

**THE RELATIONSHIP BETWEEN TOURIST PERCEPTION
ON HOTEL ENVIRONMENTAL MANAGEMENT AND
TOURIST LOYALTY IN PORT DICKSON,
NEGERI SEMBILAN**

FARA ADILAH BINTI FIRDAUS MOHD ROM

**MASTER OF SCIENCE (MANAGEMENT)
UNIVERSITI UTARA MALAYSIA
DECEMBER 2014**

**THE RELATIONSHIP BETWEEN TOURIST PERCEPTION ON
HOTEL ENVIRONMENTAL MANAGEMENT AND TOURIST
LOYALTY IN PORT DICKSON, NEGERI SEMBILAN**

BY

FARA ADILAH BINTI FIRDAUS MOHD ROM

Research Paper Submitted To

Othman Yeop Abdullah Graduate School of Business,

Universiti Utara Malaysia

In Partial Fulfilment of the Requirement for the Master of Science



Othman Yeop Abdullah
Graduate School of Business

Universiti Utara Malaysia

PERAKUAN KERJA KERTAS PROJEK
(Certification of Project Paper)

Saya, mengaku bertandatangan, memperakukan bahawa
(I, the undersigned, certified that)

FARA ADILAH BINTI FIRDAUS MOHD ROM (815942)

Calon untuk Ijazah Sarjana
(Candidate for the degree of)

MASTER OF SCIENCE (MANAGEMENT) - INTAN

telah mengemukakan kertas projek yang bertajuk
(has presented his/her project paper of the following title)

**THE RELATIONSHIP BETWEEN TOURIST PERCEPTION ON HOTEL ENVIRONMENTAL
MANAGEMENT AND TOURIST LOYALTY IN PORT DICKSON NEGERI SEMBILAN**

Seperti yang tercatat di muka surat tajuk dan kulit kertas projek
(as it appears on the title page and front cover of the project paper)

Bahawa kertas projek tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu dengan memuaskan.

(that the project paper acceptable in the form and content and that a satisfactory knowledge of the field is covered by the project paper).

Nama Penyelia : **DR. LILY JULIENTI ABU BAKAR**
(Name of Supervisor)

Tandatangan : 
(Signature)

Tarikh : **07 DECEMBER 2014**
(Date)

PERMISSION TO USE

In presenting this dissertation/project paper in partial fulfillment of the requirements for a Post Graduate degree from the Universiti Utara Malaysia (UUM), I agree that the Library of this university may make it freely available for inspection. I further agree that permission for copying this dissertation/project paper in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor(s) or in their absence, by the Dean of Othman Yeop Abdullah Graduate School of Business where I did my dissertation/project paper. It is understood that any copying or publication or use of this dissertation/project paper parts of it for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to the UUM in any scholarly use which may be made of any material in my dissertation/project paper.

Request for permission to copy or to make other use of materials in this dissertation/project paper in whole or in part should be addressed to:

Dean of Othman Yeop Abdullah Graduate School of Business

Universiti Utara Malaysia

06010 UUM Sintok

Kedah Darul Aman

ACKNOWLEDGEMENT

First of all, my praise to Allah who has blessed me with the inner strength, and commitment, strong will and determination to complete this project paper. This dissertation would not have been possible without the guidance and the help of several individuals who in one way or another contributed and extended their valuable assistance in the preparation and completion of this study. I am extremely grateful to the Jabatan Perkhidmatan Awam, Universiti Utara Malaysia (UUM) and the National Institute of Public Administration (INTAN) in providing me the opportunity to further my study in Management Science.

My utmost gratitude to Dr. Lily Julienti bt Abu Bakar of University Utara Malaysia for his unselfish and unfailing support as my research paper adviser;

My acknowledgement also goes to all lecturers of College of Business, UUM and lecturers and staff of INTAN Bukit Kiara for their thoughts, knowledge and contribution during the course. I would also like to convey my thanks to all personnel of Quantitative and Advanced Study Program of INTAN, who have made the journey a lot easier;

Ms Ho Chooi Peng, EncikYusnizam and the staff of Quantitative Centre, INTAN for being accomodating to my queries and their assistants for all the help given to me;

Last but not least, the appreciation goes also goes to all my family members especially to my husband Mohamad Hamzahri for the support endless love, patience, understanding and encouragement. To my son, Muhammad Fateh, thank you for always cheering me up by my side. My gratitude also goes to my mother (Faridah Kassim) and father (Firdaus Muhd Rom) and other family members who has given their support in completing the research paper. May Allah grant His everlasting guidance and love to us all till jannah.

ABSTRACT

This quantitative project paper entitled The Relationship Between Tourist Perception on Hotel Environmental Management (HEM) and Tourist Loyalty (TLOYALTY) in Port Dickson, Negeri Sembilan, aims to determine the tourist perception on hotel environmental management and their loyalty towards hotel that there are staying. The hotels involved are among three and four star hotels in Port Dickson, Negeri Sembilan. Respondents for this study comprised 384 of tourist from different background with majority of it comes from the government sector. Data were analyzed using SPSS version 22. Tests conducted were Pearson correlation and multiple regressions. The correlation between independent variable Sustainable Tourism Practices (STP) and TLOYALTY is 0.539 or 53.9% correlated and the significant value is $p < 0.01$. They are highly correlated. The correlation between independent variable Health and Safety Environmenta (HSE) and TLOYALTY is 0.683 or 68.3% correlated and the significant value is $p < 0.01$. They are correlated. The correlation between STP and HSE is 0.576 or 57.6% is high. The correlation between HEM and dependent variable TLOYALTY is 0.690 or 69% correlated and the significant value is $p < 0.01$. They are highly correlated. The Pearson correlation showed that HEM was correlated with TLOYALTY. Regression analysis showed that 0.50 or 50% of the variance in tourist loyalty were explained by sustainable tourism practices and health and safety environment under the main independent variables that is hotel environmental management. Meanwhile the coefficients data showed that health and safety environment variables has higher impact (0.546) on the tourist loyalty compared to sustainable tourism practices (0.234) in terms of tourist perception. However, both variables have positive tourist perception and significant relationship with tourist loyalty. Recommendations were suggested that to incorporate other enabling factor such as hotel service innovation where it may influence the dynamic

relationship between tourist perception and their loyalty on green tourism. Future studies should examine the tourist perception and their loyalty relationship based on different types of services or other service sector such as on the non-accommodation tourism operator perspective. Expanding this study with other region or countries which have different cultural background could provide more evidence of universal factors affecting the tourist perception and their loyalty towards hotel on green tourism.

Keywords: *Sustainable Tourism Practices (STP), Health and Safety Environment (HSE), Tourist Loyalty (TLOYALTY), Hotel Environmental Management (HEM)*

ABSTRACT

Kertas projek kuantitatif bertajuk Hubungan Antara Persepsi Pelancong Mengenai Pengurusan Alam Sekitar (HEM) dengan Kesetiaan Pelancong (TLOYALTY) di Hotel sekitar Port Dickson, Negeri Sembilan, bertujuan untuk mengenal pasti persepsi pelancong mengenai pengurusan alam sekitar dan kesetiaan mereka terhadap hotel yang didiami mereka. Hotel yang terlibat adalah antara tiga dan empat bintang di Port Dickson, Negeri Sembilan. Responden bagi kajian ini terdiri daripada 384 pelancong dari latar belakang yang berbeza dengan majoriti datang dari sektor kerajaan. Data dianalisis dengan menggunakan SPSS versi 22. Ujian dijalankan melibatkan korelasi Pearson dan regresi.

Hubungan antara pembolehubah bebas Amalan Kelestarian Pelancongan (STP) dan TLOYALTY adalah 0.539 atau 53.9% yang mempunyai korelasi dan nilai signifikan ialah $p < 0.01$. Hubungan antara pembolehubah Kesihatan dan Keselamatan Alam Sekitar (HSE) dan TLOYALTY adalah 0.683 atau 68.3% yang mempunyai korelasi dan nilai signifikan ialah $p < 0.01$. Hubungan antara STP dan HSE adalah 0.576 atau 57.6% adalah tinggi. Hubungan antara HEM dan TLOYALTY pembolehubah bersandar adalah 0.690 atau 69% kaitan dan nilai signifikan ialah $p < 0.01$ dimana ia berkait rapat. Korelasi Pearson menunjukkan bahawa HEM telah dikaitkan dengan TLOYALTY. Analisis regresi menunjukkan 0.50 atau 50% daripada varians dalam kesetiaan pelancong telah dijelaskan oleh amalan pelancongan lestari dan kesihatan dan keselamatan persekitaran di bawah pembolehubah utama iaitu pengurusan alam sekitar oleh hotel.

Sementara itu, data pekali menunjukkan bahawa kesihatan dan keselamatan persekitaran pemboleh ubah mempunyai impak yang lebih tinggi (0.546) pada kesetiaan pelancong berbanding dengan amalan pelancongan lestari (0.234) dari segi persepsi pelancong. Walau

bagaimanapun, kedua-dua pembolehubah mempunyai persepsi pelancong yang positif dan hubungan yang signifikan dengan kesetiaan pelancong. Cadangan telah diutarakan untuk menggabungkan faktor lain seperti inovasi perkhidmatan hotel di mana ia boleh mempengaruhi hubungan dinamik antara persepsi pelancong dan kesetiaan mereka kepada hotel yang didiami. Selain itu, kajian masa depan juga harus mengkaji persepsi pelancong dan hubungan kesetiaan mereka berdasarkan kepada jenis perkhidmatan atau sektor perkhidmatan lain serta mengembangkan pengajian ini dengan melaksanakan perbandingan antara kawasan atau negara-negara yang mempunyai latar belakang budaya yang berbeza agar dapat menyediakan lebih banyak bukti faktor sejagat yang memberi kesan kepada persepsi pelancong dan kesetiaan mereka terhadap hotel yang mengamalkan pada pelancongan hijau..

Kata Kunci: *Amalan Pelancongan Mampan (STP), Kesihatan dan Alam Sekitar Keselamatan (HSE), Kesetiaan Pelancong (TLOYALTY), Hotel Pengurusan Alam Sekitar (HEM)*

Table Of Content

List Of Table.....ix

List Of Figure..... x

List Of Abbreviationsxi

Appendicesxii

Chapter 1 1

 Introduction..... 1

 1.1 Background of Study..... 1

 1.2 Problem Statement 6

 1.3 Research Questions..... 7

 1.4 Research Objectives 8

 1.5 Scope of the Study..... 8

 1.6 Significance of the Study..... 9

 1.7 Organization of the Study..... 10

Chapter 2 11

 Literature Review..... 11

 2.1 Introduction 11

 2.2 Conceptual Definitions of Area of Study..... 14

 2.3 Review and Evaluation of Past Relevant and Related Studies 19

 2.4 Summary..... 21

Chapter 3 22

 Research Methodology..... 22

 3.1 Introduction 22

 3.2 Research Framework/Model 22

 3.3 Hypotheses Development..... 24

 3.4 Research Design 25

 3.5 Operational Definition..... 26

 3.6 Measurement of Variable/Instrumentation 26

 3.7 Data Collection and Sampling..... 27

 3.8 Techniques of Data Analysis..... 27

 3.9 Summary..... 28

chapter 4 29

 Data Analysis And Findings..... 29

 4.0 Introduction 29

 4.1 Demographics of Respondents..... 29

 4.2 Respondent Background..... 30

 4.3 Initial Evaluation 35

 4.4 Correlation Analysis 37

 4.5 Multiple Regression Analysis 41

 4.6 Summary of Analysis and Findings..... 43

Chapter 5 44

Discussion 44

5.0 Introduction 44

5.1 Discussion of Research Findings..... 44

5.2 Research Contribution 45

5.3 Limitations of the Study 47

5.4 Suggestions for Extended Research..... 48

5.5 Conclusions 49

References..... 56

List Of Table

Table 4.1	:	Distribution Percentage of Responses Based on Demographic Profile Of Employment	30
Table 4.2	:	Distribution Percentage of Respondents Based on Nationality and Gender	31
Table 4.3	:	Distribution Percentage of Respondents Based on Group Of Age	32
Table 4.4	:	Distribution Percentage of Respondents Based on Education Level	32
Table 4.5	:	Distribution Percentage of Respondents Based on Frequency of Travelling	33
Table 4.6	:	Distribution Percentage of Respondents Based on Purpose of Travelling	34
Table 4.7	:	Distribution Percentage of Respondents Based on Green Tourism Knowledge	34
Table 4.8	:	Interpretation of Cronbach's Alpha Value	36
Table 4.9	:	Measurement of Likert Scale Point	36
Table 4.10	:	Tourist Loyalty among Tourist in Hotels	38
Table 4.11	:	Strength of Correlation Value	39
Table 4.12	:	Intercorrelation of the Major Variables	40
Table 4.13	:	Intercorrelation of the Major Variables	40
Table 4.14	:	Result of Regression Analysis- R Square	42
Table 4.15	:	Result of Regression Analysis- ANOVA	42
Table 4.16	:	Result of Regression Analysis-Coefficients	42
Table 4.17	:	Summary of the Results	43

LIST OF FIGURE

Figure 2.1	:	Members of OECD on Green Growth	14
Figure 3.2	:	Tourist Perception and Loyalty on Green Tourism	23

LIST OF ABBREVIATIONS

OECD	-	Organisation for Economic Co-operation and Development
MOTOUR	-	Ministry Of Tourism Malaysia
EPU	-	Economic Planning Unit
PEMANDU	-	Performance Management and Management Unit
STP	-	Sustainable Tourism Practices
HSE	-	Health and Safety Environment
TLOYALTY	-	Tourist Loyalty
HEM	-	Hotel Environmental Management

APPENDICES

- Appendix A - Questionnaire
- Appendix B - Reliability
- Appendix C - Descriptive
- Appendix D - Regression

Chapter 1

Introduction

1.1 Background of Study

In this era, tourism sector has emerge as the largest and fastest service sector throughout the globe where this sector contributes about 5 percent of World Gross Domestic Product (GDP) and 8 per cent of total employment (Siwar, Ismail, & Adham, 1923). Meanwhile , 30 percent of the whole world commercial service as well as 6 percent of the whole exports (Siwar et al., 1923). Furthermore, tourism has been among the highest export stipendiaries for more than 50 nations in the entire globe, the foremost foreign exchange main foreign exchange income basis for some of least developed countries as well as for some developing countries (Siwar et al., 1923).

The vast development of tourism commerce has given lots of environmental degradation such as pollution with total number of 5 per cent in global greenhouse gases (GHGs) emission. (Siwar et al., 1923). In order to maintain tourism significant contribution to the world economic development, this industry should be more maintainable to lessen the environmental degradation and the same time prolonged the energetic progress. (Siwar et al., 1923). This awareness and importance of adopting green practices in green tourism are by executing lots of changes in excessive use water intake, management of waste, local biodiversity and ecosystem perseverance as well maintaining old heritage and indigenous cultural customs inheritance. (Siwar et al., 1923).

Therefore, the well-known segment in overcoming negative impacts in the same time sustaining the economic well beings of tourism is the Green Tourism segment (Economy,

2011). In defining Green Tourism, it involves efficient water use and energy, enhance waste generation process, generate employment chance and significant orientation with local culture and natural environment (Siwar et al., 1923). Numerous research have been done and indicated that most tourist during travelling are more keen to choose better sustainable and environmental conditions where one of the research made by Trip Advisor in 2007 on worldwide tourists shows that 38% liked environmentally-friendly tourism, other 38% have had stayed at environmentally-friendly places and 34% were prepared to pay more for environmentally-friendly accommodations (Pollock, 2007). Besides that, the International Ecotourism Society (Siwar et al., 1923) shows enormous figures of international tourists are fascinated by cultural, social and any environmental concerns of tourism places and ready to pay home-grown environmentally friendly lodgings.

The initial introduction on green tourism was in Europe and the term commonly used with rural tourism (Yamazaki, M., Y., & J., 1997). In Asian continents, the green tourism section is prominent in several countries such as South Korea and Japan. (Yamazaki, M., Y., & J., 1997). The implementation of green tourism and it practices really revealed better impacts on regional growth where present tendency exposed that regional progress of development is enhancing it volume in producing commercial result for host communities (Getz, D., 2007). Therefore, issues of economic disparities and regional social has become the main parts for enhancement where domestic administration put more highlight on comparative and competitive advantages for an efficient and proper regional growth (Siwar et al., 1923).

Tourism Development in Malaysia

In Malaysia, Tourism industry has become one of the enormous income sectors that give positive impacts on Malaysian economic growth, increasing foreign exchange as well as creating employment opportunities where government of Malaysia put emphasis on development of this sector (Bhuiyan, M.A.H., C. Siwar, S.M. Ismail and R., 2011). Government determination to boost the tourism sector is aligned with the vision 2020 in order to be a sustainable high-income developed nation in year 2020 (Economic Planning Unit (EPU) Malaysia, 2010).

Furthermore, the government has aim itself to be among the well-known 10 tourism destination in tourist's receipts where it also projected about more than 2.0 million employments and generated RM115 billion in revenues in year 2020 (Economic Planning Unit (EPU) Malaysia, 2010). Thus, Malaysian Government has emphasised the importance of development in tourism sector in Economic Transformation Program with the goal to achieve 36 billion tourist arrivals and RM168 billion in tourism receipts (PEMANDU, 2010). This determination and efforts really revealed the special intention and attention towards the Green Tourism Development in Malaysia (Md. Anwar Hossain Bhuiyan et. al, 2007).

Green Tourism in Malaysia

The green tourism development in Malaysia has been kicked start in year 2010 by Ministry of Tourism with the initial launching of '1Malaysia Green Tourism, 1Malaysia Clean' programme with the objective of educating citizen of Malaysia to be responsible and respectful towards the environment and its beauty especially in tourist hot spot area (TheStar, 2010). Positive impacts on the programme is expected among the citizen in increasing their

awareness on public cleanliness so that the country image as a tourist favourite destination will be uphold all the time (TheStar, 2010). At the same time, MOTOUR has also encourage hoteliers and entrepreneurs to go on 'green' requirement where the effect on that can be seen in year 2010 whereby 5 Malaysian hotels has been awarded as the new recipients of the Asean Green Hotel Award 2010, adding up the total number of such hotels in the country to 10 (TheStar, 2010). The hotels are as below:

- I. The Andaman Langkawi in Kedah;
- II. Shangri-La's Tanjung Aru Resort & Spa in Kota Kinabalu;
- III. Mines Wellness Hotel in Selangor;
- IV. Shangri-La's Rasa Ria Resort in Tuaran;
- V. Renaissance Kuala Lumpur Hotel;
- VI. Hotel Melia Kuala Lumpur;
- VII. Nexus Resort Karambunai in Sabah;
- VIII. Shangri-La's Rasa Sayang Resort and Spa in Penang;
- IX. Shangri-La Hotel Kuala Lumpur: and
- X. The Frangipani Langkawi Resort and Spa.

The main criteria used in determining the Green Hotel Award are inclusive of the use of green products, provision of training programmes for operation on environmental management and introduction of waste management techniques such as recycling (TheStar, 2010).

Why Port Dickson

The main reason Port Dickson is chosen to be the main research area are because of several factors. Firstly, it is a well-known place as a National Coastal Beach, Army City and Wellness Zone (PWT) (TheStar, 2010). Secondly, Port Dickson is one of the main contributors for tourism and economic sector which is assume as the rice bowl for Negeri Sembilan (UPENNS, 2010). This is proven where it contributes about 11.9 per cent to Negeri Sembilan GDP (UPENNS, 2010). One more indicator is the increasing amount of tourist arrival in year 2012 total up to 2.9 million tourists in Port Dickson alone (Tourism Board, 2012). This number presents more than half of tourist arrival (4.1 million) in the same year in Negeri Sembilan (Tourism Board, 2012). The increasing number of tourist arrival shows that tourist loyalty towards accommodation operators or hotels in Port Dickson. However, the number of tourist arrival is still have to be improved further since Negeri Sembilan has targeted in year 2020 that service sector will becoming the main contributor for GDP mainly from Tourism activities (UPENNS, 2010).

1.2 Problem Statement

A crucial problem for accommodation operators especially hotels is for them to sustain in the industry, attracting and retaining their customers or tourist loyalty (Oom, 2006). Thus, tourist loyalty has becoming an essential elements in the tourism industry where it has been claimed as a meter of corporate accomplishment (Oom, 2006; La Barbara and Mazursky, 1983). The loyalty of the tourist can be dignified as repetitive sales or good suggestion by one customer to another and are always associated with service quality offered and the way hotels managed its operation (Oom, 2006). Thus, it has created a great request for efficient facilities and services, including water, electricity, telecommunications, accommodation, transportation, retail business, support facilities, provision of sewerage and waste disposal (Md. Anowar Hossain Bhuiyan, 2012).

Due to that reason, a proper planning and development of tourism areas as well as it activities need to be planned properly and controlled carefully. This is because it can affect the quality of the environment, such as deterioration in the quality of water, air, noise and natural resources (Md. Anowar Hossain Bhuiyan, 2012). Even though the number of tourist arrivals in Port Dickson is in ascending figure in the last 4 years (2010-2014), at the same time the environmental pollution in also increasing (UPENNS 2010) where Port Dickson (PD) is always associated with several environmental issues such as water quality deterioration, ecoli, dirty beach and poor waste management (BeritaHarian, 2010).

This problem also contributed partly from accommodation operators such as hotels where it rooted from the environmental issue management (Khalid, Mahadi, & Abdul, 2007). Management of environmental issue has rises as an essential aspect of resource organization so many years (Lertwannawit, Ph, & Dusit, 2011) where it can affected the organization success ((Lertwannawit et al., 2011). The process should involve stakeholders and future customers as well as deliberation of community, financial, environmental, and bio-physical

aspects. (Lertwannawit et al., 2011). Besides that, from the criteria mentioned above on Green Hotel Award, hotel environmental management is one of the main factors that should be executed by accommodation operators or hoteliers in supporting the green tourism.

Therefore, tourist loyalty in Port Dickson, Negeri Sembilan might be heavily influenced by the implementation of environmental management among hoteliers for the tourist to stay longer in the hotels as well sustaining the hotel business where this has been indicated by a survey done by trip advisor that most tourist are more keen to environmentally-friendly conditions (Pollock, 2007). Though several steps have been taken by the authorities and hoteliers, but yet there is still much more initiatives should be executed (BeritaHarian, 2010). This further if it not been taken seriously, it would result in a descending volume of tourist arrival due to fading off loyalty among tourist in Port Dickson in the near future.

This is align with the previous study that found that there is significant cause-effect relationship between travel satisfaction and destination loyalty among tourist (Oom, 2006) where the returning tourist based on their intentions and recommendations are much influenced by the hotel image and its management (Oom, 2006; Bigne et al. 2001). Furthermore it might eventually affect contribution of tourism sector in GDP of Negeri Sembilan and its economic development in the future.

1.3 Research Questions

Several research questions have been proposed for this study in order to provide better insight of the tourist loyalty on hotels environmental management awareness and efforts towards green tourism practices in Port Dickson as below:

- I. What is the relationship between tourist perception on Sustainable Tourism Practices and Tourist Loyalty in Port Dickson?

- II. What is the relationship between tourist perception on Health and Safety Environment on Tourist Loyalty in Port Dickson?
- III. What is the relationship between Tourist Perception on Hotel Environmental Management and Tourist Loyalty in Port Dickson?

1.4 Research Objectives

The main aim of this research is to investigate the tourist perception and their loyalty upon green practices that being implemented among hotels in Port Dickson. There are 3 objectives of this study as stated below:

- i. To identify the relationship between tourist perception on Sustainable Tourism Practices and Tourist Loyalty in Port Dickson;
- ii. To identify the relationship between tourist perception on Health and Safety Environment and Tourist Loyalty in Port Dickson; and
- iii. To identify the relationship between Tourist Perception on Hotel Environmental Management and tourist loyalty in Port Dickson.

1.5 Scope of the Study

The scope of the study covered the tourist loyalty towards hotels in Port Dickson based on their perception on hotel environmental management. This is due to its importance in Negeri Sembilan economic growth as a main contributor to GDP and future development (UPENNS, 2010). The involvement was limited to tourism player in the industry which operates in Port Dickson such as accommodation operators (3 and 4 star hotels) and tourists.

1.6 Significance of the Study

Development of tourists areas are essential in attracting tourists, therefore, development in these areas are unavoidable. A study by Lew, A. & Mc Kercher, B. in their article, Modelling tourist movements: A local destination analysis. *Annals of Tourism Research*.33:403-423, 2006) on the selection of tourist destination are mainly based on beautiful beaches and it convenient area for picnic, equipped facilities containing lodgings, fun activities, food stall, public amenities and ample parking space. Furthermore they mentioned that, perception of tourists about the impact of tourism towards the environment is essential where they are also demand for the tourist destination to remain as natural as it can be.

Therefore neglecting the tourist loyalty and their perception on environmental issues that arise frequently in mainstream and social media may give a long term impact on the tourism sector since PD is known locally and internationally as one of the famous tourist spot with lots of water sports activities in Negeri Sembilan (BeritaHarian, 2010). It will eventually affect the number or tourist arrival as well as slower the implementation of Green Tourism in hotels and that it surrounding area.

Perhaps this study will be an eye opener to the tourism operators especially hotels to put more emphasis on new and current initiatives to overcome environmental issues arises from tourism activities, involves their selves in a greener approach and most importantly maintaining and strengthen the tourist loyalty towards the hotels. In addition, by conducting this research it is hope that the result from the research could assist tourism operators in identifying any lacking or insufficient action that effect their daily operation such as cost of management (cutting all the unnecessary budget by implementing more greener approach that can save cost and energy as well as preserving the environment.

1.7 Organization of the Study

This study is divided into **5 Chapters** and it is constructed with the research objectives as follows:

Chapter 1 is an introduction to the study where this chapter simply explains the background of research, research questions and objectives, significance and the scope of the study.

Chapter 2 revealed the literature review of the study containing previous research made by scholars.

Chapter 3 explains the research methodology comprising research design, population and sample, procedure of data collection and the techniques of data analysis used in this study.

Chapter 4 discussed the data gathered from the survey which in the form of questionnaires consists of demographic data of respondents and environmental management practices implemented by hotels. This chapter will show the findings and relationship between variables that been used in this study.

Chapter 5 concludes the findings of the study where it provides recommendations, limitations and suggestions for future research on Tourist Loyalty towards hotels environmental management practices among tourism players especially accommodation operators, in this case, hotels in Port Dickson, Negeri Sembilan.

Chapter 2

Literature Review

2.1 Introduction

Green Tourism

Based on the findings, there is no specific definition of green tourism. Green usually means nature, life, safety, non-pollution, environmental protection, and it is just a figure of speech (Shoko Mitani, 2006). Furthermore, green tourism is understandable interrelated with sustainable development, environmental protection, biological diversity, human health, (DiaoZhibo, 2012). Besides that, green tourism includes a series of ideas, methods and measures. There are 2 perspectives being derive by this scholar, DiaoZhibo 2012 in his paper 'The Current Situation of Green Tourism In China, he stated that from the perspective of tourists, green tourism refers to those activities based on sustainable development, environmental protection, biological diversity and other principles, even green tourism can be one method to achieve goals such as sustainable development. While from the perspective of tourism businesses, green tourism refers to providing services and products by means of advanced technologies and methods such as low carbon, energy saving and circular economy.

So in brief, it is seems that green tourism is environment-friendly to leave a beautiful world to future generations and an inevitable result of human beings' return to nature. Moreover, he also describes that green tourism can be classified into green tourism on the sea, lake, island, hill, grassland, etc. For the organizers, green tourism can be

classified into green tourism by tourism businesses, NGOs, governmental agencies and green tourists themselves. As a conclusion to his definitions, green tourism is not limited to rural and unexploited areas and can be organized in the city, such as visiting rubbish or wastewater treatment plants.

As for the other author, green tourism is about being an environmentally friendly tourist or providing environmentally friendly tourist services. Shoko Mitani (2006) mentioned that green tourism is a new tourism or closely known as environmentally sound rural tourism where there central features of it are similar to those called ecotourism which is known as a nature-based. Authors also suggested that there is no commonly agreed definition of green tourism (Bramwell B et. al, 1995). Therefore, the term green tourism in general, could be understood as a form of tourism which places a strong emphasis on practicing tourism in environmentally sound manners (On, 2012).

Green Tourism Development

Green Tourism segment is a popular request nowadays from most of the people from the entire globe where study has been done that this new segment of tourism indicates several reasons (Booz et. al, 2010):


- Focus of Learning- The world-wide societal consciousness and awareness upon nature and perseverance of its beauty and ecosystem being rising up by top media profile;
- Focus on Individual Development- A person rising curiosity to get attached with environment and searching for new challenges physically and spiritually,
- Focus on Relaxation- High work pressure and demanding high lifestyle lead to finding peace in mind, soul and physical.
- Focus on Creation- Spending free time and excess money as well as better admission to the countryside for certain number of people.

Tourism industry has to be more green and sustainable in order to avoid environmental dilapidation as well as ensuring its energetic growth. Therefore, there is a crucial effort and action continuously to be taken in order to change unsustainable patterns of tourism practices such as discharge of untreated water, excessive use of water consumption, threats to local cultural traditions and built heritage, damage of local biodiversity and ecosystem as well as waste generation (OECD, 2007).

The Organisation for Economic Co-operation and Development (OECD) is one of the bodies being established with the objective to encourage guidelines and plans to help improvised the economic and social welfare of community in the entire globe. In tourism sector, it helps to push on the green approach and green innovations among countries (OECD, 2007). OECD contains numerous numbers of countries where about 42 countries already involved in OECD Declaration on Green Growth as shown in the Figure 2.1.

Figure 2.1

Members of OECD on Green Growth

 Australia	 Denmark	 Indonesia	 New Zealand	 Sweden
 Austria	 Estonia	 Ireland	 Norway	 Switzerland
 Bangladesh	 Faroe Islands	 Israel	 Philippines	 Tunisia
 Belgium	 Finland	 Italy	 Poland	 Turkey
 Brazil	 France	 Japan	 Portugal	 Ukraine
 Cambodia	 Germany	 Jordan	 Russian Fed.	 United Kingdom
 Canada	 Greece	 Korea	 Slovak Republic	 United States
 Chile	 Greenland	 Luxembourg	 Slovenia	 Vietnam
 China	 Hungary	 Mexico	 South Africa	
 Colombia	 Iceland	 Morocco	 Spain	
 Czech Republic	 India	 Netherlands		

Source: <http://www.oecd.org/cfe/tourism/greengrowthandtourism.htm>

Furthermore, OECD play an essential roles in urging the government of those countries to take suitable and effective action towards protecting the environment, community and other creature from the effect of Green House Gas such as carbon emission and other pollutions.

2.2 Conceptual Definitions of Area of Study

2.2.1 Tourist Loyalty

It is defined that 'loyal tourist' or a loyal customer is a someone who reuses the same service provider whenever conceivable and continuing shows positive attitude as well as recommending the service provider to others (Kandampully and Suharto, 2000). The customer willingness, attitude of repurchasing as well as promoting services or product to others without getting any reward from the act of recommending do shows existence of loyalty in them (Heskett and Schlesinger, 1997). Most hospitality firms are likely to

appreciate loyal customers because of they are easier to manage and provide consistent and higher profitability (Mustafa Tepeci, 1999). In order to compete with other rivals and getting loyalty from customers, hotels should provide achieve a consistent service that can achieve high levels of customer (Mustafa Tepeci, 1999).

Research done by Wuest et al. (1996) stated that perception of hotel attributes in terms of services and facilities are crucial among tourist in deciding which hotels to stay. Hotel's attributes such as cleanliness, price, location, security, personal service, physical attractiveness, opportunities for relaxation, standard of services, appealing image, and reputation are recognized as decisive by travellers to assess the quality of the hotel (Atkinsons et al, 1988). Therefore, positive feeling of guest towards a business is a symbol of their satisfaction (Reynolds, 2004) claim where this is similar with what has been claimed by Chon and Sparrowe (2000) that the satisfaction feeling of guest is due to their needs has been fulfilled.

2.2.2 Hotel Environmental Management

Environmental management practices (EMP) is being defined as guidelines, rules and methods an institution the techniques, policies and procedures an organization uses especially in observing and controlling its whole operations that give effect on the environment (Montabon et al.2006). The EMP shows the pathway to achieving the goal and frequently contains the requirement of resources as well (USAID, 2002). The hotel sector is one of the main business sectors in the hospitality industry, generating much more negative environmental impact than the public perceives, consuming a vast amount of home-grown and imported non-durable durable merchandises, water and power, as well as emitting a large amount of carbon dioxide (Bohdanowicz, 2005; Kirk,1998). The implementation of environmental management practices also permits services differentiation in the hotel industry where a slight changes in the pollution

levels will might give a stunning effect on the increment demand from environmentally delicate tourists (Chan & Wong, 2006).

In this recent era, tourists becoming more demanding in terms of hotel services where it indirectly urge the hoteliers to adapt on new changes in taste and preferences as well as protecting the environment (Tari et.al ,2009). Customer perception about accommodation service quality provided by accommodations operators are so heavily influenced by the state of conservation of the environment (Oom, 2006). Therefore, if hotels adapted EMP, they are able to improve greatly on their customer perception of environmental quality including the hotel and their tourism product where it seems as they are offering a healthy location and obtaining differentiation badges such as the eco-labels (Chan & Wong et. al, 2006).

2.2.3 Sustainable Tourism Practices

Sustainable Tourism Practices (STP) described by Mensah (2006) is a main course implemented by administration of hotel to oversee and execute proper programs with the goal to reduce negative impact of the hotel activities to the environment. This is also emphasis by other scholar Avuso (2006), where he mentioned in his study that Spanish hotels adopted these practices based on the understanding and awareness upon their responsibilities in safeguarding the environment. Thus, Kasimu et. al (2012) adapted 19 items from Park (2009) to collect and gathered to know the level of sustainable tourism practices by hotels. This further will be used partly in the questionnaires in this study in order to oversee the influence or relationship that it has on tourist loyalty towards the hotel that they are staying in Port Dickson. Questionnaires as in **Appendix A**.

2.2.4 Health and Safety Environment Management

Health, Safety and Environmental Management (HSE) by definition is a set of policies, procedures and also practices where the key component is certifying operates in compliance with the right regulations including most aspect of an entity product and processes (Mary, 2011). According to Mary Berth Northrup (2011), health and safety environment are associated with mitigating physical hazards with process and products as well as emphasis on workers' health and the environment itself. Furthermore the author added, environmental management encompasses all of aspect of operations and services provided to the customer. The focus is partly more on conserving as much natural resources and reducing waste at most level of the operation (Mary, 2011). Research has been made to know the level of implementation among hotels on health and safety environment management on green tourism practices involving 14 questionnaires (Kasimu et. al, 2012). This further will be used partly in the questionnaires in this study in order to see the influence or any significant relationship that it has on the tourist loyalty upon hotels that they choose to stay while travelling in Port Dickson. Questionnaires as in **Appendix A**.

2.3 Review and Evaluation of Past Relevant and Related Studies

2.3.1 Tourist Loyalty

There are several relevant and related studies in the past that have been conducted regarding Tourist Perception and Loyalty in Green Tourism Development. Research findings by Jin-Soo Lee et. al, 2001, confirmed that tourist positively perceived on a green hotel overall image base on the significance and class characteristics shown by the hotel where a green appearance influence a visitor's preferences of hotel. It also stated in the study that the behavioural intentions been commonly use as faithfulness meter in promotion and friendliness of the hotel.

Furthermore, research findings by Patricia Oom do Valle, University of Algarve Portugal showed that tourism satisfaction among customer of hotels in essential as it will determine the destination loyalty. The study also indicated further that the greater levels of satisfaction, the greater likelihood of future repeated visit as well as more willingness for them to spread out or recommend the destination to others.

2.3.2 Hotel Environmental Management

In terms of the hotels involvement in green tourism implementation such as environmental management practices, research findings by Kasimu et. al, (2012) indicated that there is a good and encouraging participation in environmental management practices among the participating hotels. Thus, the study suggested that one of the major recompenses is the improvement of hotels' image to the guests and the local communities, as well as the provision of a safe and healthy environment for the hotel guests and employees. Therefore, the effort of the hotel management to

promote its image is now a very welcoming development where it can attract tourists both domestic and from other countries of the world.

Meanwhile from the perspective of tourist expectation and perception towards environmental issues, a research finding by Aurathai Lertwannawit et. Al (2010), stated that the information found in this study could aid on tourist perception in order to assist the management of green tourism. Furthermore, the findings showed that tourists' perception of environmental issue management is higher compared to their expectations. Thus, it resulted in the satisfaction feeling among tourist upon national park committee management.

However, in other research finding by Siti-Nabiha Abdul Khalid, Rozaidy Mahadi, Nabsiah Abdul Wahid, Amran and Ismail Abustan, (2007), most of resort green practices were not implemented thoroughly where some of the practices were done on trial and error basis. This happened due to no technical expertise and recognized environmental management system such as ISO 14000 to facilitate the process. On the other side, credit should been given to the resort for their commitment and effort on hiring domestic people and team up with other party. As a conclusion, the environmental management practices should be implemented thoroughly by the hotel by inspiring or motivating their staff to incorporate in green practices.

2.3.3 Green Tourism Development

Research by Booz & Company (2010) found that lots of ingenuities are financially viable and may help organization to boost up their revenue. Furthermore, they stated that green revolution started with 3 steps accordingly which are; assessment of the

destination's environmental status, development of a green strategy, and collaborative execution of projects related to the green approach. They concluded that by following those principles the operator can ensure the sustainability of the business.

2.4 Summary

From the above findings on all research made by scholars, it is clearly stated upon one thing that hotel environmental management is something that is related not only with the operations, but also preserving, protecting the environment and nature. The main factors to boost the implementation of hotel environmental management in the green tourism sector is by continuous and supportive involvement of tourism operators such as accommodation owners (hotel, resort, apartment), tourist loyalty and a clear policies as well as procedures that govern it.

Chapter 3

RESEARCH METHODOLOGY

3.1 Introduction

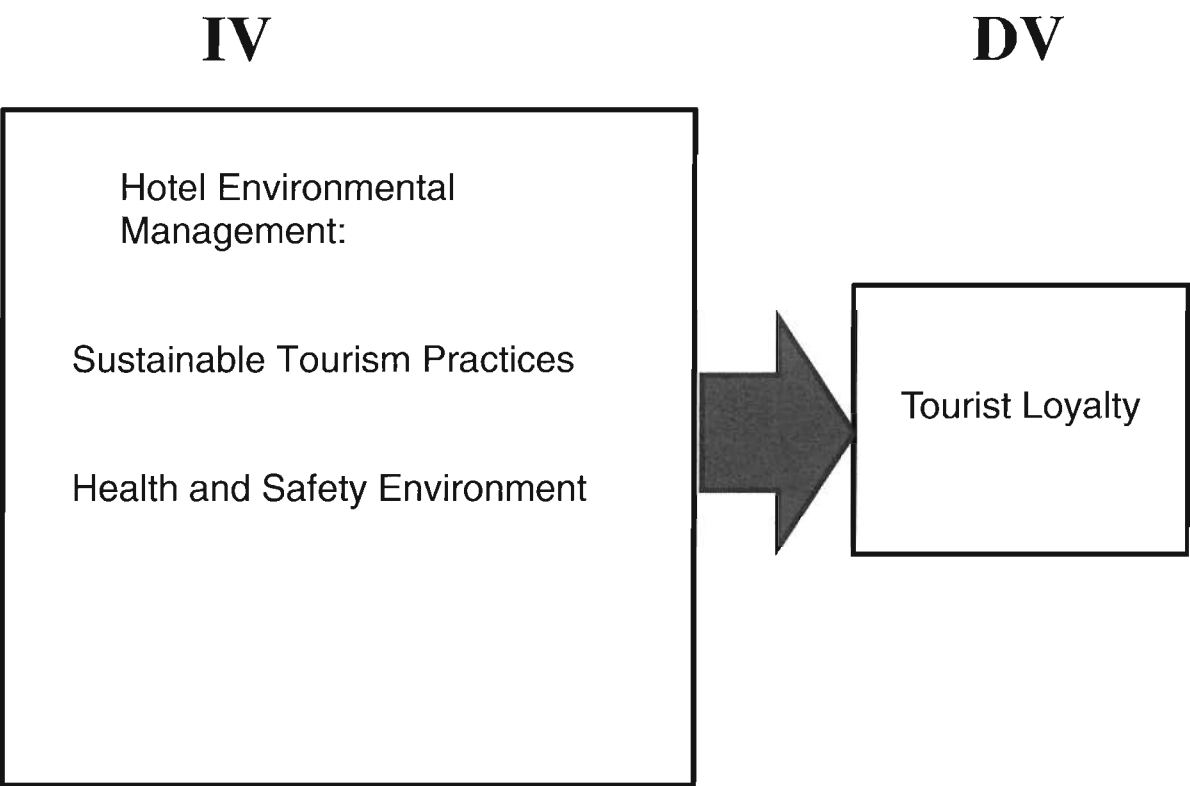
In this chapter, it presents the design, samplings, location of sampling, survey instrument and technique for data collection, data processing and summary of the whole methodology.

3.2 Research Framework/Model

The framework includes of dependent and independent variables involve that will be stated in order to perform the research. The dependent variable that is recognized for this study is the tourist loyalty among tourist in Port Dickson. In order to know the tourist loyalty among tourist, measurement of it needs to be take place. The independent variable that has been chosen to find the result is the tourist perception on hotel environmental management. To measure it, 2 variables has been selected consist of Sustainable Tourism Practices (STP) and Healthy and Safety Environment Management (HSEM). Below is the framework consists of dependent (D) and independent variables (IV) in this research.

Figure 3.2

The Relationship between Tourist Perception on Hotel Environmental Management and Tourist Loyalty in Port Dickson Negeri Sembilan



3.3 Hypotheses Development

Tourist Perception On Hotel Environmental Management and Their Loyalty

Environmental management practices are defined as the procedures, guidelines, techniques of an institution with the main objective to observe and take charge of its operation on the surrounding (Montabon et al., 2006). Thus, hotels will likely improving their guest perception on hotel environmental management as well as the tourism products that its offer to the guest if the hotels adapt and adopted the environmental management practices in their operation (Chan & Wong, 2006; Kirk, 1998). In the independent variables there are two (2) variables that will involve in order to identify the tourist perception on Hotel Environmental Management that are The Sustainable Tourism Practices and Health and Safety Environment Management (Kasimu et. al, 2012).

In maintaining and gaining loyalty from guest in order to be far ahead than other rivals in the industry, hotel should be able to get a very top level of customer satisfaction for the services supplied within the hotel such as the cleanliness, individual services, attractive image, safety, price, suitable location and status as vital by customer to evaluate the excellence of the hotel (Atkinsons, 1988; Ananth et al., 1992; Barsky&Labagh, 1992; Cadotte& Turgeon, 1988; Knutson, 1988).

Hypotheses:

H1: There is a positive relationship between tourist perception on Sustainable Tourism Practices and Tourist Loyalty in Port Dickson.

H2: There is positive relationship between the Tourist Perception on Hotel Environmental Management and Tourist Loyalty on Green Tourism in Port Dickson.

H3: There is positive relationship between the Tourist Perception on Hotel Environmental Management and Tourist Loyalty on Green Tourism in Port Dickson.

3.4 Research Design

In this study, only quantitative approach was applied in designing mechanism to implement this research. Survey has been carried out among the tourist in Port Dickson including domestic tourist. In order to support the findings of the survey, journals and previous case studies will be used as references. The questionnaires will be distributed to 384 respondents who have experienced staying in 3 and 4 star hotels in Port Dickson. The questionnaires for our research are divided into two parts. The first part consists of several variables in independent variables and the second parts consist of demographic variables. Due to the limitation of time, this study takes about twelve weeks to be completed.

3.5 Operational Definition

The research subject is mainly on the tourist loyalty and their perception on hotel practices as well as efforts on green tourism involving domestic tourist.

3.6 Measurement of Variable/Instrumentation

The survey included gathering of data via questionnaires to gain info on the present environmental practices in measuring Environmental and Management System (EMS) and demographic profile. The questionnaire consist of 20 for EMS adapted from (Kasimu et. al including two variables (Sustainable Tourism Practices and Healthy and Safety Environment) with 10 questions each and 5 questionnaires on tourist loyalty adapted from (Lee, Hsu,Han& Kim, 2010) . For all questions, Five Point Likert-type scales with a response value of 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree, as well as 1= very negative, 5= very positive likert scale is consume. Likert-Scale is among most common format used in a survey-oriented research (Hair *et al*, 2006). The questionnaires involve in this research are as in **Appendix A**.

3.7 Data Collection and Sampling

The sources of data in this research are obtained through primary data collection. The primary data for this research was collected by the means of structured questionnaire was directly distributed to the respondents. The questionnaire data collection helped gather responses from 384 respondents so as to ensure reliability and validity. This number of respondent is based on Krejcie and Morgan suggestion in their journal *Determining Sample Size for Research Activities* in year 1970. The purpose of the questionnaire was to correlate the findings from the questionnaires and the objectives of this study. Due to resource and time limitations, research is planned to collect sample from certain selected 3 or 4 star hotels only. This limitation is explained in Chapter 5.

3.8 Techniques of Data Analysis

After the collection of data, the analysis of data was carried out. Several analysis techniques were used in order to analyse and interpret the quantitative data with the help of Statistical Package for Social Science (SPSS) version 22.0. The SPSS was used in exploring the data for initial analysis by using techniques of percentage and frequency, such as for respondents' demographic statistics. Reliability tests were used to analyse reliability of data (Hair *et al.*, 2006). The descriptive statistics are designed to provide information about the distribution of the variables. This includes some statistical procedures such as the means, standard deviations, correlation and multiple regression analysis.

3.9 Summary

This chapter presents the research design, the population and sample, the data collection procedures and the data analysis method used to carry out this study as discussed earlier in the chapter.

Chapter 4

DATA ANALYSIS AND FINDINGS

4.0 Introduction

In this chapter, it presents the data analysis that has been done, the outcome of the analysis and conclusion of the chapter.

4.1 Demographics of Respondents

There were 55 hotels ranging 3 to 5 star hotels located in Port Dickson based on Negeri Sembilan Tourism Board report 2012. Only tourist from 3 to 4 stars hotel were involved in this study. A total of 384 usable data were received and 100% response rate from the survey conducted. The most responsive responses received were from public servant in Negeri Sembilan with 90.6% rate from various departments or unit embedded in State Secretary Office at Wisma Negeri, Seremban. The least responsive is from unemployed respondent categorized as students with the rate of 1%. The breakdown of responses is shown in Table 4-1.

Table 4.1

Distribution Percentage of Responses Based on Demographic Profile Of Employment

Sector	Number of Responses	Percentage of Responses
Government	348	90.6
Private	20	5.2
Self Employed	4	1.0
Unemployed	12	3.6
Total	384	100.0

4.2 Respondent Background

The respondents in the survey are mostly women with the rate of nearly two-third of the total participants and the nationalities of the respondents are all Malaysian as shown in **Table 4.2**.

Table 4.2

Distribution Percentage of Respondents Based on Nationality and Gender

Gender	Number of Responses	Percentage of Responses
Male	134	34.9
Female	250	65.1
Total	384	100.0

Table 4.2

Distribution Percentage of Respondents Based on Nationality and Gender

Nationality	Number of Responses	Percentage of Responses
Malaysian	384	100.0
Non-Malaysian	0	0
Total	384	100.0

In Table 4.3, the respondents were divided into 5 ranges of data, which are (1) 18 to 25 years old, (2) 26 to 35 years old, (3) 36 to 45 years old, (4) 46 to 55 years old and (5) above 56 years of age. The majority of respondents were from age ranging 26 to 35 years old which contributed 57.3% responses. The least number of respondents were from age above 56 years old which accounted for 1%.

Meanwhile, **Table 4.4** shows distribution number of respondent’s education level where they were divided into 5 ranges of level. From **Table 4.4**, it indicated that majority of the respondents own degree level of education which consisted of 125 respondents or 32.6%. The least of the respondents consist of 33 people which holding only certificate level of education. Combining both master and degree level of education resulted the largest of respondents (40.9%).

Table 4.3

Distribution Percentage of Respondents Based on Group Of Age

Group of Age	Number of Responses	Percentage of responses
18 to 25 years	28	7.3
26 to 35 years	220	57.3
36 to 45 years	88	22.9
46 to 55 years	44	11.5
56 years and above	4	1.0
Total	384	100.0

Table 4.4

Distribution Percentage of Respondents Based on Education Level

Education Level	Number of Responses	Percentage of Responses
PHD	0	0
Master	32	8.3
Bachelor	125	32.6
Diploma	101	26.3
Certificate	33	8.6
SPM	93	24.2
Total	384	100.0

Table 4.5 and **Table 4.6** show distribution number of respondents based on travelling frequency per year and purpose of travelling. For **Table 4.5**, the respondents were divided into 6 ranges of data, which are (1) above 25 times, (2) 21 to 25 times, (3) 16 to 20 times, (4) 11 to 15 times, (5) 6 to 10 times and (6) 1 to 5 times per year. The majority of respondents were from the range of ‘1 to 5 times per year’ which contributed 66.7% responses. The least number of respondents were from the range of “21 to 25 times and ’16 to 20 times per year’ which accounted for 2.1% each.

Meanwhile, **Table 4.6**, it indicated that the purpose of travelling for majority of the respondents were for their own leisure which consisted of 270 respondents or 70.3%. The least of the respondents consist of 8 people who contributed 2.1% Combining both leisure and work commitment resulted the largest of respondents (81.2%).

Table 4.5
Distribution Percentage of Respondents Based on Frequency of Travelling

Travel Frequency	Number of Responses	Percentage of responses
Above 25 times	34	8.9
21 to 25 times	8	2.1
16 to 20 times	8	2.1
11 to 15 times	17	4.4
6 to 10 times	61	15.9
1 to 5 times	256	66.7
Total	384	100.0

Table 4.6

Distribution Percentage of Respondents Based on Purpose of Travelling

Travel Purpose	Number of Responses	Percentage of Responses
Business	8	2.1
Leisure	270	70.3
Work Commitment	42	10.9
Others	64	16.7
Total	384	100.0

The respondents’ green tourism knowledge is shown in **Table 4.7**. From the findings, it indicated that majority of 74.5% respondents has at least basic knowledge on green tourism while 3.9% respondents has no knowledge of green tourism at all. Combining both respondents who has basic and intermediate knowledge of green tourism resulted in 96.1% of respondents who understand the green tourism concept in the survey.

Table 4.7

Distribution Percentage of Respondents Based on Green Tourism Knowledge

Level Of Knowledge	Number of Responses	Percentage of Responses
No Knowledge	15	3.9
Basic Knowledge	286	74.5
Intermediate	83	21.6
Expert	0	0
Total	384	100.0

4.3 Initial Evaluation

The raw data is being assessed so that exactness and spreading features can be looked into prior moving to the next step of multidimensional analyses (Furlong *et. al*, 2001). An experiential valuation of elementary statistical belongings such as data reliability is needed for multivariate analysis (Hair *et. al*, 2006).

4.3.1 Data Reliability

The reliability of data analysis was performed on the independent variable consist of 2 variables and a dependent variable. Cronbach's Alpha was used to test the reliability where it shows how the items were used as a set of dimensions and absolutely related to one another. Cronbach's Alpha by Hair *et al.* (2007) was used as a guide to show the strength of the measurements where the closer the alpha value to 1, the higher the reliability is. If the rate surpasses 0.95, the specific item has to be revised so that it can evaluate other features for that specific concept. Meanwhile for Nunnally (1978) mentioned that, the value of Cronbach's Alpha has to be within the range of 0.7 to 0.9 to ensure the substances tolerable and the relationship between items is respectable. However, Cronbach's coefficient of alpha of more than 0.6 was used and satisfactory as a measure of data realibility (Hair *et. al.*, 2006). Table 4.3.1 below shows the interpretation of Cronbach's Alpha value.

Table 4.8
Interpretation of Cronbach’s Alpha Value

Cronbach’s Alpha Value	Interpretation
< 0.6	Weak
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
> 0.9	Excellent

As a result, the value of Cronbach’s coefficient of alpha was 0.934 and it shows that the data collected were reliable. Thus, 5 point likert scale was divided into three ranges (Tasmin, R., & Woods, 2007) as follows:

Table 4.9
Measurement of Likert Scale Point

Extent	Range
Low	1.0 to 2.3
Medium	2.4 to 3.7
High	3.8 to 5.0

4.4 Correlation Analysis

The objectives of this study are to find the relationship between tourist perceptions on hotel environmental management (independent variables) and the tourist loyalty (dependent variables). Thus, in this correlation analysis will be used by the researcher to test the hypothesis, as stated further:

H1: There is a positive relationship between tourist perception on Sustainable Tourism Practices and Tourist Loyalty in Port Dickson.

H2: There is positive relationship between the Tourist Perception on Hotel Environmental Management and Tourist Loyalty on Green Tourism in Port Dickson.

H3: There is positive relationship between the Tourist Perception on Hotel Environmental Management and Tourist Loyalty on Green Tourism in Port Dickson.

Prior to examining the correlation, the degree of tourist loyalty on green tourism has been analysed by the researcher by comparing means score and standard deviation. The mean scores are categorized based on the three level of ranges mentioned earlier in **Table 4.9**. The summary of overall result on mean scores and the level of each tourist loyalty are shown in **Table 4.10**.

Table 4.10

Tourist Loyalty among Tourist in Hotels

Tourist	Loyalty	Mean	Std. Deviation	Level
Dimensional Area				
C1-	encouraging friends and relative to stay in green hotel	3.95	0.63607	High
C2-	promote green hotel to ‘good food service hunter’	3.85	0.72233	High
C3-	saying positive things on environmentally- friendly hotel	4.01	0.60238	High
C4-	Willingness to Pay More for Green Hotel	3.54	1.00584	Medium
C5-	Effort to stay in Green Hotel while travelling	3.81	0.71489	High
Overall Tourist Loyalty Measure		3.83	0.55052	High

From the analysis, the degree of tourist loyalty among tourist in 3 and 4 star hotels in Port Dickson, Negeri Sembilan was at a high level. The highest score was 4.01 for C3 (saying positive things on environmentally-friendly hotel), ‘while C4 (willingness to pay more for green hotel) has the lowest score of 3.54. The overall tourist loyalty measure is 3.83 at a high level and this indicates that tourist green tourism practices on hotel has a positive impact on the tourist loyalty to the hotel in the future.

For further analysis on the relationship between tourist perceptions on hotel environmental management (independent variables) and the tourist loyalty (dependent variables), bivariate correlation procedure being used to compute the Pearson’s correlation coefficients with their significant level. The r value that is designated to measure and estimates the linear association in correlation where it ranges from -1 to +1. The negative and positive remark shows the trend of the relationship between the variables while the value of r indicates the strength of relationship (Cooper & D., 2003). A set of criteria has been established by Davis (1971) as a reference in knowing the relationship strength as shown in **Table 4.11**.

Table 4.11

<i>Strength of Correlation Value</i>	
Correlation Value, r	Strength of Relationship
± 0.70 or higher	Very High
± 0.50 to ± 0.69	High
± 0.30 to ± 0.49	Moderate
± 0.10 to ± 0.29	Low
± 0.01 to ± 0.09	Very Low

The result of the analysis is shown in **Table 4.12**.

Table 4.12

Correlation Analysis between Two (2) Variables and Tourist Loyalty

	Sustainable Tourism Practices (STP)	Health & Safety Environment Management (HSE)	Tourist Loyalty (TLOYALTY)
Sustainable Tourism Practices (STP)	1	0.576	0.539
Health & Safety Environment Management (HSE)	0.576	1	0.683
Tourist Loyalty	0.539	0.683	1

Table 4.13

Correlation Analysis Between Hotel Environmental Management (HEM) and Tourist Loyalty

	HEM	TLOYALTY
HEM	1	0.690
TLOYALTY	0.690	1

From the analysis in **Table 4.12**, the result showed that the relationship of perception of tourist on hotel sustainable tourism practices and health and safety environment management are positively correlated to tourist loyalty. The r values indicated that health and safety environment management has the highest correlation with tourist loyalty compared to sustainable tourism practices. Thus, overall relationship in **Table 4.13** indicated that the hotel environment management is positively correlated with tourist loyalty with a high strength of relationship (Cooper & D., 2003). In short, the result also indicates that:

- i. The higher the tourist perception has towards sustainable tourism practices by hotels, the higher the tourist loyalty will be;
- ii. The higher the tourist perception has towards health and safety environment management by hotels, the higher the tourist loyalty will be; and
- iii. The higher the tourist perception has towards hotel environment management by hotels, the higher the tourist loyalty on green tourism will be towards the hotel that there are staying.

4.5 Multiple Regression Analysis

The multiple regression analysis was done to define the contribution and relations of independent variables in knowing its significant contribution to the dependent variable which is tourist loyalty. The **Table 4.14** shows adjusted R Square is 0.50 indicated that 50% of the variance in Tourist Loyalty were explained by the two variables that are Sustainable Tourism Practices and Health and Safety Environment. Meanwhile the Anova in **Table 4.15** shows that the model of the research is fit since the 'Sig' value is below 0.05 (significant level is set at 5%) and it indicated that the possibility to any mistake is unlikely to happen. Furthermore in **Table 4.16** the coefficient shows that Health and Safety Environment has higher impact on the tourist loyalty compared to Sustainable Tourism Practices. However, both variables have a positive kind of relationship with dependent variables (tourist loyalty) where the higher perception of the tourist on the hotel environmental management, the higher the tourist loyalty will be on the hotel they are staying.

Table 4.14

Result of Regression Analysis- R Square

R Square	Adjusted R Square	Std. Error of Estimate
0.503	0.500	0.38928

Table 4.15

Results of Regression Analysis- ANOVA

Model	Sum of Square	Df.	Mean Square	F	Sig.
Regression	58.430	2	29.170	192.490	0.00
Residual	57.737	381	0.152	-	-

Table 4.16

Result of Regression Analysis-Coefficients

Item	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
STP	0.252	0.048	0.234	5.236	0.00
HSE	0.657	0.054	0.546	12.234	0.00

4.6 Summary of Analysis and Findings

The major findings that can be extracted from the analysis are summarized as in **Table 4.17**.

Table 4.17

Summary of All Tested Hypotheses

Hypothesis	Description	Result
H1	There is positive relationship between the Tourist Perception on Sustainable Tourism Practices and Tourist loyalty on Green Tourism in Port Dickson	Supported
H2	There is positive relationship between the Tourist Perception on Health and Safety Environment Management and Tourist Loyalty on Green Tourism in Port Dickson.	Supported
H3	There is positive relationship between the Tourist Perception on Hotel Environmental Management and tourist loyalty on Green Tourism in Port Dickson.	Supported

Chapter 5

DISCUSSION

5.0 Introduction

In this chapter, it presents the clarification to support the outcomes of the study from the previous chapter. The research outcomes in response to research questions drawn in chapter 1 will be discussed here. Furthermore the implication of the study is discussed in the next fragment followed by discussions on the limitation, suggestions for extended research, implication for future studies and summary of the main outcomes.

5.1 Discussion of Research Findings

This section discusses the study findings on the relationship between tourist perception on hotel environmental management and their loyalty towards hotels there are staying in Port Dickson, Negeri Sembilan among domestic tourists. The findings are then compared with prior works done by other researchers.

The overall correlation matrix of Hotel Environmental Management (HEM) and Tourist Loyalty is shown in **Table. 4.8**. Based on these empirical findings, the hypotheses 1,2 and 3 was accepted. From the discoveries, it was found that tourist perception on hotel environmental management has significantly influence their loyalty on hotel that there are staying.

This finding is consistent with prior study by Feiertag, 1994 cited by Siti-Nabiha Abdul Khalid and others researchers in *Going Green: A Case Study on Environmental Management Practices of a Hotel in Malaysia* who reported that 75% of their questioned respondents claimed that they are environmentally-minded consumers and they would choose hotels which are environmentally friendly. Furthermore, the author mentioned also about survey done by Trip Advisor in year 2007 that 34% of the respondents are ready to spend extra money to lodge at an environmentally friendly hotel. Siti Nabiha et. al., (2008) stated that nowadays hotel and accommodation sector depends heavily on environment authentic beauty to ensure the sustainability and prologues of their business.

Thus is has been empirically shown that tourist perception on hotel environmental management has significantly influence tourist loyalty on green tourism practices by hotels. Thus, it is domineering for hotels to incorporate environmentally-friendly practices in their operations. This finding was supported by a high value of correlation and high level of significant and consistent with previous studies.

5.2 Research Contribution

This study extends the understanding of green tourism implementation among hoteliers especially 3 to 4 star hotels in Port Dickson, Negeri Sembilan. Literature has shown that green tourism has widely spread, adapted and implemented in most countries from reports made by researchers. Thus, it is understood that this research contributes several positive impact as follows:

- i. It help facilitates other hotels to implement and promote green tourism;
- ii. It support managers to convince top management on the importance of practising and promoting green tourism in order to increase their revenue in the future;
- iii. It guides policy maker of the Malaysian Government especially the State Government including local authorities to plan, improvised and promote the green tourism among hotels effectively; and
- iv. It enriches the existing hotels and tourist of knowledge on green tourism and its beneficial impact on the environment.

First, it was found that the tourist perception on hotel environmental management among 3 and 4 star hotels in Port Dickson is positive and at high level. Thus this research may help facilitates other hotels or even the current hotels to boost up their effort, practices and marketing on green tourism.

Secondly, the findings of this research could be applied by managers to convince top management for better support on green tourism practices as a new key of competitive advantages among other accommodation operators to get higher revenue and sustainability in the business.

Thirdly, since Malaysian Government is keenly moving towards greener approach for tourism which is Green Tourism where its put special attention in Green Tourism development (Md. Anowar Hossain Bhuiyan, 2012) this research provides guidelines for policy maker in ensuring appropriate approaches are considered prior implementing more green practices in accommodation services area.

Finally, it is hoped that the research findings enrich the existing hoteliers, tourist as well as future accommodation entrepreneur of knowledge on green tourism and its benefits in local and international context.

5.3 Limitations of the Study

It was shown that significant findings were found from the study with respect to the tourist involved on giving up their perception towards hotel environmental management on their loyalty upon green tourism. However, this research has also its limitations. First, this study involved 384 respondents which it only represent 1 million tourists in Port Dickson and not overall population (2 million) since the data gain is only for 6 months or half a year of tourist arrival. Furthermore, the majority of respondent is from the government sector and it could be more representative from the other background such as private sector and international tourist.

Secondly, this study is an attempt to experientially test the relationship between tourist perception and their loyalty on green tourism practices by hoteliers. This relationship is however, dynamic and not static. Thus, additional moderators should be incorporated to examine the dynamic nature of this relationship. Thirdly, since the focus of this study on tourist perception and their loyalty located only in Port Dickson area, its might limit the potential of data to generalize result and compared them with other states within Malaysia as well as other developed nation that could contribute more meaningful perspective. Eventually, it could be argued that tourist perception and their loyalty on green tourism among 3 and 4 star hotels in Port Dickson, Negeri Sembilan are not necessarily the most active and positive respondent among other ranking of accommodation in the area where it should involve other hotels as well.

5.4 Suggestions for Extended Research

In this section, the limitations as described earlier in this study would provide new areas for future research. Firstly, it is suggested that future research would engaged larger sample size where it could provide a better representative sample since the tourist arrival in Port Dickson itself from the past 3 years (2011 to 2013) in growing number with the at least 2 million tourist arrival each year. Secondly, the existing green tourism practices involving hotel environmental management factors consist of sustainable tourism practices and health and safety environment. It would be more comprehensive to incorporate other enabling factor such as hotel service innovation where it may influence the dynamic relationship between tourist perception and their loyalty on green tourism. Thirdly, the future studies should examine the tourist perception and their loyalty relationship based on different types of services or other service sector such as on the non-accommodation tourism operator perspective. Lastly, it is suggested that future studies should be compared with other region within Malaysia or countries that has implemented the green tourism concept heavily as well as with the less competitive nation. Expanding this study with other region or countries which have different cultural background could provide more evidence of universal factors affecting the tourist perception on hotel environmental management and their loyalty towards hotel.

5.5 Conclusions

The outcomes from the study were useful information in enriching tourist perception in green tourism-based literature especially in the context of Malaysia. The perception of tourist is on the positive view and the significant relationship between their perception and loyalty to hotel on green tourism has already give a 'signal' for the hoteliers or accommodation operators to emphasize on implementing green practices heavily and consistently. Thus, it is hope that the practices of Green Tourism or sustainable tourism practices will be much merrier with all tourism operators' cooperation in adopting a greener approach. It will be a continuous effort to cope up with the demand in reducing negative impacts of hotels on the environment, upsurges operating effectiveness and most of all, tourist fulfilment and loyalty to revisit the place again.

REFERENCES

- Berita Harian. (2010). Retrieved from Berita Harian: <http://bharian.com.my>
- Bhuiyan, M.A.H., C. Siwar, S.M. Ismail and R. (2011). Potentials of Islamic Tourism: A Case Study on Malaysia on East Coast Economic Region. *Australian Journal of Basic and Applied Sciences*.
- Booz & Company (2010) A Road Map for transformation. (n.d.).
- Bramwell B. (1995) Rural Tourism and Sustainable Rural Tourism. *In* Rural Tourism and Sustainable Rural Development. (pp1-6). Channel View Publications. Avon
- Chan, E. S. W., & Wong, S. C. K. (2006). Motivations for ISO 14001 in the hotel industry. *Tourism Management*, 27(3), 481–492. doi:10.1016/j.tourman.2004.10.007
- Cooper, & D. ., (2003). *Business Research Method*. McGraw-Hill.
- Diao Zhibo (2012). The Current Situation of Green Tourism In China. *2012 International Conference on Affective Computing and Intelligent Interaction*. Lectures Notes in Information Technology, V.10
- Economic Planning Unit (EPU) Malaysia. (2010). *10th Malaysia Plan 2011-2015*. Percetakan Nasional Malaysia.
- Economy, G. (2011). Tourism investing in energy and resource efficiency., (pp. 417-425).
- Getz, D. (2007). *Event studies: Theory, research and policy for planned events*.
- Jin-Soo Leea. (2001) Understanding how consumers view green hotels: How a hotel's green image can influence behavioural intentions.
- Kasimu, A.B.A, Zaiton, S.B* And Hassan, H. . (2012). Hotels Involvement in Sustainable Tourism Practices in Klang Valley , Malaysia, 6(1), 21–34.

Khalid, S. A., Mahadi, R., & Abdul, N. (2007). Going Green: A Case Study on Environmental Management Practices of a Hotel in Malaysia, 10–19.

Kim, B. (1999). A Study on Green Tourism in Japan. *Journal of Korean Institute of Forest Recreation*.

Kim, B., S. Han, and J. Lee. (2001). Comparative study on green tourism between Korea and Japan. *Korean Jurnal of Tourism Research*.

Lertwannawit, A., Ph, D., & Dusit, S. (2011). Tourists ' Expectation And Perception Towards Environmental Issue Management For Green Tourism Of Khao Yai National Park, *10*(9), 41–47.

Mary, B. (2011). *Safety, Health and Environmental Management*. Retrieved from http://www.ehow.com/about_5261562_safety-health-environmental-management.html

Md. Anowar Hossain Bhuiyan, C. S. (2012). Green Tourism For Sustainable Regional Development In East Cost Economic Region (Ecer) Malaysia. *Sustainable Development*.

Organisation for Economic Co-operation and Development (OECD) .(2007) *Retrieved from: <http://www.oecd.org/cfe/tourism/greengrowthandtourism.htm>*

On, R., Concept, T. H. E., Agrotourism, O. F., In, I. T. S. R., & Areas, D. M. (2012). Researches on the concept of agrotourism and its role in developing mountain areas, 141–146.

Oom, P. (2006). Tourist Satisfaction and Destination Loyalty intention: A Structural and Categorical Analysis, *1*(1).

PEMANDU. (2010). *Economic Transformation Program. Performance Management and Management Unit, Prime Minister Department*. Percetakan Nasional Malaysia Berhad.

Pollock, A. (2007). The Climate Change Challenge. Implications For The Tourism Industry. *The Incarus Foundation*.

Report, F. (2002). The Green Tourism Agenda The Green Tourism Agenda,

Siwar, C., Ismail, S. M., & Adham, K. N. (1923). G t s r d e c e r (e), m.

Shoko Mitani. (2006). Green Tourism, Environmentally Sound Rural Tourism in Japan: Recommendations for Improvement of Japanese Green Tourism Practices.

Tasmin, R., & Woods. (2007). Relationship between corporate knowledge management and the firm's innovation capability.

TheStar. (2010). *thestar.com.my*. Retrieved from <http://www.thestar.com.my>

UPENNS. (2010). *Laporan Pembangunan Eknomi Negeri Sembilan 2010*.

Yamazaki, M., Y. O., & J. O. (1997). Green Tourism. Journal of Rural Planning Association. Vol 12, no.4. 50-51.