

AN EXPLORATORY STUDY OF GREEN PRACTICES IN STAR-RATED HOTELS

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ABSTRACT

Internationalization is growing entrepreneurial activities, exchange, distribution, innovation, hospitality, and commercial activities everywhere in the global economy. It has increased not only the standard of living but human mobility as well. Nevertheless, on the other hand, it raises the environmental challenge, culminating in significant ecological strain. As a consequence, the modern generation of sustainability has prompted an exhaustive study about how to achieve endurance in all domains. The present research will look into the environmental initiatives used in star-rated hotels in Tricity Chandigarh, Panchkula, and Mohali.

KEY WORDS : Internationalization, Hospitality, Ecological, Sustainability.

INTRODUCTION

For recreation, company, fitness, or even other purposes, people travel and linger in locations elsewhere in their familiar environment for less than one year. In 2019, the significant contribution of hospitality & tourism to global GDP was estimated to be around 2.9 trillion USD. The hospitality sector of the tourist trade has a significant level of harmful emissions, namely growing demands on energy sources, greater stress on sanitation, and water contamination sources, land, and climate (Amandeep, 2017). Tourism has recently undergone enhanced growth and expansion, and it is quickly being one of the fastest-growing global financial industries. These factors have undergone a dramatic transformation into a key engine of economic growth in developing countries in all countries around the world, accounting for more than 10% of global GDP.

Protecting the environment is becoming more common in the hospitality sector; the presence of

natural hotels in India has increased dramatically in the last ten years; ITC Windsor, The Orchid, Mumbai are just a few examples, with more on the way. Eco-friendly hotels have launched initiatives such as reduced lavatories, monitoring devices to monitor heating ventilation and air conditioner use, and industry standards such as bedding and sponge repeat initiatives.

Review of Literature

There are currently no strategies in place for green management, but certain hotels do use environmental management practices. Many hoteliers struggle to promote eco-friendly programs to resolve the ecological consequences that occur as a result of their operations. Because of the detrimental consequences that hotels have on the climate, authorities, and tourism stakeholders are under more pressure to encourage eco-friendly businesses and green products in hotels (Moreo 2008). It encourages hotels to follow environmentally conscious policies to become “eco-

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Table 1. Green Practices Followed

Strategies	Not Exercised	Exercised by few	Simple to	%age incorporate
Green Strategies	0	0	0	125

Table 2. Green Environment Criteria for Long-Term Sustainability (percentage)

S No	Strategy	Yes	No
1	Is there a formal draft bill on green strategies at the hotel?	87	13
2	Is there some learning for the personnel on how to enforce environmental strategies?	95	05
3	Does the hotel make certain capital money to adhere to ecologically responsible standards when it was built?	100	0
4	Is there a cost to the hotel for adopting such activities every year?	100	0
5	Following green initiatives resulted in a substantial increase in production and a decrease in operating costs.	87	13
6	As part of its CSR programs, does the resort take steps to promote environmental management practices in the community?	87	13
7	Any green certification initiative has been granted to the hotel.	40	60
8	Are the tourists interested in a long-term green strategy?	87	13
9	Is there any air quality monitoring in the hotel's kitchens, bathrooms, or bedrooms?	95	0
10	Financial help from the govt	0	100

friendly" or "green" (Manaktola and Jauhari, 2007). Government or regulatory compliance compel hotels to follow sustainable initiatives (Kim and Choi 2013).

Most restaurateurs are aware that the operations they engage in have a significant short and long-term effect on the climate. Green hotels are amongst the most sustainable initiatives in these circumstances, with a noticeable consequence in a limited period (Amandeep, 2017).

Research Methodology

The research is exploratory and 125 managers from various hotels across Tricity Chandigarh, Mohali, and Panchkula were chosen. The aim of this study is primarily to investigate the green practices used in star-rated hotels of Tricity, Chandigarh

It is evident from Table 2 that 87% of hoteliers have a formal draft bill, they have taken various steps like training to employees, investment for green initiatives, and provision of pollution monitoring in the hotel.

Data Analysis

Following a thorough hotel analysis and consultations with managers, Heads of Departments, and engineers from various star-rated hotels in Chandigarh, it was discovered that all star-rated hotels make significant efforts to incorporate green practices into their procedures. The same is

shown in Table 1.

CONCLUSION

It is evident from analysis that star-rated hotels in Tricity Chandigarh, Panchkula & Mohali are following green practices. Waste administration, management, water management, power management, green supplies, and eco-friendly banqueting are examples of these activities. The Indian government should take steps to support the hospitality sector in India by enacting programs and policies that promote green hotels. Consequently, the actions and initiatives taken by Indian hotels demonstrate that many hoteliers recognize that the practices they engage in have a significant short- and long-term effect on the climate. These actions by restaurateurs demonstrate that the goal of conservation will be accomplished with great success very soon.

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Table 3. Eco-friendly practices by Classification (percentage)

V: Waste Administration	Vermiculture		Trash disposer		Fixed gallipot		Paper prickling		Discharge treatment		Biogas plant	
	O	NO	O	NO	O	NO	O	NO	O	NO	O	NO
	13	87	87	13	55	45	70	30	87	13	5	95
W: Water Management	Reprocessing of Water		Linen reprocessing		No Buckets		Water sprayer		Rainwater reaping		Double flush in lavatory	
	O	NO	O	NO	O	NO	O	NO	O	NO	O	NO
	87	13	87	13	30	70	70	30	87	13	100	0
X: Power Management	Computerised keycard		Solar Collector		Occupancy indicator		Power efficient fittings		Power efficient lightings		Natural light	
	O	NO	O	NO	O	NO	O	NO	O	NO	O	NO
	100	0	40	60	62	38	100	0	95	5	100	0
Green supplies	Greenroom luxuries		Green cleanser		Reusable vacuum flask		Reusable bins in rooms		Temp regulator		Glass films used in bedrooms	
	O	NO	O	NO	O	NO	O	NO	O	NO	O	NO
	100	0	100	0	87	13	30	70	87	13	70	30
Eco-friendly dining hall	Biodegradable products		Disposable cutlery		Green Menu		Residue food to NGO		Composting recyclable waste		Heatproof cuisine case	
	O	NO	O	NO	O	NO	O	NO	O	NO	O	NO
	70	30	100	0	70	30	70	30	70	30	70	30

O=Observed, NO= Not observed

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