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A study on green initiative towards customer satisfaction in hotels

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Abstract

Hotel industry is one of the leading industries and has been a congruous force behind the enormous development Indian GDP. This is leading era the world is travelling towards the globalization and total imbalance of the ecology, green practices, and waste management. It has also been seen that these days there's a lot of number of hotels has been increased. Hotels has maximum number of contributions towards the waste management. Hotels are most high consumption of natural resources center. There are many green practices are conducting in different star categories hotels. It is very important to find out the major important role of green practices or waste management in hotels. This paper shows the overview of green practices or waste management practices in India and some suggestion towards the major problems. These days many green practices like reduce reuse and recycle can provide a benefit to the hotel industry

Presently there are improper number of waste management practices in the industry. Absence of preferable infrastructure, equipment and facilities miscalculation of waste generation, technical skill, inappropriate planning are the major and problems which leads towards the poor collection and transportations.

The main objective of this paper is to lead towards the management of hotel waste to create ecofriendly or sustainable business along with the profit generation. It shows that proper management towards the waste management can leads to the profit business and pollution free environment. Major objective is to crux the overall fulfilment of green practices in hotel industry and to meet the need and requirement of the customers. It is completely related to the guest concern and how to reach the maximum customer as in term of satisfaction.

Keywords: Green practices, ecofriendly, hotels, customer satisfaction

1. Introduction

Tourism in India is growing rapidly. As in term of tourism India is term as one of the most favorable destinations throughout the world. Indian tourism always attract the international tourist for its culture and diversity with many historical monuments. Tourism in India has been a revenue generator and it contributes towards the social economic development of the country.

The term hospitality mean welcoming the guest. Hospitality has an essential relationship between guest and host. Hospitality industry is completely based on the culture of serving towards the guest. The Indian hospitality industry has been emerged as one of the foremost sectors which helps in economic growth of the country. In India it has been predicted that by the year 2023 hotel industry in India will reach the value of 1,210.87 expanding at annual growth rate of (CAGR) of 13%. During the British time Bonafede guest were allowed to stay in terms of food and shelter on a charging basis. Here being products are sold as intangible. The hotel is commercial establishment that provides a food and shelter on chargeable.

Nowadays lots of noise have raised towards the green environment, especially in hotel industry. Saving the environment, conservation of natural resources, reduce, reuse concept has spread throughout the market. Going green has come up with new concept for all the industry whether it comes under government or private sector. Many hotels have also come up with their efficiency and willingness towards the support of ecofriendly or go green concept. As these days many customers are more concern about the sustainability, they are more promoting the green concept to be in the proper or formal connect with the guest the hotels have also start putting their initiative towards the sustainability.

As a result, from past ten years the ecofriendly hotels or green hotels defined as – Environmentally friendly shelter for the customer. To save water, energy, and resources the long-term keys are in trend to get the success of the industry. Moreover, may researcher have mentioned that increasing more awareness towards environment customers are taking more interest in purchasing the eco sustain products, and same has been shown the more highlighted and bring success towards customer point of view.

1.1 Literature Review

Hotel is defined as a place where a traveler can receive the food and shelter in terms of paying.

Later a hotel started providing food and shelter both instead of money to the large number of travelers. Hotels are one of the leading industries towards the economic growth and development of the country. Along with the growing customer awareness towards the ecofriendly concept or green practices. Hotels are already in the process of adopting the green practices to avoid any harmful effect to the nature and environment. These green practices awareness has been implemented throughout the world a long time back and it left a huge impact on costumer positive feedback and create a huge satisfaction towards the demand of the practices. In India slowly it implemented to create the same awareness towards the protection of nature and its resources. Green practices has been utilized to signify “eco-friendly” or “environment friendly” (Shrum *et al.*, 1995), and “green utilization” has been utilized to denote trade ecological sustainable product and service, like procuring recycle product. The green practice protect the environment nevertheless the benefit to the hotel industry (Kassinis and Soterious, 2003) Eco-friendly or environmentally sustainable hotel provides green product and service (Millar and Baloglu, 2011). Eco-friendly hotels have a prefer to participate in eco-friendly practices to enhance the earnings of the hotels and generate the more revenue in terms of money. Many studies have found that 78% of tourists are approaching in relation to go green while they choose hotel (UNEP, 2013), and 90% of hotels customers have been reside to an eco-friendly hotel (Mensah, 2004).

This study aims to analyze the various practices that are being followed by these hotels, any special requirements for these practices such as certifications, as well as the impacts of conducting these initiatives on the business of the hotels. The Literature review was done by reading research articles from international journals, magazines, online newspapers, and books. Ecological consciousness enhance customer optimistic approach in the direction of environmental practices (Han *et al.*, 2009, 2011), and these customers ecological influence their assessment when they select a hotel (Kim and Han, 2010) for the reason they have a preference to reside at an eco-friendly hotel if it has been an

environmental outlook and constructive prospect (Han *et al.*, 2009).

Green hotel implies with various name such as “eco-friendly”, “environmentally friendly”, “green” or “sustainable” to advertise their green illustration (Chen and Chang, 2013). Although if hotel does not precisely clarify their green practice, hotel guest might consider being perplexed concerning the connotation of the expression of green (Millar and Baloglu, 2011).

While consumers consider the hotelier has been discounting on cost, it has been up to them to shell out extra to reside at eco-friendly hotel (Millar and Baloglu, 2011). A comprehensible of eco-friendly hotel convention and classification of green practice in the hospitality would decrease guestst (Millar and Baloglu, 2011).

Ng Kok Meng (2011) observed that customers select products are green and they are offered. Also, to achieve the development, it is necessary to make products ecofriendly.

Mahajan (2012) found that all the private organization are trying to accept the green culture. There are some associations which encourage the green practices in airline and hotel, and they do promote the same.

Dev (2012) said the CSR (Corporate Service Responsibility) are plays an important role and it create the brand image for the company. It not only create the good impact in front of the customer as well as they do create an awareness in front of the employee also, it motivates them to creating a friendly culture in the society.

Current Scenario of Hotel Industry

The Indian hotel industry is a highly divided one, with many major portions. Some of the main stakeholders in the organized include Indian Hotel Company (Taj group of hotels), The East India Company (Oberoi group of hotels), the ITC Welcomgroup Hotels, the Leela group of hotels (Hotel Leela Venture Ltd). Dun and Bradstreet (2010). There is high demand in the Indian hospitality industry, peaking demand during the months of October to April. The monsoon period in India is considered as a less occupancy or less tourist visit in India. It was observed that Indian hoteliers made more money in the December and March quarters. However, one can see this trend changing since from the past few years. High occupancy during the off-season months and thereby generate revenue, hotels have introduced various offer, such as targeting the MICE (Meetings, Incentive, Conference, Exhibition) and offering them a huge package which automatically attract the MICE customers in a hotel.

The movement towards sustainability has expanded across the globe, in all fields. We see that Government & Non-Government organizations. Corporations Company as well as consumers are increasingly focusing on the need to exist in their surroundings and reduce. The Hospitality Industry is no exception, and finally, the concept of sustainability has begun.

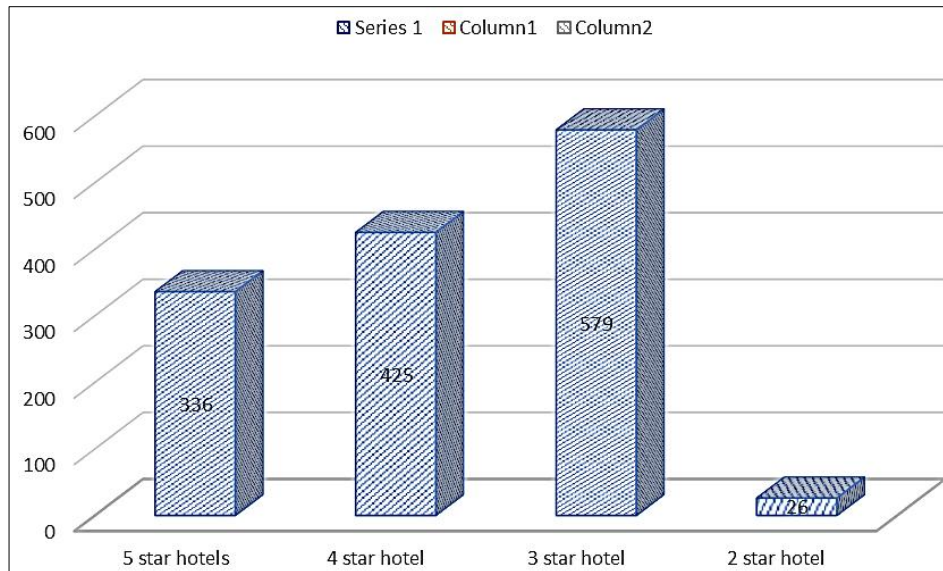


Fig 1: Number of star rated hotel in India

Past few years, hotels have followed the trend of using more and more local product in their food & beverage as a part of initiative. They grow herbs and vegetables in their own garden and serve them to their guests. The use of industrial chemical cleaning agents has become less, with the hotels adopting for green cleaning products. This is a welcome change for the housekeeping staff, and exposure to such chemicals almost always leads to many health issue.

Over the last decade, the movement towards ecotel sound tourism has spread across the world, and the various practices being implemented in the countries. Hotels companies are being prompted by rising energy costs, governmental pressure, consumer expectations & the competitive landscape to increasingly make sustainability. They are thus increasingly promoting ecofriendly practices.

Green hotel certification around the world

The hotel and tourism industry becoming more conscious of environment-friendly practices, and their customer too preferring green practices, it is seen that there are emerged several green certification programs for the hospitality industry. Some of the more well-known certifications are mentioned below.

- i) **Energy Star:** The United States Environmental Protection Agency started the Energy Star 42 program to reduce the consumption of energy and emission of greenhouse gases.
- ii) **Green Globe International:** Green hotels, resorts, conference, transportation, travel industry, including MICE, Spa and golf courses generally go for this certification and it has been recognized by the tourism industry since 1993.
- iii) **Green Key Global:** This certification came into being in the 1990's and as part of its green key Eco rating Program, compile of an online audit of 140 questions. Hotels answer these based on their responses and are awarded one to five Green Key eco-ratings.
- iv) **Leadership in Energy & Environmental Design (LEED):** The LEED certification is a standard that is meant for the construction of green buildings in the United States. It differs from the other green certification in that it is not concerned with assessing how green the hotel's operations are, before certifying.

The program classifies buildings as per their category i.e., Hotel, school, an existing structure, a new construction etc. and then meticulously judges them on a 110-point scale.

- v) **Ecotels:** This is an environment certification for the hospitality industry which aims to have a completely green/environment-friendly hotel. It seeks to do this not only through the construction, but also based on operations. It is managed by the HVS Services which operates from India and the United States. The Orchid, Mumbai is India's first Ecotel.

In India, almost one-third of the energy & water usage is consumed by commercial buildings, including hotels. There is an ample of opportunity to assess the implementation of environmentally-sustainable practices in the hospitality industry in the country. Such practices in Indian hotels span from architecture to operational planning. To be a little more precise, the everything from 45 educating guests & employees, marketing initiatives, recycling programs, use of alternative technology & energy-saving programs etc. Moreover, these ecofriendly initiatives help in increasing efficiency as well as cost saving.

India's largest and oldest chain hotel, the Taj group of hotels, is working under the Taj Earth initiative (Environment Awareness and Renewal at the Taj group), with EC3 Global, an international environmental advisory group to reduce its carbon emissions.

Whereas the ITC group of hotels has its own environment-awareness program, the WelcomEnviron. Each hotel property has its own program, which involve local participation, of the employees and internal conservation of energy using such tools and environment-friendly materials. This group in fact has become a global green leader in the hospitality industry.

The Leela Palaces, Hotels and Resorts have also tried to reduce the impact of their products or services on the environment by using eco-friendly practices for better energy efficiency, and use of raw material obtained from sustainable or renewable sources as far as possible. The Leela Palace at Bangalore uses solar panels installed on the roof of its porch to warm up the water in its swimming pool; while The Leela Palace at New Delhi, has the latest sewage

treatment plant for treatment of wastewater, through a multi-stage process before reusing or recycling it.

Customer satisfaction has been a fundamental conception in advertising text and is a significant objective of all industry behavior. Which bestows a corporation an improved probability of outperforming rivalry (Kotler, 2000).

1.2 Objective

- To study the green practices followed by star category hotel
- To study the role of green practices in star hotels

2. Research Methodology

Secondary data

- i) Entire research is based on secondary data Various Magazines, Research Journals, Manuals, Government Reports, and other Publications related to the Hospitality and Tourism Industry.
- ii) Reference books
- iii) News bulletins and articles published in the newspapers were also an important source for this data.
- iv) Web- sites related to the Hospitality Industry, as well as internet search engines. Any existing Statistical Analysis done by research industries, in the form of Figures, Charts and Tables etc. were also a useful source of secondary data.

3. Limitation

The current work has some suggestion for further research. First, the research is focused only on the eco-friendly elements towards service. The impact of the other non-ecofriendly aspects may also affect the experiential values of consumers, hence future work could conceptualize the combined effect on customer satisfaction towards experience. Secondly, this framework may be limited to hotels. Third, this study did not explore the moderating effect of individual demographic and psychographic factors on the customer satisfaction. Future studies could examine such individual-based variables, like age, gender, travel.

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