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Green Practices of Small Island Chalet Operators in East Peninsular Malaysia

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Abstract

The uncontrolled lodging industry usually caused environmental degradation. However, some lodging operators have started to incorporate green practices in their operation. The objectives of this study are to identify green practices of Small Island Chalets (SICs) operators in Kapas and Tioman Island in Malaysia and to determine the differences of the green practices on the both islands. This study had employed case study method using in-depth interview and structured observation. Six case studies were selected. The findings had identified the difference and several green practices of the operators. Therefore, this study provides a platform for another similar study to be conducted.

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Keywords: Green practices; Small Island Chalets (SIC); green practices theories

1. Introduction

Recently, environmental issues such as global warming and climate change are the essence of the global discussion (Smith & Perks, 2010). All the countries are affected due to these impacts. However, according to Antweiler (2007) Small Islands are more vulnerable and can easily vanish from the world map if any realistic solutions are not taken immediately from these impacts. These impacts directly influence people quality of life. Many people lost life, family members, houses and foods due to the global warming and climate change. Therefore, some action need to be taken to solve these issues. Essentially, global warming comes about due to the

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industrialization age. Several sorts of industries grow like mushrooms, which utilize all sorts of chemicals and natural resources. These industries produce vast amounts of waste and carbon dioxide. Most-harmful industries are manufacturing industry. This industry is well known with its “smokestack” effect (Manaktola & Jauhari, 2007; Nicholls & Kang, 2012).

Nevertheless, other industries are also partly contributors to the world pollution. For example, the hospitality industry is recognized as a less polluted industry. However, several studies had confirmed that hospitality industry is one of the most resources consumptive industry (Baysan, 2001; Chan & Wong, 2006; Li, Yang, Liu, & Zheng, 2014; Mason, 2011; McKercher, 1993). According to Bohdanowicz (2005) the hotel industry is the most energy intensive sectors of the hospitality industry. He also informed that, European hotels are emitting approximately 13.6 megatons of carbon dioxide per year.

Energy use is not the only issues related to the hospitality industry. Hospitality industry also uses a an enormous amount of fresh water (Tang, 2012) and produces a vast quantity of waste (Bohdanowicz, 2005). It was approximated “A typical hotel can get in excess of 1 kg of waste per guest per day, which results in piles of waste each month” (Bohdanowicz, 2005). Counting at the amount of pollution and waste produced by this industry, it is necessary for this industry to take green practices in the operation.

Currently, this industry is taking gradual steps in greening the industry. Various green hospitality rating tools, certification, green hotels and resorts emerged worldwide. Diverse green initiatives or practices were introduced in the operation of the hotels and resorts. Within the hospitality industry, several studies were taken considering the green practices. The studies were (A. Enz & A. Siguaw, 1999; Alonso & Ogle, 2010; George I & Andreas C, 2003; Goodman, 2000; Molina-Azorín, Claver-Cortés, Lopez-Gamero, & Tarí, 2009).

However, studies regarding small lodging enterprises green practices is way behind, particularly in Malaysia. Thus, the objectives of this study are to identify green practices of the Small Island Chalets (SICs) operators and to determine the differences of the green practices on the both islands.

2. Literature review

Green practice is not a new technique or method in greening the operation or reducing the operational impacts. Green practices were started way before civilization (Rahman, Reynolds, & Svaren, 2012). Prehistoric people work along with nature. They built houses using natural methods and materials. However, during the industrialization age, peoples started to utilize natural resources extensively to develop fresh merchandise and commodity for them. The consequences were the degradation of the natural environment. Therefore, in 1990s peoples started to realize the importance of green practices when the Earth ozone layer started to deplete. Green practices have various synonyms term such as environmentally friendly practices, green approaches, best practices, green environmental attributes, environmental practices and sustainable practices. All the terms considered having the same meaning, whereas for this study the term green practice will be employed.

2.1. Definitions of green practices

Definition of green practices is well-seen by understanding the definition of green hotels or green resorts. Many studies have discussed the definition of green hotel. However, a well-accepted definition is by Green Hotel Association (2007) which, defines green hotel as “an environmentally friendly properties whose managers are eager to institute to save water, save energy and reduce solid waste while saving money to help protect our one and only earth!” The meaning of saving water, energy and reduce solid waste are some examples of the green practices. Green practices are “practices that applied by the operator to save the environment by cutting back or eliminating his operations impacts on the environment” (IHEI, 1993).

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