

## Identifying Motivational Factors among Hoteliers in Implementing Green Hotel Initiative: A Case of Langkawi Geopark in Kedah, Malaysia

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**Problem Statement:** Tourism sector is an important segment of the Malaysian economy due to its importance in the nation's foreign exchange, economic growth and employment generation. In Malaysia, tourism sector is heavily dependent on the hospitality industry, in which is also said to be one of the main contributors to environmental impacts. Due to the substantial amount of pollution created by the hotel's daily operations, the hospitality industry as a whole is being pressured by many forces, namely consumers and environmental regulatory non-profit organizations, to become more environmentally friendly. Therefore, hotels are becoming more aware of the environmental impact of their activities thus participate in green hotel initiatives. Mindful of these concerns, hoteliers recognise the green shifts in consumer behaviours and the importance of promoting environmentally responsible products/services and proactive management and implementing environmentally conscious practices to improve their competitiveness in the market. The Green Hotel Initiative has been recognised by The Green Hotel Association, and defined as environmentally-friendly properties, whose managers are eager to institute programs that save water, save energy and reduce solid waste—while saving money—to help protect our one and only earth. In Malaysia, there are only 10 hotels that have been awarded with Green Hotel certificates. Several studies have shown that most of the hoteliers began to adopt green approaches because of financial benefits and changing attitudes of tourists towards sustainable tourism. Although, currently there are many hotels that are actively participating in greening the hotel, such as operating and purchasing in green manners, most are still practicing at the early stages. **Objective:** The aim of this study is to identify components of Green Hotel Initiative among hoteliers in Langkawi Geopark and to examine motivational factors among hoteliers in practicing and implementing Green Hotel Initiative. **Methodology:** This study employed qualitative method using in depth interview, observation and documents analysis at 50 hotels and resorts located around in Langkawi Geopark. This research focused on 2 stars – 5 stars hotels consisted of 30 local-owned and 20 franchised/foreign-owned hotels. **Conclusion:** In general, greening the hotel is considered a very new business model for local hoteliers compared to hotels in developed countries. Green Hotel businesses are still in an early stage in Malaysia. Well planned approaches for sustainable development will help reduce negative impacts towards the environment in Langkawi Geopark.