

UNIVERSITI TEKNOLOGI MARA

**AN EXPLORATION OF GREEN
PRACTICES CATEGORIES,
CHALLENGES AND FUTURE
DEMAND IN MALAYSIA HOTELS**

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ABSTRACT

Malaysia attracts millions of tourists each year, bringing in billions of dollars in tourism revenue. In 2021, there were 5,213 hotels to accommodate the growing number of tourists, making hotels a major contributor to the tourism income. However, this influx of hotels poses a threat to the environment due to the large amount of waste they generate. While many people support the idea of sustainable or green hotels to protect the environment, these eco-friendly practices are not widely adopted in the lodging industry. This research aimed to identify the green practices categories, challenges, and future needs of green hotels in Malaysia. A model outlining practical green hotel practices was proposed, and interviews were conducted with hotel owners, managers, employees, and tourists to gain insights. The research proposed four categories of green practices: cost-saving initiatives, nature-friendly initiatives, technology-driven initiatives, and other innovative measures. Common challenges faced by hoteliers included high costs, government regulations and certification requirements, and limited access to technology and expertise. Additionally, all surveyed tourists expressed interest in staying at green hotels, indicating a potential future demand for eco-friendly accommodations. Factors influencing this interest included a pro-environmental attitude among tourists. The proposed model for successful Malaysian green hotels should prioritize both technology and environmentally friendly practices. This research helps hoteliers to understand the challenges they face for better allocation of their resources. It also provides valuable insights for government agencies to develop policies that encourage green hotel practices and promote them to tourists. Additionally, this study offers a foundation for future research on green hotels.

Keywords: Green Practices; Green Hotel; The Frangipani Resort And Spa; Saving Initiatives; Nature Initiatives; Technology Initiatives.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This introductory chapter presents the scenario of the overall study with the purpose to explore the categories, challenges and strategies of green practices in Malaysian hotels with The Frangipani Resort and Spa of Langkawi set as the main setting. The future demand of green practices from the tourists' perspective was also explored. The chapter begins with the background of the study focusing on the lodging industry and environment issue. This chapter then presents the problem statement, research objectives, and research questions, follows by the operational definitions of the key terms used in this study and concluded with the summary of the chapter.

1.2 Background of the Study

As of 2014, the global tourism industry involved 1.14 billion movement of international tourist all over the globe (UNWTO, 2015b), and the number rose to more than 1.4 billion movement in 2019 (Statista, 2022), in which Malaysia had attracted more than 26 million of international tourists in that 2019 and contributed handsomely of RM86.14 billion in tourist receipts to the economy (Chin, 2020). The lodging industry on the other hand plays a vital role in supporting the ever-expanding tourism sector and there are approximately 17.5 million guest rooms in the world (Zippia, 2023), with revenue of USD500 billion (Hotel Industry and Market Statistics, 2018), while in Malaysia, there were 5213 hotels to meet the tourist arrivals (Statista, 2022), and tourism became one of the top three distributions of tourist's receipts (Chin, 2020).

The term green tourism was coined in the early 1980s by the hotel industry, which attempted to implement green practices such as posting green banners in each room encouraging visitors to reuse their towels (Ahmed et al., 2021; Abdou et al., 2020). Despite the attempt to misinform the public on the issue of green practices in the hotel or better known as greenwashing; however, the environmentally friendly hotels have readied information on their websites about their green initiatives, which describe their efforts to conserve natural resources, protect plants and wildlife, and contribute to the