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ABSTRACT

This paper aims to measure the attitude and behaviour of consumers towards the “Green” hotels practices. This study also helps to find out whether the consumers are willing to pay for hotels that practices “Green”. Besides that, the study also provides a recommendations and suggestion in improving how the hotel can be more environmentally friendly.

A questionnaire was constructed based on the independent variables that contribute to the respondents' acceptance towards the “Green” hotels practices. A questionnaire was designed and answered by the residents of Kota Kinabalu verbally and through internet online.

The result of this study indicates that the consumers has the attitude on the awareness towards the environmental issues and update the information. However, in terms of their attitude in finding “Green” hotel establishment they do not have conscious effort to search for that type of hotel. Moreover they prefer to follow the green practices but were not willing to pay extra and higher price for the services.

This study maintains its originality from the gathered related and necessary information by hand whether through primary data findings or secondary data findings.