



A STUDY ON ECO HOTELS AND GREEN OPERATIONS IN INDIAN HOSPITALITY (HOTEL) INDUSTRY

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Abstract

Across the globe, we are moving toward globalization that increases business production, circulation, transportation, technology, tourism, and other business activities. This was not only increasing human dexterity but also enhances the standard of living of human being across the globe. But on the other side, it also increases the ecological threat that resulted in environmental stress to human beings. So, the emerging world of sustainability leads to the growth of research on how to get sustainability in every sector. Greening organization is not an easy task much effort is required and the active participation of management, as well as employees, are required.

Global Hotel industry is growing rapidly due to an increase in the number of developing countries (since 1950). In past studies the increase in the arrival of foreign tourists is predicted to rise 4 to 5 percent annually over the next 10 years, increasing the demand for hotel rooms. Eco hotels in hotel industries are procuring importance due to more environmental impact globally.

This study will investigate the impact and implementation of sustainable operations in the Indian hotel industry. The study focuses on ECOHOTELS, various ecological Practices. The study recommends some social implications of sustainable activities for eco hotels and for eco travelers for environmental protection.

Keywords: Sustainability, Ecological, Hotel Industry, Ecological Practices, Eco Hotels

INTRODUCTION

The establishments of hotels were come into existence with the goal to provide the shelter, food, services in a paid form to the travelers on a short-term basis. These hotels also provide all the facilities which give the comfort of home to the people, from proper bedding with modest mattresses to the television, kitchen facilities, upholstered chairs, and en-suite bathrooms.

The word 'hotel' derives from a French etymology which means 'a place to rest'. The very first hotel was founded by a Japanese man Nishiyama Onsen Kieunkan in 705 which has been recorded as the oldest hotel in the Guinness Book of World Records. Back, in the middle ages, the travelers were provided by the services of accommodation and food, stabling of the horses (because people used to travel mostly on their horses). People loved the idea of getting their separate suites while traveling. For providing this facility, the building of such spaces become tremendously expensive and required more area to be built. Later, it became the center of attention for political, social, and business gatherings due to its larger and spacious halls.

The new generation hotels came with more facilities and exotic appearances. Resort hotels were made far from the urban areas to scenic rural areas. Commercial hotels were more furnished and less in cost than the other expensive hotels were made for the local travelers. Railroad hotels were also made to provide shelter for the passengers waiting for their trains. According to a report by the world travel and tourism council in 2017 (WTTC) tourism industry across the globe contributed approx. 7.6 trillion US\$ in the global economy and 292 million opportunities of employment globally in 2017 (Mohinder Chand 2017). The hospitality industry accordingly plays a major role in the economy building of every nation, but due to the usage of environmental resources for making services more exotic creates an influence on the environment consequently it becomes the responsibility of every hotelier to protect and preserve the environment at priority basis.



“Hospitality with responsibility” (Amandeep, 2007) is the right saying in the current scenario as people nowadays are not giving concern to environmental factors. In developing countries like India, people are more concerned about their economic benefits not about environmental issues.

The meaning of greening is different for every individual but somewhat it is relevant with nature or natural environment. Greening includes three meanings

1. Protecting the natural environment - it indicates that we should protect our environment in its original form, each of us should do our part to protect the environment and various laws and rules should be framed by the government to protect the environment.
2. Preserving natural resources – it indicates that we should use the resources in the sustainable manner so that our future generation will avail the benefits of natural resources.
3. Eco literacy among people – to protect and preserve the environment we should make people aware of the fatal consequences of environmental pollution and create awareness among people to protect the environment.

An environment is an important resource in the hotel industry thus becomes the responsibility of hoteliers to protect and preserve the environment.

An eco-hotel or green hotel is one that follows the practices of green living or nature-friendly hotel which does not affect the environment badly. An independent third party or one concerned state certified the eco-friendly hotels as green. These hotels have a variety of improved practices such as the use of renewable energy, recycling activities, organic products, and energy-efficient equipment.

An eco-hotel or environmentally sensitive hotels are those that have altered all its policies, practices and equipment to minimize the environmental impact (Nor azilamohdnoor& Dileep kumar 2014)

Green hotels mean hotels that are environmentally friendly and involved in eco friendly practices such as reduction of wastage, recycled items, energy saving, water saving, use of various eco certification and eco labels (Neetikasliwal& Srishti agarwal).

These hotels are way amusing and attract those customers or travelers who are nature conscious or nature lovers. Nowadays most of the travelers whether business traveler or leisure traveler everyone is looking for a lodging industry that provides environment friendly services at a reasonable cost. Due to which most of the hotel industries are adopting and implementing green practices in their day to day activities for improving their environmental impact and commitment. According to David jerome of IHG, the first hotel chain with green practices in the world was launched by IGH in 1991. (claver tortes, Molina, Pereira) stated that hotel industries have been going green since the 1990s because of the growing need of consumers and for protecting the environment.

'Green hotel' searched approx. 3000 times in India and around 60000 times globally. It is a positive sign that shows that people across the globe are becoming more aware of the environmental concerns in the tourism industry. Going green becomes a trend in India within the tourism sector. Several green hotels in India shows tremendous work in the tourism industry.

It becomes the responsibility of everyone to protect our nature. When it comes to tourism industry people usually overlooked the topic of environmental protection. the Rio de Jenerio summit 2012 attended by 193 nations, this conference promotes the topic of environmental sustainability at a global level. UNIDO (united nations industrial development organization) stated that green industrialization is a two-way benefit providing policy it not only affects the resource productivity but also improves the environmental performance.

Review of Literature

Due to an elevated culture of environmentalists, it gives rise to eco concerns to almost every sector of business. Greening becomes a trend in Indian hotel industries, the Indian hotel industry shows an expansion in greening their activities in the last 10 years. Lemon tree, The Leela, The orchid, Taj hotels, Alila fort are few examples yet



many more in line. The green hotels are adopting policies that are formulated with the aim of environment protection; endeavor for getting green certification, and to attract the growing number of eco tourists. List of some hotels adopting green practices globally:

Hyatt Regency, Reston – Water consumption of laundry is reduced by near about 80%. This reduces the budget of laundry without making reuse of towels or linen by guests.

Aria Resort and Casino, Las Vegas – Solar panels are installed for energy saving and automatic shutoff of electric devices when there are no guests in the room.

Hilton, London – They installed hydrofinitly 20kg commercial washing machine back in October 2019, just three months later they announced that they had save near about 250.000 liters of water. Also working in the direction of removing plastic straws, adopting sustainable organic food and recycling of soaps and shampoos.

Marriott International, Uk – Hydrofinitly machines are installed to save water and environment friendly cleaning products with the EU ecolabels and similar with a paper towel, toilet paper, papers for printing with FSC (forest stewardship council) certification.

Mahindra Hotels and Resort – Mahindra Holiday Resort India Ltd. is India's first hospitality company that has signed both RE100 (Renewable energy) and EP (Energy products) global campaign led by the climate group. Club Mahindra also introduced the Mahindra Hariyali project under which over 3,00,000 trees have been planted all over India.

Lemon Tree Hotel – many eco-friendly policies are implemented for energy saving, water saving, responsible waste management as well as control noise and environmental pollution. This hotel is certified with a LEED gold standard.

Certification For Eco-Friendly Hotels In India

| s.no | Certificate | Organization | Year | Details | Source |
|------|------------------|--|------|---|---------------------------|
| 1. | LEED | U.S.green building council | 2002 | It is a globally recognized certification system provided by the third party for Green Building Verification. It is a type of verification system that a building is built and developed using environment friendly or sustainable practices aimed at improving eco-friendly practices of an organization and attaining the environmental objective of an organization. | www.usgbc.org |
| 2. | Green key global | Hotel association of Canada, LRA worldwide | 1994 | It is an eco-rating program specially designed for the logic industry. It initiates sustainable practices across the globe provides education to the members for sustainable use of resources, waste reduction, and provides technical guidance. It also guides employee's training programs, active participation of staff, and | www.greenglobe.com |



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|----|--|--|------|---|----------------------------------|
| | | | | more. Participants are awarded (1-5) green cards depending upon performance. | |
| 3. | Ecotel certification | HVS | 1994 | Ecotel Certification is a hallmark designed for environmentally sensitive hotels. It provides 5 globe certifications based on five areas- 1) Energy conservation 2) Water conservation 3) Solid waste management 4) Employees' environmental education 5) Environmental commitment | www.ecotelhotels.com |
| 4. | ISO 14000 CERTIFICATION | International standards organization | 1996 | It is a certification that is based on the PDCA cycle (Plan, Do, Check, Act). ISO 14000 is a series of standards for environmental management. It provides standard guidelines for organizations to improve and implement environmental management policies and projects that help organizations to minimize their operational impact on the environment, comply with applicable rules and regulations. | www.iso.org |
| 5. | The Indian green building council (IGBC) | The confederation of India industry and the godrej green business centre | 2001 | IGBC is a certificate that is provided to a building with a vision of sustainability for all. It covers all types of projects – Architects, residencials, government, institutes, consultants, etc. | www.igc.in |
| 6. | Sustainable tourism eco-certification program (STEP) | Sustainable travel international | 2007 | STEP is a sustainable development program that is promoted by the tourism industry. It provides a framework that helps in accessing the eco-friendly measures and educating the tourism industry for sustainable development. | www.sustainabletravel.org |



Research Methodology

The objective of this paper is to identify and analyze the various environmental protection activities adopted by the Indian hotel industry and this paper also highlights the various environmental certifications by the various organizations. This study is exploratory in nature. An attempt is made through this paper to suggest some environmental practices that can be adopted by various hoteliers in their day to day activities, that can help in achieving the objective of environmental protection and helps in cost reduction. With the increase in sustainable practices implemented by various hotel and hospitality organisations around the globe the Indian hospitality industry also need to upgrade their positive social impact with adopting eco-friendly sustainable practices, and that can only be done when the industry have the insight of how these practices can be managed and adopted. The present study is explorative and conceptual in nature; data have been accumulated through secondary resources such as journals, hotel websites, newspaper articles, conference papers, etc.

Green Hotels in India.

Luxury is the need of every traveler across the globe but when it is summed up with the environment protection mission, it is even better. When it comes to eco hotels or green hospitality and for environmental protection, India proved itself a pioneer with minimum carbon footprint and eco certification. Some examples of eco hotels are:

| s.no. | Name of hotel | Location | Green practices |
|-------|-------------------|-----------------|---|
| 1. | ITC, GRAND CHOLA | CHENNAI | It is the largest hotel chain in the world with a LEED platinum certificate. It is a globally eminent hotel in terms of green. They generate hotel electricity from the farm's windmill, hot water from solar energy, sustainable construction material and that's just the start. |
| 2. | CGH EARTH | SOUTH INDIA | Most of the hotels of CGH EARTH hotel provide a natural view to travelers with the motive of ecotourism. The main of CGH is to preserve the local biodiversity. They work with the local tribe with the result – rainwater harvesting. Organic farms, tree plantation, organic fertilizers out of the compost. They also provide education to their employees and guests about piles of earth-friendly practices. |
| 3. | SHER BAGH | RAJASTHAN | SHER BAGH offers relais and chateaux venue with eco-friendly stay at Ranthambhore national parks. Employees within this organization work with the motive of anti-poaching to protect the wildlife, use of local resources. |
| 4. | TAJ SAFARIS | MADYA PRADESH | Taj safaris provide a premium extravagance wildlife view at four lodges in M.P. Taj hotel is working for protecting the natural habitat within the area and fulfilling their social accountability towards the various sections of the society. |
| 5. | VANA MALSI ESTATE | UTTRAKHAND | Vana malsi estate is in exotic view of Uttarakhand. This hotel is certified with the LEED platinum, because of its eco-friendly projects and policies such as rainwater harvesting, green laundry techniques, organic food products, FSC certified bamboo flooring arranged locally. |
| 6. | BAREFOOT | HAVELOCK ISLAND | It is located at the Bay of Bengal, which is famous for its rich ecosystem (rainforest and beaches). The beautiful resort established an education center for environmental concerns, sponsor cleanups for beaches, and reduction of wastewater. |



Suggestions to Go Green

Going green is the requirement of the present day. We all should integrate our efforts to make a sustainable world. It is helpful for all the industries and in all the departments of an organization. Therefore, the vision of a sustainable society should be created within the people to protect the environment. Effectual management of environmental aspects in hotel industries results in profitability, improved brand image, consumer retention, and cost-saving (Conrad-J Wulekakuuder& Ernest Bagson 2013). Several small steps could be adopted to protect the environment which in return provides the effectiveness and efficiency.

Suggestions for eco-friendly practices for Hotels:

1. Less energy usage
2. Non-chemical cleaning agents and detergents
3. Solar panels for sources of renewable energy
4. Re-usable linens and towels
5. Transportation with green vehicle
6. Wastewater treatment plant
7. 100% organic food materials
8. Key card for electricity control
9. Refillable bottles of soaps and shampoos
10. The low water flow of taps and showers controller
11. Minimum solid wastage and treatment plant for solid wastage
12. Rainwater harvesting system
13. Maximum usage of local resources
14. Guest education program for creating awareness among the society
15. Air purifiers for cleaning the air quality within the hotel.

Some sustainable tips for eco-friendly travelers:

1. Carry reusables products
2. Avoid food wastage
3. Light packaging
4. Save papers
5. Reduce the use of energy
6. Conserve water
7. Usage of public transport
8. Follow the guidelines and rules of traveler
9. Always choose Eco friendly options.

Conclusion

In the present conditions, we all know that resources are scarce and have varied uses, therefore it becomes the responsibility of everyone to preserve the natural resources and generate sustainability in every aspect to take care of the environment. It is rightly said that "ECO HOSPITALITY" is the need of an hour. Awareness of green hotels and eco-tourists should be implemented in industries as well as in academics to get the aspiration of 100% eco hotels in India. Study shows that large no. of the hotel in India are adopting eco-friendly practices like wastewater treatment plants, rainwater harvesting systems, solar energy, efficient utilization of energy, solid waste treatment, organic food, reusable resources, etc. The government is adopting new strategies that are in favor of encouraging eco hotels in the country. The study also reveals that many certification programs help in identifying whether a hotel claiming themselves as green is green or not. Further, the steps taken by the various hoteliers in India confirm that the hoteliers understand the impact created on the environment by the hotel industry and also working in implementing various precautionary measures to lessen the environmental impact and also adopting the eco friendly activities in day to day activities to protect the environment. Hotels are even providing education about environmental concerns to their guests for creating awareness in the society. These efforts made by the hoteliers show that soon the objective of sustainability will be achieved with great results.



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