



UNIVERSITI PUTRA MALAYSIA

**ASSESSMENT OF THE ENVIRONMENTAL MANAGEMENT PRACTICES IN
HOTEL INDUSTRY TOWARDS SUSTAINABLE TOURISM IN MALAYSIA**

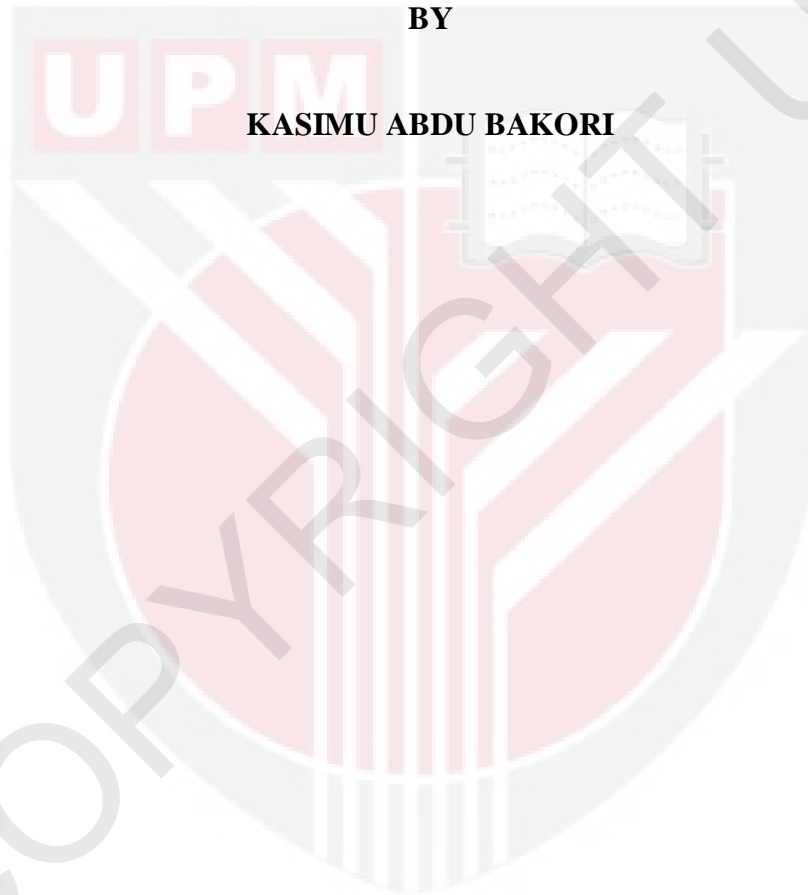
KASIMU ABDU BAKORI

FEP 2012 1

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BY

KASIMU ABDU BAKORI



**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in
Fulfilment of the Requirements for the Degree of Master of Science**

January 2011

DEDICATION

This work is dedicated to my late Parents Mal. Abdu and A’Isha Abdu and to my late Sisters, Habiba Abdu, Fatima Abdu, and Hadiza Abdu. May their Souls Rest In Peace. Amen.



ABSTRACT

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirement for the Degree of Master of Science.

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KASIMU ABDU BAKORI

January 2011

Chairman: Zaiton Samdin, PhD

Faculty: Economics and Management

The, primary aim of this study is to investigate hotel industry participation in environmental management practices in Kuala Lumpur and the state of Selangor, Malaysia. The study attempts to achieve three main objectives: (1) to identify the current environmental management practices been implemented by hotel organisations; (2) to examine the factors related to the implementation of sustainable tourism initiatives; and, (3) to identify the perceived benefits in adopting sustainable tourism programs. Therefore, this study provides a focused academic analysis of these issues within the context of the hotel industry. This study employs a quantitative approach in which data are collected by distributing questionnaires as the primary data collection method. In line with the first objective, descriptive statistics were used to determine the level of sustainable tourism practices among the sample hotels. The findings revealed that, generally, 68% of the environmental practices investigated (which consists of energy,

water and waste management), in the study has been widely adopted by the hotels. Therefore environmental management system (EMS) that supports sustainable management has been widely practiced. The second objective focuses on examining the factors influencing hotels' participation in sustainable tourism initiatives. The Spearman rho correlation analysis was performed to conduct the hypothesis testing on the factors related to the implementation of Sustainable Tourism Practices (STP). The correlation results confirmed that there were significant positive relationship between training and STP ($r_s = .504$, $p = .000$); and between policy and STP ($r_s = .362$, $p = .005$). Similarly, results of correlation analysis revealed a significant positive correlation between knowledge and STP ($r_s = .400$, $p = .002$), also, the study found a significant positive correlation between incentive and STP ($r_s = .530$, $p = .000$). Therefore, the results have found new evidences that *training*, *policy*, *knowledge*, and *incentives* are related to STP. As for the third objective, this study found that most of the hotel managers indicated the benefit of improved image as their major reason for implementing sustainable tourism practices. This study has made contributions to both academic and industry practices. Based on the study findings, it is suggested that government and other stakeholders in tourism development should intensify efforts to educate hoteliers on the importance of implementing STP in their hotels. It is therefore expected that hotel managers in Malaysia will utilise the findings of this study to improve on environmental management practices in their hotels.

ABSTRAK

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk Ijazah Master Sains.

PENILAIAN TERHADAP AMALAN PENGURUSAN ALAM SEKITAR KE ARAH PELANCONGAN MAPAN DI MALAYSIA DALAM INDUSTRI PERHOTELAN

Oleh

KASIMU ABDU BAKORI

Januari 2011

Pengerusi: Zaiton Samdin, PhD

Fakulti: Ekonomi dan Pengurusan

Oleh itu, tujuan utama kajian ini adalah untuk meneliti penglibatan industri hotel dalam amalan pengurusan alam sekitar di Kuala Lumpur dan di negeri Selangor, Malaysia. Kajian ini dijalankan untuk mencapai tiga objektif utama: (1) untuk mengenalpasti amalan pengurusan alam sekitar terkini yang telah dilaksanakan oleh organisasi hotel; (2) untuk mengkaji faktor yang berkaitan dengan pelaksanaan inisiatif pelancongan lestari, dan, (3) untuk mengenal pasti manfaat yang dapat dikesan dalam mengamalkan program pelancongan lestari. Oleh itu, kajian ini mengutarakan analisis akademik yang menumpukan perhatian kepada isu ini di dalam konteks industri hotel. Kajian ini menggunakan pendekatan kuantitatif di mana data dikumpul dengan mengedarkan soal selidik sebagai kaedah pengumpulan data utama. Selaras dengan objektif pertama,

statistik deskriptif telah digunakan untuk menentukan tahap amalan pelancongan mapan di kalangan hotel. Secara amnya, hasil kajian menunjukkan bahawa 68% amalan alam sekitar yang dikaji (yang terdiri daripada tenaga, air dan pengurusan sisa) telah diterima pakai oleh kebanyakan hotel. Oleh itu, sistem pengurusan alam sekitar (EMS) yang menyokong pengurusan mapan telah diamalkan secara meluas. Objektif kedua menumpukan kepada meneliti faktor yang mempengaruhi penglibatan hotel dalam inisiatif pelancongan mapan. Analisis korelasi Spearman rho digunakan untuk menguji hipotesis tentang faktor yang berkaitan dengan amalan pelancongan mapan (STP). Keputusan korelasi mengesahkan bahawa terdapat hubungan yang signifikan di antara latihan dan STP ($r_s = .504$, $p = .000$); dan di antara polisi dan STP ($r_s = .362$, $p = .005$). Begitu juga, keputusan analisis korelasi menunjukkan korelasi positif yang signifikan di antara pengetahuan dan STP ($r_s = .400$, $p = .002$), di samping itu, kajian ini mendapati bahawa terdapat korelasi positif yang signifikan di antara insentif dan STP ($r_s = .530$, $p = .000$). Oleh itu, hasil dapatan menunjukkan bukti baharu, iaitu, latihan, polisi, pengetahuan dan insentif adalah berkaitan dengan STP. Bagi objektif ketiga, kajian ini mendapati bahawa kebanyakan pengurus hotel menyatakan bahawa manfaat memperbaiki imej adalah merupakan tujuan utama mereka melaksanakan STP. Kajian ini telah dapat memberi sumbangan kepada akademik dan juga amalan industri. Berdasarkan dari dapatan kajian ini adalah dicadangkan agar kerajaan dan pemegang taruh dalam pembangunan pelancongan meningkatkan usaha untuk mendidik pengusaha hotel tentang kepentingan melaksanakan STP di hotel mereka. Oleh itu, dijangkakan bahawa pengurus hotel di Malaysia akan memanfaatkan hasil dapatan ini untuk memperbaiki amalan pelancongan alam sekitar di hotel mereka.

ACKNOWLEDGEMENTS

In the name of Allah, the Beneficent, the Merciful. All praises be to Allah (SWT) for giving me this opportunity to complete this study. The path to the completion of this thesis has been very challenging. However, through hard work, dedication and support from several people has made this research work become a reality.

First and foremost, I would like to thank the Educational Trust Fund of Nigeria through the management of Kaduna Polytechnic for sponsoring my studies, and the Universiti Putra Malaysia for giving me the opportunity to pursue this Master of Science study in Tourism. This has been my life time ambition. Also, my special thanks to my Supervisors Dr. Zaiton Samdin and Madam Hamimah Hassan for their support, encouragement and constant supervision throughout the period of my study in Universiti Putra Malaysia. They have always motivated me at every stage of my study, and have encouraged me to attend seminars and conferences within and outside the University. Also, their comments and suggestions have made this research become a success. My appreciation also goes to my entire family members, especially my wife for her encouragement throughout the duration of my studies in Universiti Putra Malaysia.

The author wishes to thank all the hotel organisations which agreed to participate in this study without which this research may not have been successful. Lastly, I would like to

express my gratitude to all my friends and colleagues who have advised me in the course of conducting this research study.



APPROVAL SHEET

I certify that an Examination Committee has met on 16th January, 2012 to conduct the final examination of Kasimu Abdu Bakori on his Master of Science thesis entitled “Assessment of the Environmental Management Practices in Hotel Industry Towards Sustainable Tourism in Malaysia” in accordance with the Universiti Partanian Malaysia (Higher Degree) Act 1980 and Universiti Partanian Malaysia (Higher Degree) regulations 1981. The Committee recommends that the student be awarded the Master of Science.

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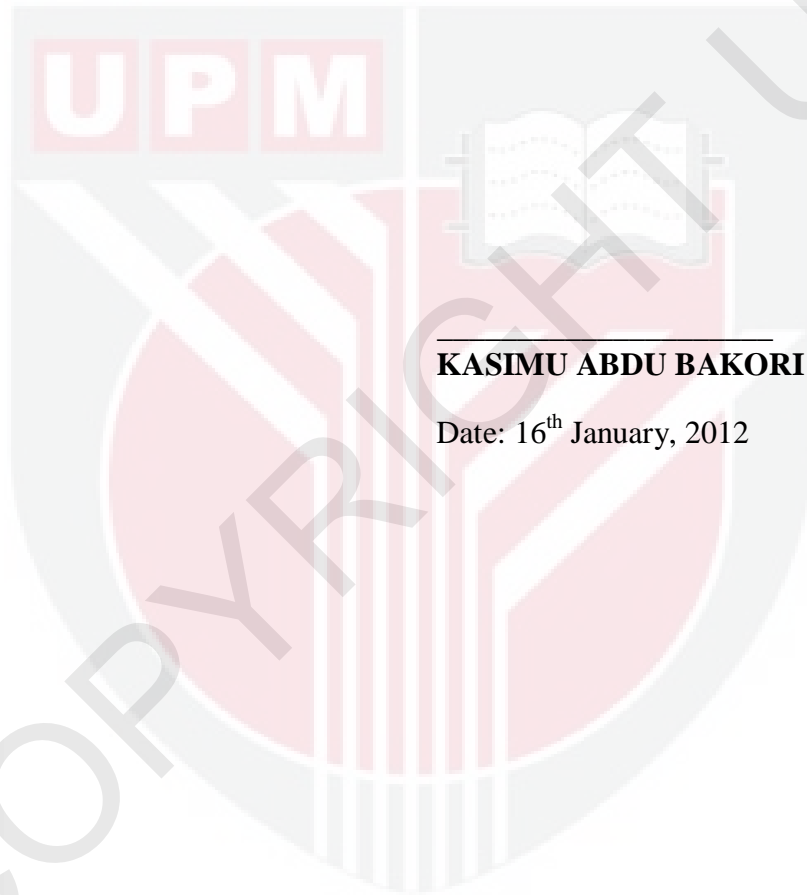
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DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institution.



KASIMU ABDU BAKORI

Date: 16th January, 2012

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