


SUPERVISOR'S APPROVAL

I / We * hereby declare that have read this works and in my / our * this works is sufficient in terms of scope and quality for the submission Bachelor of Technology Management (Technology Innovation)

Signature


.....
EDNA BT BUYONG

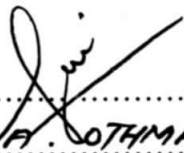
Name of Main Supervisor

.....

Date

17/6/13
.....

Signature


.....
N. A. OTHMAN

Name of Panel Supervisor

.....

Date

17/06/13
.....

**slide the unrelated*

ATTAINING BALANCED ECOSYSTEM BY GOING GREEN.
THE RELATIONSHIPS BETWEEN
TRAINER'S INSTRUCTIONAL DESIGN AND BEHAVIOR OF TRAINER:
A STUDY CASE ON PERMAI RAINFOREST RESORT

JIMMY ANAK SAMAN

This report is provided for fulfils a part of the graduation requirements for Bachelor of
Technology Management with Honours (Technology Innovation)


Faculty of Technology Management and Technopreneurship

Universiti Teknikal Malaysia Melaka

June 2013

CONFESSION

"I admit that this report is my own works except the summary and quote of each of
which I have mentioned the source"

Signature : 

Name : Jimmy anak Saman

Date : 20/6/2013

ACKNOWLEDGEMENT

It gives me a great pleasure to express my greatest appreciation to all those people who had helped me along the training until writing this report. First and foremost, I was very grateful because having a good health during this research study. Secondly, I would like to thank to my family for all their support, love and prayers. Next, I also like to special thank goes to my great helpful supervisor, Madam Edna Binti Buyong. Her supervision and support that his gave truly help the progression and smoothness of the research report. The co-operation is much indeed appreciated. Great deals appreciated go to the contribution of my faculty, Faculty of Technology Management and Technopreneurship (FPTT). I am also will like to thankful for all the staff in the FPTT office that patient in helping me to complete this program.

ABSTRAK

Kemunculan sesuatu teknologi baru telah membuatkan manusia lupa akan kebenaran untuk mencari keuntungan tanpa memusnahkan alam semulajadi. Oleh sebab itu, fokus kajian ini dalam mencapai keseimbangan ekosistem secara kearah kehijauan, hubungan di antara program latihan pelatih dan perlakuan pelatih. Permai Rainforest Resort merupakan model kepada mengekalkan persekitaran semulajadi dalam perniagaan untuk kajian ini. Hubungan di antara pelatih dan program latihan serta resort adalah berdasarkan teknologi (proses, mesin, dan interaksi terhadap perlakuan manusia) yang terlibat yang mana boleh dianalisis menggunakan kaedah kualitatif dan kuantitatif untuk menganalisis prestasi pelatih. Oleh yang demikian, keberkesanan teknologi yang diimplikasikan di Permai Rainforest Resort. Lebih penting lagi, kesedaran kearah kehijauan melalui program latihan dan keberkesanan pelatih dalam keberkesanan teknologi hijau dalam mengimbangkan ekosistem. Dengan mengekalkan keseimbangan ekosistem, persekitaran alam semulajadi haruslah bebas daripada carbon monoksida (CO). Pengkaji memfokuskan kepada memastikan bahawa manusia akan menyedari tentang kepentingan keseimbangan alam semulajadi untuk generasi yang seterusnya dengan tidak semewang-mewangnya mengexploitasi alam semulajadi dengan objektif untuk mengaut keuntungan dengan mengadaikan kesejahteraan sejagat. Dapatan kajian ini menghasilkan implikasi untuk kajian seterusnya dan aplikasi teknologi hijau dalam program latihan untuk memastikan keseimbangan ekosistem yang seimbang.

Kata kunci: keseimbangan ekosistem, program latihan pelatih, kearah kehijauan, perlakuan pelatih

ABSTRACT

The advent of the new *technology* makes people always left the rights of the profit on how to generate income without destroying the nature. Therefore, this research is focus on attaining balanced eco-system by going green, the relationship between trainer's instructional design and behavior of trainers. Permai Rainforest Resort is as a model on the sustaining the natural environment on impacting running of business for this study. The relationship of the trainers and the training program by the resort is based on technology (the processes, mechanics, and interactions of human behavior) involved which can analyze by using the qualitative and quantitative methods for analyzed the trainer's performance. Thus, effective technology should be applied is on Permai Rainforest Resort. More importantly, awareness on the going green thru trainer's instructional design and the effectiveness the trainers on the importance of the green technology in balanced the eco-system. By sustaining a balanced ecosystem, the natural environment will be free from carbon monoxide (CO). The researcher focuses on to ensure that humans are aware of the important of nature sustainability for next generation rather than exploiting nature with the objective of reaping profit on the expense of human health. This research finding provides implications for further research and green technology applications on instructional design to ensure sustainable eco-system.

Keywords: *balanced ecosystem, instructional design, going green, trainer behavior*

TABLES OF CONTENTS

CHAPTER	CONTENT	PAGE
	CONFESSION	ii
	ACKNOWLEDGEMENT	iii
	ABSTRAK	iv
	ABSTRACT	v
	TABLES OF CONTENTS	vi
	LIST OF TABLES	ix
	LIST OF FIGURES	x
	LIST OF SYMBOLS	xi
	LIST OF APPENDIXES	xii
CHAPTER 1	INTRODUCTION	
	1.1 Problem Statement	2
	1.2 Research Question (RQ)	3
	1.3 Research Objectives	3
	1.4 Scope, limitation and key assumptions	4
	1.5 Important of the project	5
	1.6 Summary	5

CHAPTER	CONTENT	PAGE
CHAPTER 2	LITERATURE REVIEW	
	2.1 Introduction	6
	2.2 Attaining Balanced Ecosystem	6
	2.3 Going Green	7
	2.4 Trainer's Instructional Design	8
	2.5 Trainer Behaviour	9
	2.6 Relationship between training of trainer training program and behaviour of trainer	10
	2.7 Theoretical framework	11
CHAPTER 3	RESEARCH METHODOLOGY	
	3.1 Introduction	14
	3.2 Research Design	14
	3.3 Qualitative/quantitative Research	15
	3.4 Primary and Secondary data collection	16
	3.5 Location of Research	17
	3.6 Method of Primary Data Research	17
	3.7 Reliability, Validity and External Validity	18
	3.8 Summary	21
CHAPTER 4	ANALYSIS AND DISCUSSION	
	4.1 Reliability for research	22
	4.2 Person Correlation result	23
	4.3 Impact	25
	4.4 Nature itself as technology	27
	4.5. Instructional design result	28
	4.6 Ideal strategies	39

CHAPTER 5	CONCLUSION AND RECOMMENDATION	
5.1	Conclusion	46
5.2	Recommendations	47
	REFERENCES	50
	APPENDIXES	53

LIST OF TABLES

NO.	TITLE	PAGE
4.1	Reliability for research	22
4.2	Pearson Correlation result on behavior of trainer due to effectiveness of instructional design in the training program.	23
4.3	The Variable codes	25
4.5(a)	Water activities	29
4.5(b)	Ground activities	32
4.5(c)	On tree activities	36
4.6(a)	Communication of trainers	40
4.6(b)	The items to build 1 unit of floating raft	42
4.6(c)	Night activities	44

LIST OF FIGURES

NO.	TITLE	PAGE
1	Balanced Ecosystem Framework	11
4.3	Variables to balancing and sustaining the ecosystem	25
4.4	Nature itself as technology	27
4.6(a)	Being creative using training materials derived from nature	39
4.6(b)	Way to preserve the nature with the use of nature concept on every instructional design.	43

LIST OF SYMBOLS

%	=	Percentage
p	=	Significant value
r	=	Correlation value
N	=	Number of respondents
**	=	Correlation is significant at the 0.01 level
*	=	Correlation is significant at the 0.05 level

LIST OF APPENDIXES

NO.	TITLE	PAGE
i	Outdoor activities	53
ii	Questionnaire	58
iii	Slide Presentation	62

CHAPTER 1

INTRODUCTION

Now a days, the running on over to the business was pushing on implementing of profit on cash only. The nation behave well if it treats the natural resources as assets which it must turn over to the next generation increased and not improved involve - Roosevelt, US President 1901-1909 (Phil Harding 2011). Humans share the responsibility on to preserve the nature.

This research is about to attaining balanced eco-system by going green. To gain or to achieve a balanced the eco system is by going green (*Collins Cobuild Dictionary 2006*). Balanced means to be equal in value, amount, to something else that has the opposite effect (*Oxford Business English Dictionary 2005*). Eco-system is defined as all the plants and animals that live in a particular area together with the complex relationship that exists between them and their environment (*Collin Cobuild 2006*). Going green is reduces or eliminates the negative impacts of the business activities on society and the planet. It is about the usage of the triple bottom line which is about to balancing on people planet and profits (*Bert Spector 2007*).

Relationship is the connection with regard to another (*Hafiz Musa 2004*). This research examines the relationship between training of instructional design of training program and behavior of trainers. Then, the objective is to ensure a balanced eco-system and nature sustainability.

This research is conducted with Permai Rainforest Resort. It acts as a model for ongoing green instructional design when conducting training program. This is because the Permai Rainforest Resort is near to the forest reserves and sustaining the used of nature in their service. This research location related to my study on implementing the effective of usage of maintaining the green nature with instructional design.

1.1 Problem Statement

“Ecosystems are the planet’s life support systems for the human species and all other forms of life” (World Health Organization 2005). It is means the ecosystems are provided everything and benefit to all around it. The benefits are such as foods, fresh water, air, habitats, and the others. However the advent on technologies makes people are going easy live and then drives people to making damage on nature. By the way, it is because people are lack of skills and knowledge on the importance of the ecosystem will use technology as the tools to make damage.

Therefore, this research is conducted to attaining a balanced eco-system by going green in the relationship between trainer’s instructional design and trainer behavior. By this, trainers will aware about the importance of the ecosystem then they will use the technology as the tools to sustain the ecosystem.

1.2 Research Questions

The research questions are:

- i. What is the relationship between effective of instructional design in training program and behavior of trainers, and their impacts on eco-system?
- ii. How to examine the extent of green technology strategy with instructional design in sustaining a balance eco-system?
- iii. What the ideal strategies in changing trainer behavior or towards technology change and adoption?

1.3 Research Objectives

The research questions are:

- i. To explore the relationship between effective instructional design in training program and behavior of trainers, and their impacts on eco-system.
- ii. To examine the extent of green technology strategy with instructional design in sustaining a balance eco-system.
- iii. To determine the ideal strategies in changing trainer behavior or towards technology change and adoption.

1.4 Scope, limitation and key assumptions of the project

The scope, limitation and key assumptions of the project are such as;

i. Scope

The general outline of this study is examine for the effectiveness of training of trainers training program and related it to the trainer behavior. Hence, behavior of trainer for sustaining and balancing the nature can be create by implementing green technology in the training of trainer training program.

ii. Limitation

In order to balance the ecosystem, the research limitation is only on practices training of trainer training program with the going green technology. This research looks at the behavior of trainers in implementing green technology to senses about the nature from one trainer to the other trainers in the training program.

iii. Key assumptions

Assuming that the trainer lack knowledge about nature sustainability and the business is running by left their rights of the environmental impacts. This research aims to determine the best training methodology by focusing on green technology usage at the Permai Rainforest Resort to shows the sense on nature.

1.5 Importance of the Project

The important of this study is:

- i. To generate sustainable income through utilization of green technology while at the same time maintaining a balanced eco-system.
- ii. To propose an innovation model on training methodology to be employed by trainers.
- iii. To enhance the image of green company make it more attractive to potential employees.
- iv. To ensure balanced ecosystem for further generation.

1.6 Summary

Green technology, green infrastructure, green practice and policies are to attaining a balanced ecosystem. Trainer behavior towards nature is important to ensure a sense of the responsibility. To successfully articulate this behavior, Permai Rainforest Resort will be implements and deliver the best practice on their instructional design. Other than that, the researcher used exploratory approach in determining the relationship of training of trainer training program and trainer behavior to going green.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This research is to attaining balanced eco-system by going green trough the relationship between instructional design of training program and behavior of trainer. Peter Ducker was said that “your business is the training and development people. You can’t deliver a service without people. You can’t deliver a quality service without trained and motivated people.” (Poland 2010).

2.2 Attaining Balanced Ecosystem

The research was conducted to attaining balanced ecosystem, Ecosystem services are “engaging in conservation efforts that address the sustainability of natural assets in the context of how people use those assets-has gained significant momentum in the past decade” (Bob Searle and Serita Cox 2009). Scientists estimate that by 2050 destruction of tropical forests would reduce rain across the Amazon basin by 21 per cent in the dry season and 12 percent in the wet season (mail online Sept, 2012). Actually, there are many ways to effects our earth. Such as food, water,

fuel, biodiversity and climate change (Jessica Blue May 5,2011). According to a report of the Millennium Ecosystem Assessment (2005), ecosystem service is a provisioning service that consists of the benefits that people directly collect from ecosystems. Supporting services are the basic ecosystem processes that directly affect the amount of provisioning services available.

Regulating services are the services that regulate key properties of an ecosystem that allow humans to thrive, such as climate regulation. Lastly, cultural services that composed of the recreational and aesthetic uses as well as cultural and spiritual value associated with ecosystems. The interview and secondary research reveal three fundamental components of ecosystem services conservation. There are knowledge, decision support tools, and implementation. After that, sufficient knowledge in function, interaction, and location areas is a prerequisite for successful ecosystem services program implementation. Then, decision support tools are ecosystem knowledge database, measurement and monitoring, and application. Implementation the actual implementation of ecosystem services programs is relatively new, and as such, is evolving. (Bob Searle and Serita Cox Dec, 2009).

2.3 Going Green

Going green is defined as not harming environment (Dilys Parkinson 2005, 250). Besides that “going green” and “sustainability” can be used interchangeably (Bert Spector 2007). Brundtland Commission was defined sustainability development in years 1987, as development that “meets the needs of present without compromising the ability of future generations to meet their own needs” (Kates, Parris & Leiserowitz 2005). The writer has mentioned that going green as an organizational transformation (Bert spector 2007). Besides, Bert Spector also presents key concepts of the triple bottom line. The triple bottom line understands as people,

planet, and profits. This research study was actually focuses on that three thing is human as people, nature as planet and income as profits.

Wall Street stalwart Goldman Sachs announced that “it would promote activities that protect forests and guard against climate change” (Quoted at Esty and Winston 2008). There are three reasons for adding the environmental lens to core strategy. Refer to the book *Green to Gold* wrote by Esty and Winston (2008) there are three reasons of potential for upside benefits: The management of down-side, costs and risks, and a values-based concern for environmental stewardship.

The writers also suggest companies that bring an environmental lens to their business strategy are generally more innovative and entrepreneurial than their competitors. It is because, that companies see emerging issues ahead of the pack.

They are prepared to handle the unpredictable forces that buffet markets and they are better at finding new opportunities to help customers lower their costs and environmental burden. The highlight on this book will show that environmental missteps can create public relations nightmares, destroy markets and careers, and knock billions of the value of a company.

2.4 Trainer’s Instructional Design

According to the research from Dr. Y.P Singh,(1999) about instructional design of Trainers manual on Haryana Community Forestry Project, to planning an effective training program is a much have Training Needs Assessment (TNA), statement of specific objectives, structuring the course contents, developing an action plan, and ensuring job efficiency during a training session. Besides that the researcher also mention on training skills in communication and media use. Such as communication in forestry extension, the communication process need to have a good communication skill, a effective message, good channel, the receiver get the message,

useful media in training. Actually this is supposed to be useful for this research also in order to serve the other about the importance of the nature in sustainability and creates effective human sense to trainees.

Training the trainer is to implementing on care about the nature among people. Training program is the uses of nature in training methodology. Instructional design and the implementing of the sense is the services that can be generate profits to Permai Rainforest Resort as their core business (Nature Retreat & Adventure Training, Corporate Profile 2012).

2.5 Trainer Behavior

In the journal "*Achieving sustainability through attention to human resource factors in environmental management*", they have been identified training environmental as one of the key elements for human resource factors in environment management. The writers was defined human resources factors as top management support, environmental training, employee empowerment, teamwork, and rewards systems are as key elements of the implementation process of Environment Management System. This is show the important for attaining to sustainability to having a balanced of ecosystem by behavior of trainer trough the training of trainer training programs. (Bonnie F. Daily and Huang, S.C. 2001).

According to Holton (1996), the researcher assumes that there are three primary influences on learning: trainee reactions (trainee is also mention as trainer), motivation to learn and ability. Cognitive scientists point out that the trainee reactions can play a role in building interest and attention and enhancing motivation (Patrick 1990). There are four categories of variables of motivation to learn, such as intervention readiness, job attitudes, personality characteristics, and motivation to transfer learning. Invention readiness is the degree of expected to involved in the

need assessment process and given choices about training would be expected to influence motivation to learn (Baldwin, 1991). Job attitudes which the employees who exhibit positive job attitudes would be more motivated to learn (Mathieu 1992).

Personality characteristics, especially the 'Big Five' personality dimensions (extroversion, openness to experience, neuroticism, agreeableness, and conscientiousness) should have been shown (Tett at al 1991). Lastly, ability that it is when evaluation a training program with a group of trainees who are relatively homogeneous in term of job level and educational background there will be little variance in general ability that it is the little detectable influence on training outcomes (Holton 1996).

2.6 Relationship between instructional design of trainer training program and behavior of trainer.

According to R. Wayne Mondy wrote on Human Resource Management (2010), behavior change is one of level for training evaluation in The Donald Kirkpatrick model. Which is behavior change is tests may accurately indicate what trainees learn, but give little insight into whether the training leads participants to change their behavior.

Besides that, Nilson and Carolyn D, (2003) wrote *How to Manage training: A guide to Design and delivery for High Performance*, the writers was explain on how to evaluate training. Kirkpatrick model has 4 level of evaluation. Level 1 is how they liked the training experience. Level 2 is about if they learned new knowledge, skills and attitudes. Level 3 is if they acted differently back on the job. Last but not list, level 4 on how profits or production increased after training.

Besides, depends to building upon Dudin (1976), the researcher notices that theories or the Kirkpatrick model should have six components. Which are the elements or units that presented as constructs that the subject matter. There are relationships between the constructs. There are boundaries or limits of organization. Systems states and changes are described. Deductions about the theory in operation are expressed as propositions or hypotheses. Predictions are made about units. That was all components of the Kirkpatrick model that researcher finds is useful to this research.

2.7 Theoretical Framework

Therefore after this literature review, the researcher has out with this theoretical framework.

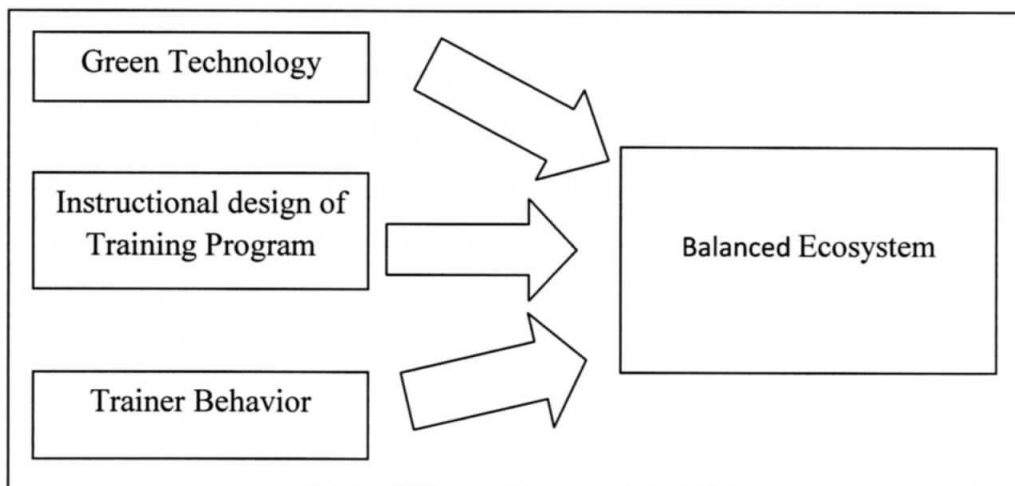


Figure 1: Balanced Ecosystem Framework

According to figure 1, there are three factor to attaining balanced ecosystem that be found for this research. It is green technology, instructional design, and training behavior. Green Technology is used in the training of trainer training