

Research Article

The Impact of Guests' Perception on the Awareness on Green Technology Practices in the Hotel Industry

¹Normala Binti Badrul Hisham, ¹Nurin Rasyidah Binti Rosli, ¹Nurul Amirah Binti Ismail,
¹Nurul Fatihah Binti Rusmadi, & ²Ataul Karim Patwary*

¹*Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan*

²*College of Tourism and Hospitality, University of Tabuk, Tabuk, Saudi Arabia*

Corresponding email: raselataul@gmail.com

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ABSTRACT

Green technology helps protect the environment and natural resources while reducing the negative effects of human activity. Green technology is the most effective way to address environmental and economic challenges. Green technology practice was evidenced by using photovoice technology, which is converting light into electricity, as natural resources produce lower levels of environmental damage than conventional sources of energy such as fossil fuel. The research aims to measure the impact of 'individual's knowledge, attitude towards the environment, government policy and regulation on green technology in the hotel industry. The present study also investigates 'guests' perceptions of the hotel industry. The quantitative method will be used through an online questionnaire and is expected to collect at least 386 completed questionnaires. The study findings will help the related parties to further research in this area of interest.

Keywords: Green technology, Environment, Knowledge, Awareness, Hotel industry, Attitude

INTRODUCTION

The Technology Acceptance Model was used to study how the ease of use and utility of green technology applications and practices influence visitors' booking decisions. Significant positive relationships were found between behavioural belief and usefulness and the intention to employ green technology applications and practices. However, there was no correlation between behavioural belief and ease of use, nor between ease of use and intention to use green technology. These findings indicate that guests recognize the value of green technology in attaining sustainability and intend to choose hotels that use it.

Because of expanding global issues such as climate change, population expansion, environmental pollution, and inefficient use and depletion of natural resources, countries must

utilise environmentally less destructive technology and methods for economic activity that protect resources. Sustainable growth is linked to less environmental damage and is fuelled by comprehensive and all-encompassing international and national policies that consider future generations' needs. Several of these policies advocate for the use of green technologies.

Sustainable development is aided by green technology, which includes discovering environmentally favourable sources of growth, generating new environmentally friendly companies, and creating jobs and technologies. Green growth requires increased investments and innovations that serve as the foundation for long-term development and create new economic opportunities. As a result, promoting the green economy necessitates extensive research on its genesis, system-forming elements, and impact on national sustainable development. Business which focuses on economic rewards, the government, which sets environmental goals for sustainable development, and the general public are all interested in green economic development, which represents the interests of a social community.

Green hotels aim to conserve resources, reduce pollution and operating expenses, boost profit margins, and promote ecotourism. Ecotourism depends on a healthy natural environment, which supports the country's economy. This study was carried out to investigate and comprehend eco-tourism guest hotel perceptions of green technology practise in the hotel business. This chapter will examine the problem statement, research objectives, research question, significance of the study, definition of terms, and summary.

1. To measure the impact of an individual's knowledge on the awareness on green technology in the hotel industry.
2. To measure the impact of attitude towards the environment on the awareness of green technology in the hotel industry.
3. To measure the impact of government policy and regulation on the awareness of green technology in the hotel industry.

LITERATURE REVIEW

Individual Knowledge

The concept of green practices varies in the hotel sector and is associated with diverse strategies. According to Kim, Lee, and Fairhurst, green practices are "a value-added business strategy that benefits a hospitality firm that participates in environmental preservation programmed," Kim, Lee, and Fairhurst. Similarly, Rahman, Reynolds, and Svaren (2020) defined "green" as "environmentally friendly, which means conducting business in a manner that reduces waste, conserves energy, and enhances overall environmental health." According to Myung, McClaren, and Li, green practices aim to reduce negative environmental impact by applying environmental measures such as waste reduction and the usage of environmentally friendly products and resources according to Ahmed Hassan Abdou, Thowayeb Hassan Hassan and Mohammed Moustafa El Dief (2020).

Green practices in the hotel sector have been considered from different perspectives, but most scholars have three motives: financial interests, consumer needs and hopes, and interest groups. Identified the interaction of. According to Alom et al. (2019), the main reason for introducing the ecolabel standard is the good image of the environment and the hotel. According to Patwary et al. (2020) eco-friendly practices were originally used to save money. Internal factors such as management attitudes and financial strength, as well as external business variables such as environmental policy, influence the adoption of green practices in the hospitality industry.

Attitude towards Environment

All through the world, green technology, or green habits in the hotel industry, which is the backbone to the development of the global tourism sector, have become generally accepted and used. (Patwary et al., 2022) The natural environment exists in environment and weather, water features, topography, soils, flora, fauna, and so on, while the constructed environment is what man has made, principally buildings and other structures. (Kasim, 2009) The physical environment can affect all areas of health; those living in a clean and safe environment are more likely to enjoy an excellent physical environment and mental health. (Rajagopal, 2019). The hotel will be more interested in the policies and investments offered by the government. In fact, significant investment is required to enhance, modernize, and develop green technology services in the hotel business. According to Tanner and Kast (2003), there are so many demands from customers who are increasingly concerned about environmental care even though the customer is on vacation and vacation abroad. Customers who care about green technology in this hotel are called 'green tourists or eco tourists' in terms of tourism. This right does not mean an alien, Hulk, or a green-coloured creature, but a term used to describe a tourist character who has a good nature and attitude, especially towards the environment and the local community. (Han & Chan, 2013) Eco-tourists always respect the places they visit by not polluting the environment, throwing and burning rubbish everywhere, causing environmental violence at will, and preserving good connections with the local population by not making a fuss. (Moliner et al., 2019).

Government Policy and Regulation

Malaysia is presently one of the world's most prominent countries. It would not have been feasible for us to achieve what we have today without the sacrifices and commitments of our forebears. Despite our country's progress toward becoming a developed nation, Malaysians can be proud of the high quality of life they enjoy. Two of today's most critical issues confront the world at once: climate change and energy supply security. Sustainability is not just about saving energy and reducing greenhouse gas emissions, as Lin and Ho (2011) argue. Economic prosperity in our country is being driven by green technology. Green technology will push us toward a more sustainable and better way of life, which will contribute to creating a knowledge society.

Green Technology goals will be carried out by the new Ministry of Energy, Green Technology, and Water. Everyone is thrilled to see the National Green Technology Policy go into effect, as it will serve as a road map for a greener Malaysia in the coming years. Utilize this chance to promote the National Green Technology Policy's implementation and urge all Malaysians to use green technology. The Malaysian government's unwavering commitment to green technologies will not be swayed. We aspire to a future when cities, townships, and neighbourhoods are constructed using Green Technology principles, providing us with a clean, healthy, and high-quality environment. Our Vision of Green Malaysia is a collection of green villages in Malaysia that I foresee.

Awareness on Green Technology in Hotel Industry

Green technology is a broad term for science and technology to produce environmentally friendly products and services. (Patwary, 2022) Green technology aims to safeguard the environment, repair past environmental damage, and conserve the Earth's natural resources. In the hotel and tourism industries, green technology innovation and implementation are

critical because they may assist generate sustainable and ecologically friendly hospitality and tourism resources.

The hotel industry is one of many elements of the tourism industry. Its operation poses a serious environmental threat due to the heavy consumption and disposal of natural resources such as electricity, water, and consumer goods. And solid waste. If not properly managed, resources can significantly impact the enterprise's environment and operating costs.

In recent years, the hotel industry has become eco-friendly for many reasons (Minjian Guo, Joanna Nowakowska-Grunt, Vladimir Gorbanyov & Maria Egorova 2020). The increasing customer awareness reduces the negative impact of the hotel on the environment, builds a positive image, and increases economic benefits. The delicate balance between an activity and the environment in which it is performed, and the fact that they work together without harming each other, is known in the hotel industry as ecological sustainability.

Research Hypothesis

The literature review highlighted the independent variables like individual knowledge, attitude towards the environment and government policy and regulation between the impact of guests' perception on the awareness of green technology practice in the hotel industry. Therefore, the study planned to examine the effect level among these variables. Based on the literature discussed, the hypotheses of this study were summarized in the following manner:

- H1 There is a relationship between individual knowledge and awareness of green technology practices in the hotel industry.
- H2 There is a relationship between attitude toward the environment and the awareness on green technology practices in the hotel industry.
- H3 There is a relationship between government policy and regulation and the awareness of green technology practices in the hotel industry.

METHODOLOGY

Research Design

This research applied the quantitative method. A questionnaire was used to perform the survey in this study. The sample in this study consists of the guest hotel in Perak. The local citizen, a workers and student, is chosen as the representative of guests' perception that gives an opinion about the impact of guests' perception on the awareness of green technology practices in the hotel industry. Quantitative and descriptive methods were applied as research tools through questionnaires. The questionnaire contains a demographic section with multiple choices. The respondents must choose the determinant choices. The choices ranged from 1 who strongly disagreed to 5 who strongly agreed. In the attitude, perception and expectation section, the Likert- Scale has been applied to know the degree of guests' perception of the awareness of green technology practices in the hotel industry.

Data Collection

Data collection is a method for combining and calculating data from a range of sources to obtain detailed and trustworthy information. Data collecting aids a person or organization in answering similar questions, analysing answers, and forming hypotheses regarding probability and trends. Data were collected through survey forms, questionnaires, and Google Forms. Data could be gathered from primary or secondary sources. The primary data in this research was gathered by using questionnaires. The researchers used Google Forms because it will reduce the cost of using paper and makes it easier for people to answer the research questions during the endemic.

Sampling

Non-probability sampling procedures are those in which the samples are collected so that no single member of the population will have a known chance of being chosen. To put it another way, the degree of tendency in the sample collection is unknown. The researchers employed purpose sampling to conduct this analysis to adequately and cost-effectively cover the enormous number of questionnaires.

Data Analysis

Researchers utilize the Statistical Package for Social Sciences (SPSS) at the end of the study to examine the data acquired using quantitative data gathering approaches. SPSS is a collection of statistical software packages used to analyse social science-related scientific information. The researcher only uses the SPSS method in two ways: descriptive analysis and inferential analysis. Demographic parameters such as mean, median, mode, ratio, and even frequency is defined in a descriptive analysis. The mean table's spectrum is used to determine how frequently respondents will accept or disagree with the argument in the questionnaires.

FINDINGS

Result of Frequency Analysis

Table 1: Frequency Analysis

| Classification | Frequency | Percentage |
|--------------------------------|-----------|------------|
| Male | 118 | 30.6 |
| Female | 268 | 69.4 |
| 15 - 24 years | 212 | 54.9 |
| 25 - 34 years | 103 | 26.7 |
| 35 - 44 years | 48 | 12.4 |
| 45 years and above | 23 | 6.0 |
| Malay | 278 | 72.0 |
| Chinese | 60 | 15.5 |
| Indian | 33 | 8.5 |
| Other | 15 | 3.9 |
| SPM | 122 | 31.6 |
| Diploma / STPM / Matriculation | 94 | 24.4 |
| Degree | 126 | 32.6 |
| Postgraduate | 15 | 3.9 |
| Other | 29 | 7.5 |
| Yes | 220 | 57.0 |

| | | |
|-------------------------------|-----|------|
| No | 166 | 43.0 |
| Affordable | 76 | 19.7 |
| Healthier hotels | 99 | 25.6 |
| Offer eco-friendly facilities | 98 | 25.4 |
| Other | 113 | 29.3 |

Table 1 shows, that this survey has 386 total respondents, according to the graph. Female respondents made up 69.4 percent of the total (n=268). The data indicated that most individuals who answered the questionnaire were between the ages of 15-24 years old, with 54.9% (n=212) respondents. Malay respondents are the highest accounted for 72 % (n=278) of this survey's total number of respondents. The highest education level among the respondents was the degree level, with 32.6% (n=126) respondents. The highest number of respondents answer yes, with 57%(n=220) respondents. The highest respondent chooses others as reasons for their choice for choosing green technology hotels with 29.3% (n=113).

Result of Descriptive Analysis

Table 2: Descriptive Analysis

| Variable | Items | Mean Score | Standard Deviation |
|---|--|------------|--------------------|
| Individual Knowledge | I know that the gas released from the garbage dump into the atmosphere. | 4.40 | 0.733 |
| | I agree the smoke formed from the burning of fossil fuels such as coal and petroleum are causing global warming. | 4.33 | 0.795 |
| | I believe the gases released during the respiration of life can harm the eco-system. | 3.96 | 1.191 |
| | I know the gas used as refrigerant in the refrigerator is the cause of the pollution. | 3.97 | 1.095 |
| | I am aware that the adoption of green technology can help minimize the harmful effects of human activity. | 4.30 | 0.845 |
| | I know that green technologies will benefit future generations. | 4.31 | 0.837 |
| Attitude Towards Environment | I am well aware of the significance of green technology to the environment. | 4.34 | 0.817 |
| | I am aware that green technology can ensure a healthy and pleasant atmosphere. | 4.39 | 0.786 |
| | I am aware with many green technology products and equipment. | 4.24 | 0.847 |
| | I am aware that utilising green technology can help to conserve energy and non-renewable natural resources. | 4.34 | 0.806 |
| | I am aware the importance of green technology in hotel industry to the environment. | 4.24 | 0.910 |
| | I know use of green technology can reduce the negative impact of human activities. | 4.27 | 0.848 |
| Government Policies and Regulation | Government policy and regulation are important in hotel industry. | 4.21 | 0.850 |
| | I understand about government policy and regulation through book, newspapers, and magazines. | 4.11 | 0.944 |
| | I get information about policy and regulation through media social and documentaries. | 4.13 | 0.902 |

| | | |
|--|------|-------|
| I understand meaning of policy and regulation in awareness green technology. | 4.19 | 0.836 |
| I have knowledge about government policy and regulation. | 4.08 | 0.937 |
| The concept of policy and regulation of green technology give me benefit to understand it. | 4.19 | 0.835 |

Based on table 2, for descriptive analysis statistics for individual knowledge, the mean for 'I know that the gas released from the garbage dump into the atmosphere is 4.40, which is an agree level. As for the 'I agree the smoke formed from the burning of fossil fuels such as coal and petroleum are causing global warming with 4.33 mean is still at agreeing level also similar to the questions 'I believe the gases released during the respiration of life can harm the eco-system at 3.96 mean and 'I know the gas used as the refrigerant in the refrigerator is the cause of the pollution at 3.97 means. The 'I am aware that the adoption of green technology can help minimize the harmful effects of human activity with a mean of 4.30 still at the agreed level. All of the other's questions on individual knowledge were at an agreed level. I know that green technologies will benefit future generations with a mean 4.31. 'I am aware that green technology can ensure a healthy and pleasant atmosphere' mean 4.39. 'I am aware of many green technology products and equipment with a mean of 4.24, which is agree on level. Overall, from the agreement level, it can be concluded that most respondents have a basic knowledge of green technology in the hotel industry. It shows a descriptive analysis statistic for the attitude towards the environment. As for 'I am aware the importance of green technology in hotel industry to the environment', most respondents agree, so the mean is at 4.24 which is at agree level. For 'I know the use of green technology can reduce the negative impact of human activities, the mean is 4.27, 'I am well aware of the significance of green technology to the environment with mean of 4.34, similar to the mean for 'I am aware that utilising green technology can help to conserve energy and non-renewable natural resources which is also 4.34. It is at agreed level. This shows that most respondents agreed with their attitude towards the environment.

The descriptive analysis statistic for government policies and regulations. The mean for the questionnaire is all in agreement level. 'Government policy and regulation are important in hotel industry with a mean of 4.21. 'I understand government policy and regulation through book, newspapers, and magazines' with a mean of 4.11. 'I get information about policy and regulation through media social and documentaries' with a mean of 4.13. 'I understand the meaning of policy and regulation in green technology' means 4.19 which is at agree level. 'The concept of policy and regulation of green technology give me the benefit to understand it with mean 4.19 also. This shows that most respondents agree with the policies and regulations of green technology in the hotel industry. The descriptive analysis statistic for dependent variable is the green technology awareness. As for the 'I know that green technology has good impact on the environment,' the mean is 4.36 at agreed level. The 'I know that with green technology, we can create a better world means 4.31, which is agree on level. 'I know the concept of green technology in the hotel industry' mean 4.16, which is agree on level. 'I have seen green technology that gives benefits to the hotel industry before' mean 4.13, which is the agree level and lastly, the mean for 'I know the green technology has been used in the hotel industry for a while is 4.16, which is agree on level. This shows that the respondents mostly agree with the questions and were aware of green technology in the hotel industry.

Result of Reliability Analysis

Table 3: Reliability Analysis

| Variable | Number of Items | Cronbach Alpha |
|----------------------------|-----------------|----------------|
| Individual Knowledge | 6 | 0.695 |
| Attitude Environment | 6 | 0.875 |
| Policies And Regulation | 6 | 0.876 |
| Awareness Green Technology | 6 | 0.861 |

Table 3 shows the individual knowledge and the Cronbach alpha is 0.695. While for attitude towards the environment is 0.875. For the government policies and regulations, the Cronbach alpha is 0.876 and for the awareness of green technology is 0.861.

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

| Hypothesis | Correlation Coefficient R-value | P-Value | Result (Supported/Not Supported) |
|---|---------------------------------|---------|----------------------------------|
| H ₁ There is a moderate positive relationship between individual knowledge and the awareness of green technology practice in the hotel industry. | 0.649 (Moderate positive) | 0.01 | Supported |
| H ₂ - There is moderate positive relationship between the attitude towards the environment and the awareness on green technology practice in the hotel industry. | 0.692 (Moderate positive) | 0.01 | Supported |
| H ₃ There is high positive relationship between the government policy and regulation and the awareness on green technology practices in the hotel industry. | 0.808 (High positive) | 0.01 | Supported |

Table 4 the relationship between a dependent variable which is awareness of green technology and an independent variable which is individual knowledge, attitude towards the environment and government policy and regulation. It shows individual knowledge and attitude towards the environment is a moderate positive correlation related to the impact of guests' perception on the awareness of green technology practice in the hotel industry, with a correlation coefficient of 0.649 and 0.692. While the government policy and regulation are a high positive correlation related to the impact of guests' perception on the awareness of green technology practices in the hotel industry, with a correlation coefficient of 0.808. The p-value of individual knowledge, attitude towards the environment and government policy and regulation is less than 0.000, which is less than the highly significant level of 0.0001. Therefore, there is a significant relationship between individual knowledge, attitude towards the environment and government policy and regulation (independent variable) and the impact of guests' perception on the awareness of green technology practices in the hotel industry (dependent variable).

DISCUSSIONS

Analysis of the literature on the impact of guests' perception on the awareness of green technology practices in the hotel industry. Most tourists know green technology is very important nowadays. This study, its shows little factors that affect the performance of the green technology in the industry. Gagi, Jovii, & Erdeji, (2013) about the relationship between green technology and ecotourism perception. Customers who use green hotel will respond well because they know green technology is a good choice for the environment because its friendly technology helps hotels reduce their environmental effects by regulating water and energy use and decreasing waste.

In addition, the relationship between attitude towards environment and green technology awareness in industries also gives a good response. According to Xiayun Zhang & Feng Dong (2020), green technology attitudes have been identified as individual awareness of green technology because with the selfish attitude, the threat to the environment become increase and worst. So, with the attitude of love for the environment, the development of green technology to preserve the environment can be achieved.

This study suggests further study on the intention of using green technology in the hotel industry. Given that this study was only conducted among the community in Malaysia regardless of religion and culture in answering this questionnaire, it is not focused on only certain age groups. In this proposal, there are 3 future research which are theoretical, methodological, and practical

Theoretical

The research investigates the relationship between perceived knowledge and awareness of green technology in the hotel industry. This research has shown variables which are perceived individual knowledge (independent variable), perceived policies and regulation (independent variable), perceived attitude towards the environment (independent variable), and awareness of Malaysian tourists on green technology in the hotel industry (dependent variable).

As for recommendations, hotels owner can review the result of this research and take action to apply more green technology in their hotel facilities. With application, interface will help improve the customers' satisfaction with their facilities. The findings also can contribute to generating new ideas and new knowledge on the importance of including a green technology facility in the hotel while helping create more awareness of green technology which will improve the customers experience in more useful and effective ways. Therefore, it will influence the customers' decisions. Studying the visitors' preferences and opinion green technology also helps enhance the relationship between hotel owners and their target visitors.

Moreover, accessibility of green technology facilities in the hotel industry may help in maintaining and sustaining a better environment, therefore, it will create awareness and demands on the facilities for a better future and encourage the visitors to take concerns on the importance of green technology with a good marketing strategy.

Methodological

In future research on this topic, the quantitative research approach should be used rather than the qualitative method to acquire the information from respondents. This is because the target market consists of Malaysian visitors that have been to green technology facilities hotels. The information was gathered using the Google Forms survey questionnaire. In summary, future research should use this method because the outcomes can be simply demonstrated using the data acquired. Then, the research results would be more relevant, trustworthy, and applicable to the target population.

Practical

Moreover, the awareness of green technology on hotel industry will create a better environment as most of it is used to more practical use to sustain nature and the environment. Due to the lack of knowledge and promotion of this green technology in the hotel industry, most visitors and customers have little desire to find and stay at green technology facilities. As a result, it's critical to educate more individuals on hand to assist the visitors who need clarification on the green technology. A better initiative for the green technology facilities will help the visitors understand more on green technology and improve the customers satisfaction and experience with the services.

CONCLUSION

This study aimed to determine the impact of guests' perception on the awareness on green technology practices in the hotel industry in Perak. The results obtained in chapter 4 through Statistical Package for the Social Sciences (SPSS) were discussed further and at the same time conclusions were made based on the results. As a result, it may be proven that there is a significant relationship between individual knowledge, attitude towards the environment and government policy and regulation regarding the impact of guests' perception of green technology practices in the hotel industry in Perak.

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