

INVESTIGATION OF SUSTAINABLE USE OF GREEN TECHNOLOGY AND KNOWLEDGE MANAGEMENT PRACTICES FOR TRAINING AND INNOVATIONS IN THE HOSPITALITY SECTOR OF YUNNAN, CHINA

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ABSTRACT

To address the growing global need to be sustainable and competitive, this research conducts research on the contribution of the adoption of green technology and adoption of knowledge management practices to the effectiveness of training and innovation in the hospitality industry in Yunnan, China. With a mixed-methodology, quantitative data were gathered through hospitality professionals within major tourist destinations in Yunnan and then it was supplemented with a qualitative interview. The study examines how green technologies (including energy-saving systems, waste-cutting mechanisms, and digitized platforms of operations) can improve the learning process of organizations, skills of employees, and the outcomes of innovation. It also looks at knowledge management practices, such as knowledge sharing, knowledge documentation, and learning culture in an organization, as essential facilitators of sustainable performance and training success. It has been established that the adoption of green technology is highly related to the increase in operational innovation and employee engagement, and that strong knowledge management practices increase the impact of training programs and adaptive learning. The paper also describes the main barriers and facilitators that determine the implementation process, including leadership commitment, resource allocation, and employee readiness. The findings have a theoretical implication as it allows the gap between sustainability, technology adoption, and knowledge management in a hospitality setting. In practical terms, the study provides practical implications to managers and policymakers in the hospitality sector who want to encourage sustainable innovation, improve the capacity of their human resources, and increase competitive edges in tourism markets that are highly dynamic. The future direction of research is longitudinal measures of training effects and comparative research in other cultural and regional contexts.

Keywords: Green Technology; Knowledge Management; Training and Innovation; Hospitality

TECHNOLOGY AND KNOWLEDGE MANAGEMENT PRACTICES FOR TRAINING AND INNOVATIONS IN THE HOSPITALITY SECTOR OF YUNNAN, CHINA

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ABSTRAK

Untuk menjawab kebutuhan global yang terus meningkat akan keberlanjutan dan daya saing, penelitian ini mengkaji kontribusi adopsi teknologi hijau dan adopsi praktik manajemen pengetahuan terhadap efektivitas pelatihan dan inovasi di industri perhotelan di Yunnan, Tiongkok. Dengan metodologi campuran, data kuantitatif dikumpulkan melalui para profesional perhotelan di destinasi wisata utama di Yunnan dan kemudian dilengkapi dengan wawancara kualitatif. Studi ini meneliti bagaimana teknologi hijau (termasuk sistem hemat energi, mekanisme pengurangan limbah, dan platform operasi digital) dapat meningkatkan proses pembelajaran organisasi, keterampilan karyawan, dan hasil inovasi. Studi ini juga mengkaji praktik manajemen pengetahuan, seperti berbagi pengetahuan, dokumentasi pengetahuan, dan budaya pembelajaran dalam organisasi, sebagai fasilitator penting kinerja berkelanjutan dan keberhasilan pelatihan. Telah ditetapkan bahwa adopsi teknologi hijau sangat terkait dengan peningkatan inovasi operasional dan keterlibatan karyawan, dan bahwa praktik manajemen pengetahuan yang kuat meningkatkan dampak program pelatihan dan pembelajaran adaptif. Makalah ini juga menjelaskan hambatan dan fasilitator utama yang menentukan proses implementasi, termasuk komitmen kepemimpinan, alokasi sumber daya, dan kesiapan karyawan. Temuan ini memiliki implikasi teoretis karena memungkinkan untuk mengidentifikasi kesenjangan antara keberlanjutan, adopsi teknologi, dan manajemen pengetahuan dalam konteks perhotelan. Secara praktis, studi ini memberikan implikasi praktis bagi para manajer dan pembuat kebijakan di sektor perhotelan yang ingin mendorong inovasi berkelanjutan, meningkatkan kapasitas sumber daya manusia mereka, dan meningkatkan daya saing di pasar pariwisata yang sangat dinamis. Arah penelitian di masa depan adalah pengukuran longitudinal terhadap efek pelatihan dan penelitian komparatif dalam konteks budaya dan regional lainnya.

Keywords: Teknologi Hijau; Manajemen Pengetahuan; Pelatihan dan Inovasi; Perhotelan