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ADOPTION OF GREEN HOTELS IN MALAYSIA: TOURIST ATTITUDES TOWARDS SUSTAINABLE PRACTICES

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Abstract: *This study investigates the factors that influence tourists' decisions to choose green hotels in Malaysia, a country heavily reliant on tourism with slow progress in developing green hotels despite growing environmental concerns. This is a Theory of Planned Behavior study using a quantitative approach on data collected from 187 tourists, gathered through a judgmental sampling technique at a few tourist spots in Kuala Lumpur. The structural model's results show that green advertisements directly influence tourists' intentions to stay at green hotels and also have an indirect effect through environmental attitudes. While environmental knowledge does not directly impact intentions, it shapes them indirectly by influencing environmental attitudes. The findings are limited in generalizability due to limits in research location and sampling technique. However, these findings are valuable for academics, tourism stakeholders and policymakers in expanding the knowledge and creating targeted strategies to promote sustainable tourism.*

Keywords: *Environmental Knowledge, Green Advertisement, Visit Intention, Environmental Attitude, Green Hotels in Malaysia*

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Introduction

The tourism sector is a significant economic pillar for many nations, as highlighted by the United Nations World Tourism Organization (Patwary et al., 2022). However, the rapid expansion of mass tourism, coupled with the negative environmental impacts of using non-renewable energy sources, presents multifaceted challenges (Comerio & Strozzi, 2019). The challenges include degradation and depletion of natural resources, which further exacerbate climate change (Comerio & Strozzi, 2019). These challenges have prompted a shift towards environmentally sustainable practices. Sustainability issue has since become a critical aspect for numerous enterprises within the tourism sector, necessitating their active involvement in achieving sustainability goals. The global hotel industry has embraced the "green hotel" concept as a key sustainability initiative (Wang et al., 2020). With the surge in green consumption, practitioners and scholars are concerned about the increasing developments in green hotels and its impacts on sustainable environments (Shehawy et al., 2024). Green hotels are those accommodations that implement environmentally friendly practices to minimize operational waste and expenses (Lee, 2021). These practices include efficient utilization of water, energy, and natural resources, integration of natural lighting and ventilation systems, use of recyclable materials for furnishings, and provision of environmental information to enhance guest awareness (Kim et al., 2020). As a signatory to the United Nations Sustainable Development Charter, Malaysia is actively promoting the sustainability concept through initiatives like certification with the ASEAN Green Hotel Standard (AGHS), the Green Building Index (GBI) and Malaysian Green Hotel Awards (MGH), which incentivizes green operations (Fauzi et al., 2024). Despite the promise of sustainable tourism, green hotels currently attract a lower percentage of tourists compared to conventional hotels and the demand for green hotels remains low. This disparity may be attributed to a lack of knowledge or awareness among visitors regarding the benefits and availability of green hotel options.

Literature suggests that environmental knowledge, advertising, and environmental attitudes all have an impact on behavioral intention. The increased environmental knowledge enhances individuals' awareness and motivation to involve in sustainable actions, while targeted marketing and advertising and positive environmental attitudes further boost this inclination (Amoako et al., 2020; Amallia et al., 2021). Therefore, for green hotel operators, identifying the key factors affecting tourists' willingness to stay in green hotels and cooperate with environmentally friendly practices is crucial. Research on the selection of green hotels within Malaysia is relatively limited (Ahn & Kwon, 2020). Compared to Western literature, there exists a dearth of research and a less developed theoretical framework (Fauzi et al., 2024). This study aims to address this gap by examining the influence of environmental knowledge, green advertising, and pro-environmental attitudes on tourists' intentions to stay in green hotels. Through this inquiry, the research seeks to contribute to a more comprehensive understanding of consumers' pro-environmental behavior concerning green hotel choices in the Malaysian context.

Literature Review

Literature of this study are discussed in five parts, first is the theoretical background of the study, second is the conceptual review of the endogenous construct and another three parts touch on the concept of exogenous constructs and establishment of the hypotheses.

Theoretical Background - The Theory of Planned Behavior

The Theory of Planned Behavior (TPB) (Ajzen, 1991) has proven to be an effective model for understanding green behavior across various contexts. TPB connects individuals' purchase

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intentions with their actual buying behavior (Han et al., 2020). Researchers have extended TPB to investigate consumer intentions concerning green hotels (Wang et al., 2023). The theory's core components serve as primary predictors of consumer behavior in green consumption environments and provide a comprehensive framework for predicting and influencing eco-friendly habits (Wang et al., 2020). Its efficacy has been validated in numerous studies (Shehawy et al., 2024) and extensively utilized to evaluate tourist behavior, sustainable tourism, and green hotel preferences (Wang et al., 2023). This study expands upon the TPB framework to predict the impact of Environmental Attitude, influenced by Green Advertising, and Environmental Knowledge on Visitor Intentions towards green hotels.

Intention to Visit Green Hotels

Visit Intention (VI) is conceptualized as the inclination, yearning, or established preference of individuals to engage in travel to a particular destination or participate in a specific tourism activity (Wang et al., 2023). A consumer's VI, insofar as it expresses a preference for environmentally sustainable options within their purchase choices, can be viewed as an indicator of their desire to select products and services that minimize environmental impact. VI is based on various affecting factors like personal attitudes, perceived benefits, external influences, and social control (Wang et al., 2023). Furthermore, VI can be extended to encompass environmentally conscious decision-making, reflecting an individual's willingness or desire to prioritize ecologically friendly products or services when making a purchase or availing a service (Sultana et al., 2022).

Environmental Knowledge, Environmental Attitude, and Visit Intention

Theoretical foundations indicate that Environmental Knowledge (EK) plays a crucial role in fostering individual learning and encouraging pro-environmental behaviors (Go et al., 2022). Understanding the surroundings enables individuals to make informed decisions, increasing the likelihood of engaging in eco-friendly behaviors, such as choosing sustainable hotels. Heightened awareness of environmental issues fosters a sense of responsibility, inspiring people to prioritize sustainable choices in their daily lives (Minhas & Furqan, 2023). Gaining more information about environmental issues tends to improve attitudes toward sustainability, subsequently increasing the likelihood of choosing green hotels (Amallia et al., 2021). Well-informed individuals cultivate a positive environmental attitude and mindset, resulting in a greater inclination towards sustainable practices like patronizing green hotels. Empirical research supports EK's positive impact on shaping attitudes and promoting environmentally responsible behavior, often utilizing the TPB model (Go et al., 2022). Studies by Alhomssi and Ali (2022) and Minhas and Furqan (2023) highlight EK's influence on VI and the mediating role of attitude between EK and purchase intentions. Research in Malaysia by Go et al. (2022) confirms the significant mediating function of attitude between EK and environmentally responsible behavior, further supported by Minhas and Furqan (2023). This demonstrates the intricate interplay among EK, attitude, and environmentally conscious behaviors (Ali, 2021). Consumers aware of environmental sustainability issues tend to develop more favorable attitudes toward green products, showing a preference for green alternatives over non-green ones (Minhas & Furqan, 2023). Therefore, the following hypotheses are proposed:

H1: EK positively impacts VI toward green hotels.
H2: EK positively impacts EA toward green hotels.
H3: EA mediates the relationship between EK and VI toward green hotels.

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Green Advertisement, Environmental Attitude, and Visit Intention

Consumer awareness of environmental issues varies depending on the level of development in their respective countries but remains as a strong influence on buying behavior (Rustam et al., 2020). The relationship between environmental awareness and purchasing behavior is also evident in developing countries (Rustam et al., 2020). Incorporating environmentally friendly terminology into advertisements significantly shapes consumer attitudes and encourages green consumption behavior (Ali, 2021). Effectively communicating the advantages of eco-friendly choices foster a favorable environmental attitude, which drives the intention to support green hotels (Ali, 2021). When individuals are exposed to compelling green advertisements, they become more informed of the significance of sustainability and develop promising attitudes toward eco-friendly options (Ali, 2021). Kim et al. (2019) noted an increased preference for green products due to heightened awareness driven by technological innovation. Kusuma and Handayani (2018) confirmed the connection between green advertising (GA) and green purchasing behavior. Similarly, Kusuma and Handayani (2018) emphasized the positive association among GA, and purchase intent, as well as the mediating role of EA. Based on the literature above, the following hypotheses were formulated:

H4: GA has a positive impact on individual's VI toward green hotels.
H5: GA positively impacts EA toward green hotels.
H6: EA mediates the relationship between GA and VI toward green hotels.

Environmental Attitude and Visit Intention

Amallia et al. (2021) highlight that attitude plays a crucial role in influencing behavior. According to Widyawati and Novandari (2023), Environmental Attitude (EA) is composed of three elements: awareness of environmental issues, emotional reactions towards the environment, and actions related to environmental concerns. These components are developed as individuals interact with environmental contexts, shaping their preferences and behaviors. Widyawati and Novandari (2023) suggest that consumers' purchase intentions are based on favorable attitudes toward the environment and eco-friendly products or services. Positive attitudes toward sustainability enhance the intention to visit green hotels (Amallia et al., 2021). In this study, we seek to empirically evaluate the positive effect of EA on tourists' VI towards green hotels. As such, the following hypothesis is suggested:

H7: EA positively impacts VI towards green hotels.

Drawing from this comprehensive literature review and hypothesis development, Figure 1 shows the conceptual framework of the study:

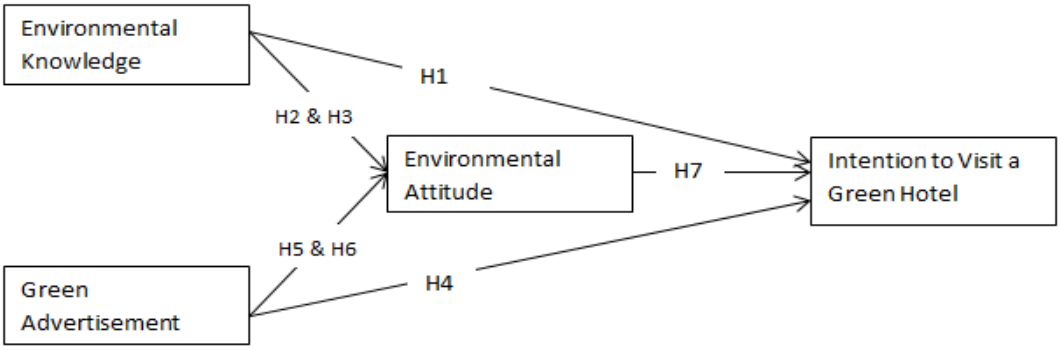

Figure 1: Conceptual Model

Source: Author

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Methodology

This study employed a quantitative approach suited to the nature of the research and the measures for all variables were readily available. A causal (explanatory) design was used to evaluate how IVs affect DV (Sekaran & Bougie, 2016). The study employed a judgmental sampling technique to gather data from both local and international tourists at various tourist spots in Kuala Lumpur. Kuala Lumpur was selected for its high number of tourist arrivals and status as Malaysia's entry point. Since the current visitors of hotels cannot be precisely determined, item response theory (IRT) was used to estimate the sample size (Qureshi & Mehraj, 2022). A suitable sample size was calculated by multiplying the number of items in the study by 5, 10, or 20. Given that the current study includes 20 items, a sample size of 200 (20 × 10) is deemed appropriate. Two hundred (200) questionnaires were distributed to respondents at multiple tourist attractions in Kuala Lumpur between November 2023 and March 2024. Ultimately, 190 completed questionnaires were returned, of which 187 were deemed suitable for analysis (after omitting three outliers). This was considered an acceptable sample size since the constructs of the study were fewer than seven (Hair et. al, 2014).

Measurements

In this study, various constructs were assessed utilizing established scales derived from previous research. EK was measured using six items from Mohiuddin et al. (2018), GA with five modified items from Amoako et al. (2020), EA with five items, and VI with four items from Wang et al. (2020) and Teng et al. (2015).

Analysis

Several tests, including missing data assessments, outliers' removal, normality, and demographic analysis, were conducted using SPSS. Hypotheses were tested using partial least squares structural equation modeling (PLS-SEM 4.0), as it is widely used in tourism research for theory testing and predictive analysis (Usakli & Kucukergin, 2018).

Demographic Profile

As shown in Table 1, 52.4% of respondents were male, and 47.6% were female. Most of the participants (96.8%) were from the age group of 18–24 years old. In terms of educational qualification, 64.2% held a Bachelor's degree. Regarding occupation, the majority of respondents were students (98.9%). As for marital status, 53.48% were single. In terms of monthly income, most respondents (53.48%) earned between RM 2500 - RM 3170. Regarding nationality, 51.34% were Malaysian, while 48.66% were international.

Table 1: Demographical Characteristics of Respondents

Respondents Demographics		N	%
Gender	Male	98	52.40%
	Female	89	47.60%
Age	18-24 Years	181	96.80%
	25-34 Years	05	2.70%
	35 Years and Above	01	0.5%
Qualification	High School/Secondary School	08	4.30%
	College/ Diploma /Foundation/Certification	56	29.90%
	Bachelor Degree	120	64.20%
	Master Degree	02	1.10%
	Ph.D.	01	0.50%
Occupation	Student	185	98.90%
	Unemployed	01	0.50%

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	Employed/Business Owner	01	0.50%
Marital Status	Single	100	53.48%
	Married	87	46.52%
Monthly Income	Below RM 2500	81	43.32%
	RM 2500 - RM 3170	100	53.48%
	RM 3171 - RM 5880	04	2.14%
	RM 3971 - RM 4850	01	0.53%
	More Than RM 5881	01	0.53%
Nationality	Malaysian	96	51.34%
	International	91	48.66%

Source: Author

Descriptive Data Analysis

The data for this study were thoroughly examined for missing values, outliers, data normality, common method bias, and multicollinearity before testing the hypotheses (Islam et al., 2020). This was essential to prevent any negative impact on the study's findings, as the presence of these issues could adversely affect the results (Islam et al., 2020). There were no missing values in this study because data were collected via Google Forms, where all questions were marked as mandatory. Consequently, respondents could not proceed without answering all questions. Outliers were then identified and removed as outliers can increase variability (Sekaran & Bougie, 2016). Outliers were removed using the stem-and-leaf method, resulting in the exclusion of three responses from the final analysis. For assessment of data normality, the study applied Kline's (2016) recommended standardized ranges of ±3 for skewness and ±10 for kurtosis, confirming a normal data distribution as shown in Table 2.

Table 2: Descriptive Statistics

	Mean	Std. Deviation	Skewness	Kurtosis
EK1	3.9679	0.82243	-0.468	-0.293
EK2	3.4759	0.88184	-0.093	-0.487
EK3	3.1176	0.98759	0.167	-0.744
EK4	3.5936	0.95914	-0.067	-0.781
EK5	3.8610	0.96271	-0.594	-0.220
EK6	3.8289	0.94620	-0.498	-0.268
GA1	3.3209	1.07950	-0.202	-0.627
GA2	3.5027	0.95813	-0.490	0.025
GA3	3.9786	0.86731	-0.508	-0.199
GA4	4.0000	0.94471	-0.735	0.032
GA5	3.7807	0.98377	-0.643	0.306
EA1	3.8984	0.91894	-0.637	0.068
EA2	3.8449	0.83119	-0.440	0.040
EA3	4.0535	0.81473	-0.581	-0.147
EA4	4.0588	0.77026	-0.387	-0.456
EA5	4.0160	0.80640	-0.651	0.481
VI1	3.8610	0.77732	0.109	-1.040
VI2	3.6150	0.83046	0.027	-0.315
VI3	3.6310	0.91446	-0.095	-0.424
VI4	3.6364	0.84010	-0.218	0.317

Note. Environmental Knowledge – EK, Green Advertisement – GA, Environmental Attitude – EA, and Visit Intention – VI.
Source: Author

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As shown in Table 3, there were no multicollinearity issues among the latent variables, as the Variance Inflation Factors (VIF) values were below 3.0 and tolerance levels were above 0.2 (Patwary et al., 2022).

Table 3: Collinearity Statistics

Latent Variables	Tolerance	VIF
EK	0.666	1.503
GA	0.473	2.115
EA	0.553	1.808

Source: Author

Statistical tests were conducted to confirm the absence of Common method bias (CMB) in the data. The Harman single-factor test revealed that the cumulative percentage of variance explained by first factor is 41.15% (Table 4), which is below the 50% threshold, indicating that the data is free from common method bias (Kock et al., 2021; Patwary et al., 2022).

Table 4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %
1	8.230	41.150	41.150	8.230	41.150	**41.150**
2	2.011	10.055	51.204			
3	1.616	8.079	59.283			
4	1.090	5.448	64.731			
5	0.910	4.549	69.279			
6	0.869	4.345	73.624			
7	0.660	3.298	76.923			
8	0.581	2.907	79.829			
9	0.554	2.772	82.601			
10	0.511	2.557	85.158			
11	0.502	2.510	87.668			
12	0.430	2.152	89.820			
13	0.397	1.983	91.803			
14	0.332	1.660	93.463			
15	0.286	1.429	94.893			
16	0.260	1.301	96.193			
17	0.243	1.213	97.406			
18	0.200	0.999	98.405			
19	0.170	0.850	99.255			
20	0.149	0.745	100.000			

Extraction Method: Principal Component Analysis.
Source: Author

Measurement Model

The measurement was conducted prior to hypothesis testing, the assessments include reliability and validity tests, covering aspects like item reliability, internal consistency, cross-loading, convergent and discriminant validity test (Patwary et al., 2022). Following the benchmark set by Hair et al. (2014), 18 items were retained as their loadings ranged from 0.626 to 0.888. Items with loadings below 0.50 were discarded to ensure internal consistency which leading to the

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removal of two items EK3 and GA1. Table 5 illustrates that each construct exhibits a Cronbach's alpha exceeding 0.80, composite reliability surpassing 0.80, and an average variance extracted (AVE) exceeding 0.60. Thus, affirming the convergent validity of the latent variables (Hair et al., 2014).

Table 5: Measurement Model

Construct	Indicator	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
EA	EA1	0.790	0.877	0.910	0.670
	EA2	0.809			
	EA3	0.855			
	EA4	0.824			
	EA5	0.814			
EK	EK1	0.766	0.827	0.879	0.595
	EK2	0.626			
	EK4	0.783			
	EK5	0.816			
	EK6	0.847			
GA	GA2	0.663	0.805	0.874	0.639
	GA3	0.888			
	GA4	0.884			
	GA5	0.738			
VI	VI1	0.779	0.863	0.907	0.710
	VI2	0.862			
	VI3	0.852			
	VI4	0.875			

Source: Author

The study established discriminant validity through an examination of the Fornell-Larcker Criterion. The Fornell-Larcker Criterion values as shown in Table 6.0 indicate that all discriminant values are acceptable, as the diagonal values exceed the correlation coefficients for each construct (Hair et al., 2014). Consequently, all the latent variables were distinct, confirming discriminant validity.

Table 6: Fornell and Larcker

Constructs	EA	EK	GA	VI
EA	**0.819**			
EK	0.507	**0.772**		
GA	0.700	0.579	**0.799**	
VI	0.610	0.449	0.616	**0.843**

Source: Author

To determine the relationship between the constructs, the coefficient of determination (R^2) was calculated. As shown in Table 7, R^2 for EA is 50.1% and R^2 for VI is 43.8%, these two figures showed that the model can predict the relationship with a high accuracy. Furthermore, blindfolding procedure was employed to assess the predictive relevance (Q^2) of the model. The

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findings indicate that Q^2 are high on both EA (0.480) and VI (0.372), demonstrating the model's highly predictive capability (Henseler et al., 2016).

Table 7: R^2 and Predictive Relevance (Q^2)

	R^2	Q^2 predict	RMSE	MAE
EA	0.501	0.480	0.729	0.547
VI	0.438	0.372	0.801	0.631

Source: Author

Structural Model

Bootstrapping was employed for hypothesis testing, the findings are as displayed in Table 8 and in figure 2 below, illustrating both direct and indirect relationships of this study. A Bootstrapping of 5,000 blocks was conducted with one-tail test chosen, given the directional nature of the hypotheses. From the analysis, it was found that six hypotheses were supported while one was not.

H1 tested the impact of EK on VI. The path coefficient is 0.088 with a p-value of 0.115. These readings indicate that EK does not have a significant direct effect on VI; hence this hypothesis is not supported.

H2 evaluated the effect of EK on EA. The path coefficient is 0.153 with a p-value of 0.015. These readings suggest that EK positively and significantly impacts EA, thus supporting this hypothesis.

H4 assessed the effect of GA on VI. The path coefficient is 0.333 with a p-value of 0.000. These readings indicate that GA positively and significantly impacts VI, supporting this hypothesis.

H5 investigated the impact of GA on EA. The path coefficient is 0.612 with a p-value of 0.000. These readings show that GA has a very strong and significant positive effect on EA, supporting this hypothesis.

H7 examined the impact of EA on VI. The path coefficient is 0.332 with a p-value of 0.000. These readings indicate that EA has a positive and significant effect on VI, hence supporting this hypothesis.

The indirect effects (H3 and H6) were also tested in this study. The indirect effect from EK to EA to VI exhibits a path coefficient of 0.051, with a P value of 0.040, indicating a statistically significant relationship. Similarly, the indirect effect from GA to EA to VI demonstrates a higher path coefficient of 0.203 and a P value of 0.001, suggesting a stronger and highly significant relationship.

Table 8: Direct and Indirect Effects

Direct and indirect Effects	Path Coefficient (β)	Standard Deviation	P Values	Decision
H1. EK -> VI	0.088	0.073	0.115	Not Supported
H2. EK -> EA	0.153	0.070	0.015	Supported
H4. GA -> VI	0.333	0.098	0.000	Supported
H5. GA -> EA	0.612	0.063	0.000	Supported
H7. EA -> VI	0.332	0.093	0.000	Supported
H3. EK -> EA -> VI	0.051	0.029	0.040	Supported
H6. GA -> EA -> VI	0.203	0.064	0.001	Supported

Source: Author Note:
P: Level of Significance (P < .05)
Source: Author

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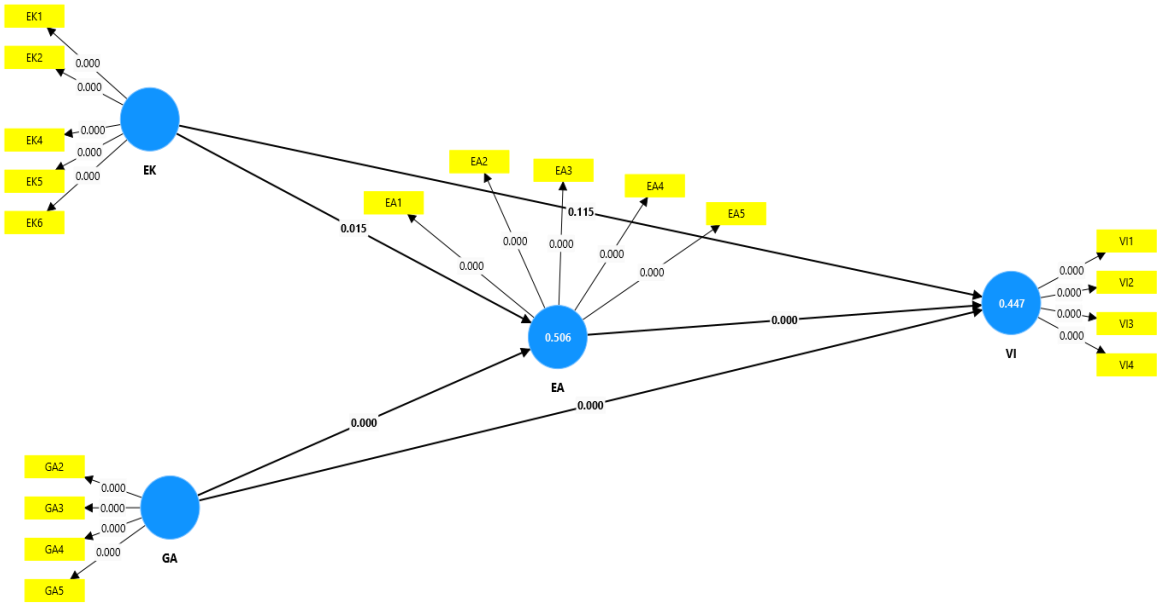

Figure 2: Green Hotel Adoption Model

Source: Author

Discussion

Utilizing the TPB, this research investigated how environmental knowledge and green advertising impact tourists' intentions to patronize green hotels in Malaysia. The findings reveal that almost all of the results are aligned with the TPB framework, affirming its effectiveness in predicting tourist behavior and preferences toward eco-friendly accommodations/green hotels. This highlights TPB's utility in understanding the behavior of both domestic and international tourists in Malaysia regarding their consumption of sustainable services and products. The study advocates for the creation of conducive environments that encourage tourists to opt for green hotels. These results highlight the applicability of the model and its contributions to the existing body of literature.

Environmental Knowledge, Environmental Attitude, and Visit Intention

The study suggests that EK positively impacts EA towards green hotels, aligning with previous research findings, supported by studies conducted by Baierl et al. (2022) and Liu et al. (2020). Increased environmental awareness cultivates a sense of responsibility toward the environment and fosters supportive attitudes toward conservation endeavors (Wan & Du, 2022; Saputra et al., 2022). Individuals possessing a deeper understanding of environmental issues are more inclined to express concern and engage in proactive environmental protection measures (Liu et al., 2020). Consequently, individuals with environmental knowledge typically demonstrate a favorable disposition towards environmental concerns.

However, there is no evidence of a significant relationship between EK and VI. This contradicts prior research findings by Demir et al. (2021) and Sultana et al. (2022), which suggested a connection between EK and environmentally friendly behavior, a viewpoint also upheld by Go et al. (2022). While individuals with extensive EK are typically better equipped to grasp the environmental implications of their actions and tend to engage in behaviors that promote environmental preservation, no such relationship was observed between EK and VI in this study. This result can be attributed to the demographic profile of the respondents. The majority of the respondents were students aged 18 to 24. This age group may possess environmental

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knowledge but may not yet have the financial independence or habitual travel behavior to translate this knowledge into immediate visit intentions.
Interestingly, the relationship between EK and VI is mediated by EA. This discovery is corroborated and is consistent with previous research findings (Sultana et al., 2022). Amallia et al. (2021) underscore the pivotal role of attitude in shaping behavioral intentions. Environmental knowledge enriches individuals' understanding and motivation towards eco-friendly conduct (Go et al., 2022), prompting environmentally conscious tourists with a positive attitude to gravitate towards green hotels. These establishments, known for their environmentally friendly practices, hold particular appeal for guests with a strong commitment to environmental sustainability.

Green Advertisement, Environmental Attitude, and Visit Intention

Increased exposure to advertisements can enhance consumers' enjoyment of the content and augment their understanding of environmentally sustainable services, thereby aiding in informed purchase decisions based on advertisement-derived information. This study corroborates the findings of Kusuma and Handayani (2018), which investigated the impact of green advertising on environmental attitudes and intentions to purchase green products, as well as the consequential effect of environmental attitudes on purchase intentions. It concurs with the assertion that environmentally conscious advertising significantly and positively impacts environmental attitudes and visit intentions.

EA is found to plays a mediating role between GA and VI, indicating that favorable attitudes towards environmentally friendly products, as stimulated by exposure to GA, lead to an increased inclination to utilize such products, as evidenced by a study conducted by Amallia et al. (2021) and Simanjuntak et al. (2023) and which suggests that GA effectively enhances awareness of environmentally sustainable products and their associated benefits, consequently influencing consumer behavior.

Environmental Attitude and Visit Intention

EA also shown a positive impact on VI, this result aligns with the previous study of Patwary et al. (2022), emphasizing the pivotal role of positive attitudes in fostering intentions to purchase. Further validation comes from Amallia et al. (2021), who highlight attitude as a strong predictor of behavior. Positive and favorable attitudes toward eco-friendly options make individuals more likely to prioritize and choose green hotels, increasing their intention to stay. These findings underscore the crucial role of EA in influencing VI towards green hotels.

Theoretical and Practical Contribution

Sustainable tourism has gained increasing relevance within Malaysia's growing economy and amidst the global emphasis on environmental conservation. This study explored the theoretical and practical implications of tourists' intentions towards green hotels within the Malaysian context. By examining the influence of green advertising and environmental knowledge on tourists' attitudes and behaviors, this research significantly contributes to the in-depth understanding of sustainable tourism and consumer behavior. Utilizing the TPB as a framework, this research extends our understanding of tourists' intentions to visit green hotels in Malaysia. The findings highlight the significant impact of green advertising and environmental knowledge on tourists' attitudes and intentions, irrespective of their nationality. Moreover, this study uncovers novel relationships, demonstrating that environmental knowledge and attitudes toward green advertising play crucial roles in shaping tourists' behavioral intentions. Furthermore, environmental attitudes were identified as a mediator in the

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relationship between green advertising, environmental knowledge, and visit intentions. Overall, these findings offer a nuanced understanding of the constructs influencing tourists' intentions to patronize green hotels, contributing theoretically to the field of sustainable tourism.

The practical implications of this research are manifold, particularly for policymakers and practitioners in the tourism industry. By gaining insights into the factors driving tourists' attitudes and behaviors towards sustainable tourism, policymakers and industry stakeholders can develop targeted interventions to promote green hotels and foster sustainable practices. Government policymakers are encouraged to implement educational initiatives aimed at raising awareness among tourists about the environmental consequences of their travel decisions and advocating for the benefits of green hotels in Malaysia. Establishing online or community-based platforms dedicated to environmental consciousness can further stimulate awareness and encourage the adoption of sustainable lifestyles among tourists. Additionally, setting feasible sustainability targets and promoting public engagement in eco-friendly endeavors, such as minimizing single-use plastics and conserving energy, are imperative to cultivate a sustainable culture within the tourism sector.

Conclusion

In conclusion, this research underscores the significance of green advertising and environmental knowledge in influencing tourists' intentions to visit green hotels in Malaysia. Within the framework of the Theory of Planned Behavior, this study extends understanding by revealing novel relationships and offering a nuanced viewpoint on the constructs shaping tourists' behavioral intentions. Theoretical implications include the expansion of TPB within the context of Malaysia's developing economy, providing scholars with deeper insights into the intricate dynamics of tourist behavior towards sustainable tourism. Practically, our findings suggest actionable strategies for policymakers and industry stakeholders to promote green hotels and foster sustainable tourism practices. Establishing educational programs, and online communities, utilizing green marketing channels, and setting achievable sustainability goals are crucial steps towards cultivating a culture of sustainability in Malaysia's tourism sector. Moving forward, further research in this area holds promise for advancing our understanding of green tourism and enhancing its implementation within the Malaysian context, ultimately contributing to the global effort towards sustainable development. The research is subject to certain limitations that warrant consideration in future studies. Firstly, the use of judgmental sampling to collect data from visitors at various tourist destinations in Kuala Lumpur restricts the generalizability of our findings. To address this limitation, future research could employ probability sampling methods across different regions of Malaysia, thereby enhancing the external validity of the study. Additionally, while our study focused on the TPB framework, there is scope for exploring other factors and theories within the context of green hotels. Future research could investigate alternative theoretical frameworks or include additional variables to provide a more comprehensive understanding of tourists' intentions toward sustainable tourism practices. By addressing these limitations and expanding the scope of inquiry, future research endeavors can contribute to a deeper understanding of green tourism in Malaysia and inform more effective strategies for promoting sustainability within the tourism industry.

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