

BACKGROUND OF THE STUDY

The hospitality industries were known to be significantly contributed to the excessive impression towards the environment, economies, cultures and societies in general (Chen et al., 2009). It is known that, this industry consist of array of its products and services from luxury hotels and resorts, cruise ships, casinos, catering business and others. Due to these, it is difficult to identify the consequences of the role of this industry towards the society (Legrand et al., 2016, p. 17). However, most of the hospitality research area are conducted in room division department (e.g. Bohdanowicz, Zientara, & Novotna, 2011; Kasim, 2007, 2009) because it were known as the main contribution to the hotel revenues (Jones and Lockwood, 1998). Hence, the hotel food and beverage operation should be seen as an independent revenue contributor in its own right (Van et al. (1994) & Kimes et al. (1998).

Owing to know that, this food and beverage department links to environmental responsibility, and to the concept of sustainability development, appear to be as yet limited despite its energy use, its upstream impacts on farming and land use, and its downstream impacts on waste disposal (Kasim, 2012). The call for implementing sustainability, wake Malaysian hotels to adopt the green practices in delivering services. Up to 2016, there are only 10 hotels was awarded as green hotel (Tourism Malaysia). Most of the hotels in Malaysia were identified proclaimed they are practicing sustainability. However, present study has revealed that, even most of the hotel and resort in Malaysia are aware about the environmental issue, however, the implementation initiatives were still minimal due to attractive outcome compare to the expenses needed (Siti et al., 2011).

Aim of the Study

- To explore how sustainable are Malaysian's hotel restaurant and the management decision to adopt the sustainability practices to improve and enhance overall sustainability of organizational performance.

Research Objective

- To provide Malaysian's hotel sector with a new and better sustainable framework that will facilitate their transition from traditional to more sustainable practices.

Research Questions

- What make Malaysian's hotel restaurants adopting the sustainability practices in their firms?
- What are the performances of non-adopting and adopting of the sustainability practices in Malaysian's hotel restaurants?

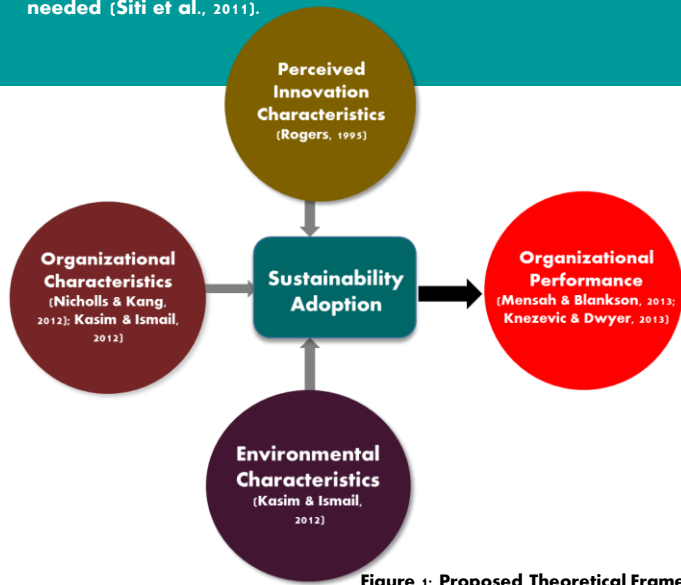


Figure 1: Proposed Theoretical Framework

RESEARCH METHODOLOGY

MIX METHOD APPROACHES	DATA COLLECTION PERIOD	INSTRUMENT	RESPONDENT
1 • First stage: Quantitative Method	• July– September 2017	• Questionnaire: Six part self-administered. • 5 point Likert Scales “Strongly disagree – strongly agree”.	• General Manager of Malaysia 3 star hotel and above
2 • Second stage: Qualitative Method	• May – June 2018	• Semi-structured interview – Respondents who are agreed to participate in the second stage of data collection.	• General Manager of Malaysia 3 star hotel and above

Conclusion

- This study hope to make a contribution to the knowledge with a new and better sustainable framework that will facilitate the Malaysian's hotel restaurant transition from traditional to more sustainable practices. Moreover, the framework is believe will providing an applied guideline for the hotel to become more sustain and improve the organizational and operational performance.

References:

- Rogers, M. (1995). *Diffusion of Innovations* (4th ed.). New York: The Free Press.
- Kasim, A & Ismail, A (2012) Environmentally friendly practices among restaurants: drivers and barriers to change, *Journal of Sustainable Tourism*, 20:4, 551-570.
- Nicholls, S & Kang, S (2012) Going green: the adoption of environmental initiatives in Michigan's lodging sector, *Journal of Sustainable Tourism*, 20:7, 953-974.
- Mensah, I & Blankson, E.J (2013) Determinants of hotels' environmental performance: Evidence from the hotel industry in Accra, Ghana, *Journal of Sustainable Tourism*, 21:8, 1212-1231.