, energy and water use reduction, and enhancement of responsible sourcing practices (Hilton, 2024). In order to accomplish these environmental goals, it is essential to include employees in the process and encourage them to participate in green activities. However, the current literature does not have sufficient evidence on how green transformational leadership (GTL) affects the adaptability of staff in offering green services (GSA). Moreover, research regarding the subsequent influence of GTL on increasing levels of employees' green behaviors, such as green recovery performance (GRP) and green creativity (GC) is scarce. The GTL style prioritizes the efficient transmission of a distinct vision, the motivation and inspiration of workers, and the provision of essential support for their development, all to attain environmental performance goals (Mittal & Dhar, 2016). Additionally, the GSA refers to the capacity of workers to effectively provide desired environmentally friendly services (Sony & Mekoth, 2016). GRP stands for the actions taken by service staff to address customer complaints that arise from practices that are not sustainable (Ari et al., 2020). Finally, GC refers to the development of new ideas for ecofriendly products, services, processes, or activities that are considered to be original (Chen & Chang, 2013). Therefore, our study investigates the role of GSA as a mediator in the relationship between GTL and workers' GRP and GC by developing and testing a research model. This paper also investigates whether emotional intelligence (EI) moderates the link between GTL and GSA. According to Mayer et al. (2008), EI is the capacity to digest complex information about one's own emotions as well as those of others. Transformational leadership theory (Korejan & Shahbazi, 2016), job demands-resources (JD-R) theory (Bakker & Demerouti, 2007), and social exchange theory (Cropanzano & Mitchell, 2007) were used to establish the associations shown

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above. Employees in the five-star hotels in Northern Cyprus who dealt with customers completed surveys. Three phases of data collection were carried out. This allowed us to manage the risk of common method variance (Podsakoff et al., 2003). Our findings supported the proposed model.

Keywords: Green transformational leadership; emotional intelligence; green service adaptability; green recovery performance; green creativity