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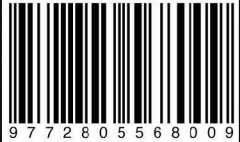
# RISE

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# The Role of Green Innovation in Shaping Sustainable Practices in the Hotel Industry



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## Introduction

Several recent studies have delved into the realm of green innovation and its profound implications for sustainability across various industries. Asadi et al. (2020) conducted a comprehensive investigation into the factors influencing the adoption of green innovation within the Malaysian hotel industry. Their study, based on data collected from 183 hotels in Malaysia and analyzed using the partial least squares method, elucidated that environmental and economic performance were pivotal in driving green innovation practices within the hospitality sector. In a separate endeavor, Krubally et al. (2021) explored the intersection of green human resource management (GHRM) and green supply chain management, emphasizing their impact on overall sustainability. Their findings underscored the potential of environmental management practices within human resources and innovation domains to foster greater sustainability. Furthermore, Awwad Al-Shammari et al. (2023) ventured into the sustainable performance landscape of small- and medium-sized enterprises (SMEs) in the Kingdom of Saudi Arabia. Their study revealed the positive influence of green human resource management bundle practices on the sustainable performance of SMEs, shedding light on the significant

role of green innovation in mediating this relationship.

These studies collectively employ quantitative methodologies to unravel the intricate connections between green innovation, GHRM, and sustainability. While some studies such as Bisht et al. (2021), have widely utilized the Triple Bottom Line (TBL) framework, which encompasses economic, environmental, and social aspects of sustainability to evaluate sustainability performance, others, like Hashim et al. (2021), embark on their inquiries without specifying a particular framework. Additionally, Jabbour and Santos (2018) propose a synergistic approach, linking GHRM and green supply chain management as catalysts for promoting sustainability.

## Factors Influencing Green Innovation Adoption in the Hotel Industry

The study found that environmental and economic performance were the two factors that had the strongest influence on green innovation procedures in the hotel industry in Malaysia. The adoption

of green innovation strategies was found to be positively and significantly influenced by these two factors. The findings of this study suggest that green innovation has the potential to promote sustainable performance in the hotel industry. The study adds new knowledge to the existing gap in the literature and enhances the knowledge of hotel managers on the benefits of green strategies through a change in their thinking strategy. The theoretical and practical implications of the study are connected to sustainable hotel performance and provide novelty that is associated with the Malaysian hotel industry. In the context of Malaysia, in a recent study by Isa et al. (2021), Malaysia has taken proactive steps toward adopting green technology, promoting sustainable development and balancing economic development and environmental preservation. This finding is consistent with previous research by Küçükoğlu et al. (2015), who found that green innovation activities have significant effect on a company's environmental performance and competitive advantage.



## Implications for the Hospitality Industry

The results of the study have major implications for the hospitality industry. The findings suggest that environmental and economic performance are key factors that should be considered when adopting green innovation strategies. Hotel managers need to focus on the adoption of green innovation strategies to improve their environmental and economic performance. This will not only promote sustainable performance but also improve the quality of decision-making in the hospitality industry. The study also highlights the importance of the TBL framework in measuring sustainability performance. The TBL is a framework that measures an organization's environmental, social, and economic performance. The study used this framework to measure sustainability performance in the hotel industry in Malaysia. This framework can be used by hotel managers to measure the sustainability performance of their organizations. The results by Saudi et al. (2019) further confirm that managerial environmental concern positively and significantly moderates the relationship between green product innovation and green process innovation with environmental performance, however, we do not find any evidence of the moderating relationship of managerial environmental concern between green process innovation and economic performance and green product innovation and economic performance in Malaysia manufacturing firms.



## Lesson to be learnt

The selected articles provide valuable lessons on green innovation adoption across industries. Firstly, in Malaysia, environmental and economic performance are key drivers of green innovation adoption in the hotel industry, aligning with the TBL framework. Additionally, in Saudi Arabia, GHRM practices significantly impact sustainability in small- and medium-sized businesses. Gu (2022) also found a positive effect of green innovation on hotels' economic performance, highlighting the need for a holistic approach to green innovation that considers both environmental and social factors for sustainable business performance.

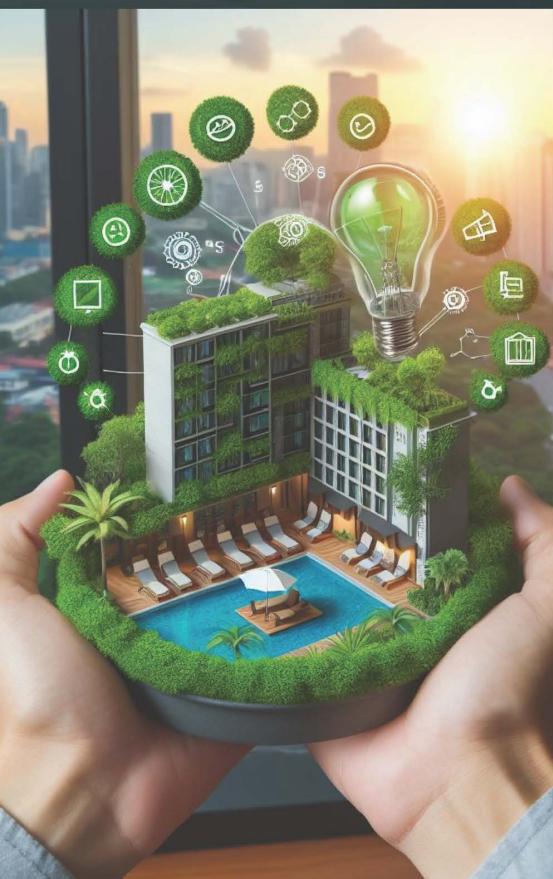
Secondly, the studies emphasize the importance of rigorous data collection and analysis using quantitative methods like structural equation modeling. This allows for a comprehensive understanding of green innovation's impact on sustainability. Sobaih (2020) suggests that small lodging enterprises should focus on improving owner-managers' green abilities for environmental performance enhancement. This highlights the practical implications for policy and practice.

Lastly, there is a need for further research to explore green innovation's impact in other industries and regions, addressing

limitations in sample size and context. A comprehensive investigation, as demonstrated by Imran et al. (2021), is essential for understanding green innovation's overall effectiveness in promoting sustainable performance. Overcoming practical challenges, such as data collection and identifying specific practices, is crucial for successful green innovation implementation in businesses.

## Conclusion

The discussion covers green innovation's impact on sustainability in the hotel industry for Malaysia, Gambia, and Saudi Arabia. Key factors driving green innovation include environmental and economic performance. The TBL framework assesses sustainability, while GHRM practices positively affect SME sustainability. Insights from these studies aid hotel managers and industries in adopting green strategies, stressing the shift in mindset and the crucial role of environmental and economic factors in driving innovation. They highlight green innovation's potential for enhancing sustainability and the necessity for broader research across industries and regions.



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