

## IMPORTANCE OF ECO-FRIENDLY CONCEPT IN INDIAN HOSPITALITY SECTOR

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### ABSTRACT

*Today, the travel industry and hospitality industry has been valued as a major monster at worldwide level; India is no special case in this unique situation. Recognizing its multi-layered advantages in excess of two dozen nations have straightforwardly and in a round about way relied upon this abstained developing industry. Truth be told this industry has become a critical sector for any economy for its development and improvement regarding commitment to GDP and work age. The immediate and actuated effects of movement and the travel industry contributed UD\$7.6 trillion into worldwide economy and 292 million work openings internationally (WTTC, 2017). Nonetheless, in this aggressive time, this industry is compelled to reconsider/rethink its systems to adapt to unstable business climate. Additionally, to remain and support in cutthroat age there is just a single decision for example eco-friendly practices. Recognizing this very reality, the current paper targets investigating the eco friendly works on winning in the Indian lodging industry. An organized poll was improvement to gather the data from lodgings. Usable reactions were (N=265), the information were examined by applying the factor examination. The outcomes demonstrate that there are sure eco friendly practices which win in Indian lodging industry and out of those practices there is a particular arrangement of practices which arose as generally significant for the future development of the association.*

**Keywords:** *Eco-Friendly, Hotel, Industry, Hospitality, Travel Industry, Business Climate.*

### Introduction

As of late, Travel and the travel industry has become a vital sector for both created and agricultural countries as far as GDP, destitution destruction, territorial turn of events, protection of public resources and work age. The movement and the travel industry has straightforwardly contributed US\$2.3 trillion to worldwide economy and 109 million business openings universally in 2016. As indicated by World Travel and Tourism Council (WTTC) the immediate and actuated effects of movement and the travel industry contributed UD\$7.6 trillion into worldwide economy and 292 million business openings universally in 2017 (WTTC, 2017). Nonetheless, the travel industry's development during that time has made an expanding measure of weight on the climate, for example, engineers assembled a few inns versus framework. These unfortunate arranged designs have ready imperative annoyance in numerous vacationer locations where the travel industry runs into the restrictions of common assets. The resultant of this, eco-the travel industry, that is nature-arranged and ecological friendly have arisen as another type of the travel industry.

Numerous examinations (Rollin Bell, 2016; Forbes, 2013 and Bruns-Smith et. al, 2015 ) show that in the United States alone, 43 million travelers believe themselves to be eco-sightseers. Essentially, various eco-friendly the travel industry markets have come up in European just as Asian nations. To catch such business sectors hospitality industry has centered to receive ecologically mindful strategic approaches. Curiously, naturally mindful strategic approaches combine well with the freshly discovered fame of ecotourism to orchestrate the travel industry with ecological manageability. As green lodgings and ecotels is acquiring quality internationally, driving hoteliers in Asian country square measure jumping up with their appallingly own ecological friendly inns and receiving green practices. in accordance with

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the Accor Asia Pacific Business mortal Survey 2011, that planned business travel propensities inside the district, 66% Indian explorers like naturally extra intensely mindful buildings with 62% guaranteeing they're even prepared to pay an additional ten percent for inns with a greatly improved ecological responsibility than a practically identical lodging. The building business has gotten on board with to the eco-friendly fleeting trend, with most future endeavors craving to acquire a green tag, and accordingly the current ones endeavoring to incorporate property rehearses while not reconstruction without any preparation.

With a new expansion in natural mindfulness among the overall population somewhat recently, numerous ventures have seen a developing interest for supportable items and green advertising. Over the most recent couple of years, going green has purportedly been an appealing attribute for a business to have, giving it an extra edge over its rivals. More than 200,000,000 guests come to California every year, making the lodging business assume an essential part in the travel industry and the economic working of the state all in all. Accordingly, it is nothing unexpected that the hospitality business has been keen on joining the eco-accreditation pattern (Nord, 2006).

In addition, Winds of changes square measure preparing across the Indian warm gathering sector, especially with connection to selection of property techniques. Designers of most recent properties square measure understanding that though a green building may cost significantly extra, the value benefits that might be collected inside the long haul from consistent, can't be unnoticed. The business undertaking that has resisted patterns lately and has been continuation sound development rates, regardless of the effect of ongoing world economic disturbances. Thought about the second speediest developing business undertaking market universally, the whole market is anticipated to be more than \$400 billion by 2025 (Master builder, 2014). While current writing says that there are an assortment of purposes behind a lodging to become eco-guaranteed. The hospitality business is answerable for critical measures of waste just as concentrated asset utilization (basically water and energy) every year. Social obligation recommends that the hospitality sector ought to be intensely put resources into diminishing this weight to the climate, yet numerous lodging supervisors are attentive with respect to the manners by which clients will respond to the execution of green practices. Along these lines, considering above conversation, the current paper intends to investigate eco-friendly practices in Indian lodging industry.

### **Review of Literature and Hypothesis Development**

Late time has seen that to enter the commercial center, to support in the commercial center and to fill in the unpredictable hospitality market climate a business must choose between limited options other than appropriation of eco-friendly practices. During a decade ago, a various investigations have been lead in the field of eco friendly practices as a rule and explicitly corresponding to lodging industry. Late investigations like Erdogan, etal. (2007) examined the general idea of natural insurance, squander the board, buying, energy use, and preservation practices of lodgings in Ankara, Turkey and conjointly investigated the degree of ecological security rehearses along these lines the structure exchange may evaluate its situation on natural issues so elective invested individuals, along with instructors, will obtain contemporary information for a specific a piece of the planet. The data were gathered by implies that of surveys and meetings. The examination tracked down that the arrangements and practices of Ankara lodgings normally need ascribes pertinent to natural security and preservation, which building chiefs basically come up short on the required ecological information and interest to satisfy the essential goals of social and ecological obligation. it's so important to build up an incorporated arrangement of strategy and see that includes not exclusively the structure the board and workers, anyway conjointly all gatherings engaged with natural insurance and property, and to reconsider and reexamine public, neighborhood, and building approaches and training exercises.

**Yesawich (2008)** talked about on the aftereffects of the 2008 National Travel Monitor that demonstrates that voyagers are extra without a doubt naturally mindful inside the U.S. it's unconcealed that 9 out 10 yankee grown-ups purport to stress with respect to the setting. it's moreover demonstrated that there are sexual orientation varieties inside the practices, with young ladies regularly extra dedicated to naturally safe practices. Tzschentke, etal. (2004) investigated concentrate on ecological choosing inside the setting of generally little fixed convenience focused on the inspirations of proprietor supervisors for changing into naturally concerned and their purposes behind association a natural liberation subject. The investigation was led in European country exploitation eye to eye inside and out interviews with individuals from the green business venture Business topic, partner degree ecological liberation subject for business undertaking organizations. Introductory examination asked that association in ecological

exercises is likewise determined by economic comparably as good issues. The outcomes reason to the job battle by close to home estimations and convictions in little firms' choosing and subsequently they had the opportunity to acquire a bigger comprehension of the intricacy of intentions that drive the minuscule invite entrepreneur.

**Ogbeide, etal. (2012)** inspected the insights, mentalities, practices, and considerations of customers once it includes "green" lodgings (resorts) inside the ordinal century. People have, lately, moved their concentration towards preserving the climate; consequently, driving a development to AN assumptions for "green" ways of life. These ways of life aren't exclusively inside the home, anyway where the human goes bringing about "green" lodgings being a genuine interest to customers. The consequences of this examination demonstrated that purchaser's region unit willing to stay in green lodgings. The examination conjointly showed that a dominant part of customers contemplated going "green" as an essential consider their structure choice.

**Bohdanowicz, (2006)** researched the impact of the geo-political, economic and socio-social setting of a provincial on the natural perspectives and supportive of ecological activities joined in heartfelt gathering sector. Lodgings were focused on and a total of 349 hoteliers took part in an email-based review. The investigation unconcealed that building administrators ordinarily recognize the need for natural insurance and square measure worried in a very assortment of exercises. The economic situation and supportive of natural endeavors started by the govt. were found to claim a control on sure parts of hoteliers' perspectives and activities. The review has extra shown the 2 significant headings that need to be followed once bringing natural property into the structure business. the essential includes fusing responsible specialized and movement rehearses inside the sector. The second features the need of starting greater interest for "green" rehearses from the buyers. Additionally, Bohdanowicz, (2005) tracked down that ecological office has assumed a lower priority in relation to various operational issues in a few cases. In any case, the studied buildingiers recognized that the inn business would act to be a ton of earth intensely mindful. Administrators in chain-associated inns were commonly a great deal of apparently to tune in to ecological issues than were independent administrators, a few of whom run minuscule properties. The respondents noticed that couple of building visitors request that inns keep up natural projects.

**Also, Manaktola (2007)** investigated that the customers abuse building administrations territory unit intensely mindful concerning harmless to the ecosystem rehearses in Asian nation anyway don't appear to pay further for these administrations, on the contrary hand, the lodgings would had the chance to put resources into harmless to the ecosystem practices and appearance at since a long time ago run gains.

The study provides one hypothesis in order to analyze ECO-FRIENDLY PRACTICES in Indian hotel industry.

### **Hypothesis 1**

There is a set of eco-friendly practices in the Indian hotel industry that is of most importance.

### **Research Methodology**

- **Sampling and Data Collection**

Information were gathered from the supervisors of inns in India. Preceding information assortment, the poll was pre-tried with an example of 10 chiefs. In light of the pre-test, a few things were overhauled and a few changes were made to the survey design. An overview system was picked on the grounds that it was considered to be the most proficient method of arriving at countless respondents, while the information required worked with the utilization of a mail-controlled poll with close-finished inquiries. Test firms were recognized from the profoundly regarded registry of the Ministry of Tourism, Govt. of India and FHRAI that fills in as an asset community for business data and keeps up significant data sets of inn firms. To start an example, 500 administrators of inn undertakings were reached, this technique brought about a pool of 400 respondents, which were all tested. During the long stretch of January-June 2016, a poll was sent to every chief. Of the all out example, usable polls were returned by 265(66.25%) respondents. Non-reaction predisposition was evaluated in understanding to the methodology recommended by Armstrong and Overton (1977).

- **Methods**

In to order test the hypothesis, Factor analysis was computed and interpretation was made accordingly.

### Results and Discussion

Table 1 presents the dissemination of the example associations as per the controls utilized in the examination. By far most of the example was from 3 star class lodgings 26.41% followed by 4 star classification inns 22.64% and 2 star classification inns which is likewise 22.64%. As indicated by the time of presence greater part of the inns lies between 11-15 years which is 30.18% trailed by 6-10 years 20.75% and less than 5 years which is likewise 20.75%. As far as capital the majority of the lodgings have capital between 101-200 million rupees which is 33.96% trailed by 51-100 million rupees which is 24.52% and less than 50 million rupees which is 20.75%. Just 5.66% lodgings have capital of all the more than 301 million rupees. The table shows that most of workers lies between 201-300 which is 30.18% trailed by 101-200 which is 26.41%. Just 9.43% inns have all the more than 300 representatives. It is obvious from the table that larger part of the example were chain lodgings which is 67.93% and rest were non-chain inns which is 32.07%.

**Table 1: Distribution of Sample According to Demographic Characteristics (N=265)**

	Number	Percentage
<b>Category of Enterprise</b>		
5* Deluxe	25	09.43
5*	35	13.20
4*	60	22.64
3*	70	26.41
2*	60	22.64
1*	15	05.66
<b>Years of Existence</b>		
5	55	20.75
6-10	55	20.75
11-15	80	30.18
16 - 20	50	18.86
20	25	09.43
<b>Capital (In Million Rs)</b>		
50	55	20.75
51 - 100	65	24.52
101 - 200	90	33.96
201 - 300	40	15.09
301	15	05.66
<b>Employees (Numbers)</b>		
50	45	16.98
51 - 100	45	16.98
	<b>Number</b>	<b>Percentage</b>
101 - 200	70	26.41
201 - 300	80	30.18
301	25	09.43
<b>Type Of Business</b>		
Chain	180	67.93
Non-Chain	85	32.07

To test the theory framed, Factor investigations with varimax revolution on the 49 individual eco-friendly practices sorted into three gatherings. The eco-friendly practices were considered into three elements disclosing from 79.43 to 88.33 percent of absolute variety. The cronbach alpha incentive for every one of the three elements is higher than 0.5 and for this situation it goes from 0.85 to 0.92, which is genuinely higher rate and it shows the higher unwavering quality of the information.

The principal factor, we name as 'front office practices' clarified variety rate is 88.33 which involves 11 factors as portrayed. The thing with the most noteworthy factor stacking is front work area representatives are urged to utilize customary cups for espresso and water rather than paper or plastic cups (0.900), scanners and e-fax are utilized rather than fax machines (0.873), video registration administration is additionally accessible (0.870), biodegradable key cards are utilized (0.824), machines settings are default to print twofold sided (0.817), utilization of handcrafted paper for inside correspondence (0.816), reused paper is utilized for printing and duplicate (0.814), visitors are offered paperless registration administration (0.789), scratch paper or inner updates are utilized for draft prints (0.756), more utilization of electronic documents at that point paper records (0.708), papers are conveyed distinctly to visitors remaining in-house (0.672).

The second factor 'Food and Beverage practices' (FBP) clarified variety rate is 85.13 which contains 17 factors as depicted. The thing with the most noteworthy factor stacking is employees are inspired to diminish the utilization of dispensable items like cups, plates and cutlery (0.927), extra food is likewise given to the nearby individuals out of luck (0.906), kitchen staff is propelled to kill ventilation hoods when cooking apparatuses are off (0.889), menu is restricted according to occasional vegetables and natural products (0.884), water is served just when mentioned by visitor (0.874), all endeavors have been done to change to pitchers for flavors and bowls for sugar (0.866), we work with neighborhood homesteads and sellers to give new fixings (0.854), fitting food divide is served to the visitor (0.848), we carry out and offer reusable things like fabric napkins, decorative spreads and artistic/china for supper administration (0.846), reception and usage of natural food and drink fixings (0.812), inventive and innovative refreshments are offered to utilize fixings (0.786), our menus offer a sound and imaginative determination of food (0.781), petroleum derivatives are utilized less in kitchen (0.769), wine is served delivered by manageable wine creators (0.750), reasonable and privately delivered milk and milk items are utilized (0.750), meat and poultry are bought from natural provider (0.719), the inn consolidates thorough food treating the soil (0.682).

The third factor 'housekeeping practices'(HKP) clarified variety rate is 79.43 which involves 21 factors as depicted. The thing with the most elevated factor stacking is Toilet paper with more noteworthy reused content is currently being bought and being used (0.928) , The inner lift is killed between the late hours from 11 pm to 6 am (0.900), When meeting rooms are not being used, all lights are killed including cooling and warming (0.896), Use of characteristic lighting during daytime hours(.855), Recycling canisters are likewise given in gathering rooms(.844), Partially utilized cleanser and conditioner bottles are topped off and reused(.838), Hazardous synthetics are put away are put away at free from any danger place(.833), The inn use energy proficient appliances(.831), Use of movement sensors in low rush hour gridlock regions to monitor electricity(.831), Guest restrooms are intended to stay away from wastage of water(.815), Using furniture made of reused wood(.812), Guest room repositories are normally sent for recycling(.809), Low stream latrines and low stream showerheads are utilized in bathrooms(.808), Eco-friendly synthetic compounds are utilized in hotel(.801), Containers are firmly covered and appropriately labelled(.794), Automatic spigots in the rest rooms(.761), Rain water is utilized at suitable spots e.g., flush systems(.750), Traditional bulbs are supplanted with CFLs(.729), We have separate receptacles for plastic, and for aluminum cans(.725), Staff is all around educated about natural strategy of hotel(.717), Frequent cleaning of entrances, installations and apparatuses (.703).

**Table 2: Factor Analysis Results For Eco-Friendly Practices**

	<b>Factor 1</b>	<b>Factor 2</b>	<b>Factor 3</b>
Explained variation (per cent)	88.33	85.13	79.43
Eigen values	2.13	2.45	2.65
<b>Front Office Practices (FOP)</b>			
Guests are offered paperless check-in service	.789		
Video check-out service is also offered	.870		
Recycled paper is used for printing and copy	.814		
Machines settings are default to print double-sided	.817		
Newspapers are delivered only to guests staying in-house	.672		
Scratch paper or internal memos are used for draft prints	.756		
Biodegradable key cards are used	.824		
Scanners and eFax are used instead of fax machines	.873		
Front desk employees are encouraged to use regular mugs for coffee and water instead of paper or plastic cups	.900		
More use of electronic files than paper files	.708		
Use of handmade paper for internal communication	.816		
<b>Food &amp; Beverage Practices (FBP)</b>			
The hotel incorporates rigorous food composting		.682	
All efforts have been made to switch to pitchers for creamers and bowls for sugar		.866	
Our menus offer a healthy and creative selection of food		.781	
we implement and offer reusable items such as cloth napkins, table- cloths and ceramic/china for meal service		.846	
We work with local farms and vendors to provide fresh ingredients		.854	

Water is served only when requested by guest		.874	
Leftover food is also donated to the local people in need		.906	
Employees are motivated to reduce the use of disposable products such as cups, plates and cutlery		.927	
Fossil fuels are used less in kitchen		.769	
Menu is localized as per seasonal vegetables and fruits		.884	
Meat and poultry are purchased from organic supplier		.719	
Innovative and creative beverages are offered so as to make maximum use of ingredients		.786	
	<b>Factor 1</b>	<b>Factor 2</b>	<b>Factor 3</b>
Wine is served produced by sustainable wine makers		.750	
Appropriate food portion is served to the guest		.848	
Kitchen staff is motivated to turn off ventilation hoods when cooking appliances are off		.889	
Sustainable and locally produced milk and milk products are used		.750	
Adoption and utilization of organic food and beverage ingredients		.812	
<b>Housekeeping Practices (HKP)</b>			
Guest bathrooms are designed to avoid wastage of water			.815
Low flow toilets and low flow showerheads are used in bathrooms			.808
Traditional bulbs are replaced with CFLs			.729
Guest room receptacles are usually sent for recycling			.809
Toilet paper with greater recycled content is now being purchased and in use			.928
Partially used shampoo and conditioner bottles are refilled and reused			.838
The internal escalator is turned off between the late hours from 11 pm to 6 am			.900
When meeting rooms are not in use, all lights are turned off including air-conditioning and heating			.896
Recycling bins are also provided in meeting rooms			.844
We have separate bins for plastic, and for aluminum cans			.725
Staff is well informed about environmental policy of hotel			.717
The hotel use energy efficient appliances			.831
Rain water is used at appropriate places e.g., flush systems			.750
Hazardous chemicals are stored at safe and secure place			.833
Eco-friendly chemicals are used in hotel			.801
Automatic faucets in the rest rooms			.761
Using furniture made of recycled wood			.812
Use of motion sensors in low traffic areas to conserve electricity			.831
Frequent cleaning of entryways, fixtures and appliances			.703
Containers are tightly covered and properly labeled			.794
Use of natural lighting during daytime hours			.855
Cronbach alpha value	0.92	0.85	0.89

## CONCLUSION

The aftereffects of the above investigation uncovers that by far most of the example was from 3 star class lodgings 26.41% followed by 4 star classification inns 22.64% and 2 star class inns which is likewise 22.64% and lion's share of the example were chain inns which is 67.93% and rest were non-chain inns which is 32.07%. The outcomes likewise shows that among the main factor, 'front office practices' the thing with the most elevated factor stacking is front work area representatives are urged to utilize normal cups for espresso and water rather than paper or plastic cups (0.900) and the thing with the least factor stacking is papers are conveyed distinctly to visitors remaining in-house (0.672). Among second factor 'Food and Beverage practices' (FBP) the thing with the most noteworthy factor stacking is employess are inspired to decrease the utilization of expendable items like cups, plates and cutlery (0.927) and the thing with the least factor stacking is the lodging joins thorough food treating the soil

(0.682). Lastly among third factor 'housekeeping practices'(HKP) the thing with the most elevated factor stacking is Toilet paper with more prominent reused content is presently being bought and being used (0.928) and the thing with the least factor stacking is Frequent cleaning of entrances, apparatuses and machines (.703). Further it tends to be presumed that there are sure eco friendly practices which have been embraced by Indian inn industry out of those lone few practices arose as generally significant. Considering these outcomes H1 might be acknowledged, supporting that there is a bunch of eco-friendly practices in the Indian lodging industry that is of most significance. These outcomes might be comparable with the discoveries of past investigates. Further, it is expressed that this paper is an endeavor to investigate eco-friendly practices in the Indian inn industry and remaining piece of this will be concentrated in the ensuing papers.

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