

The effect of green human resource management on hotels, environmental performance (case study : Guilan Province Hotels)

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The increasing concern of the public awareness about health and environmental protection has caused the consumers to consider environmental issues in their purchases. At the same time with the growing importance of environmental issues , the concept of organizational commitment also seems necessary. The purpose of this study is to investigate the impact of green human resource management on the environmental performance of hotels (Case study: Guilan province hotels). The required data were gathered through the distributhion of a structured questionnaire among 58 hotels of Guilan Province in a non- probabilistic approach available in limited community in Guilan Province and were analyzed using structural and software equations modeling techniques PLS3 SPSS 22. Research shows that factors like green HRM has a positive and significant effect on organizational commitment and Eco-friendly behavior, and organizational commitment has a positive and significant impact on Eco-friendly behavior and green HR management and Eco-friendly behavior has a positive effect on environmental performance and they have a significant relationship. Keywords: Green Human Resource Management, Organizational Commitment, Eco-Friendly Behavior, Environmental Performance

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