

Chapter 3:

Adoption of Eco-friendly Practices by Hotels in Dehradun District, Uttarakhand

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Tourism industry is one of the leading industries, bringing in millions of tourists nationally, internationally through the years, has created an increasing amount of stress on the environment. This problem is very common in the areas where tourism runs into the limits of natural resources. Thus, looking into the scenario today Eco-friendly Practices are growing rapidly to harmonize tourism & environmental sustainability. The Hospitality Industry has realized their business activities impact on the environment & has taken actions to reduce those impacts. Hotel that incorporates these Eco-friendly Practices are more environment friendly with the efficient use of energy, water & materials while providing quality services. Eco Friendly Hotels conserve & preserve the resources by saving water, reducing energy use, & reducing solid waste. As Dehradun District is popular & most preferred tourist destination, there is a concern of heavy negative impact on environment from the tourism related activities. Thus, there is a need to promote the Eco-friendly Practices in the Hospitality Business which saves money, the aim of being an Eco-friendly Hotel is to reduce the negative impacts on the environment both by reducing the consumption of resources & by changing the practices so that the waste produced can be used or recycled. The objective of this chapter is to find that how many Hotels of Dehradun District are adopting & showing a very positive interest in incorporating the concept of Eco-friendly Practices in their operations.

1 Introduction

An environmental issue is one of the most important topics now-a-days in business as well as in public life in the entire world. Ozone depletion, pollution, over usage of natural resources poses a serious threat to the environment. These threats have grown & become worse due to the growth of population. Hospitality operations produce the emission of various Green House Gases which later get mixed in air, specially carries Carbon Dioxide, Chloro Floro Carbons. It is being noticed that Commercial buildings, Hotels exert a huge amount of negative influence on the environment. This has led companies rethink on their business activities and the concept of Eco Friendly Practices has evolved over a period of time. All this compel Hotels to take the responsibility to become Eco Friendly which refers to accommodation establishment that have made a commitment to implement various ecological sound practices. In the present scenario the problems related to environment has been increased progressively, and everyone can feel the seriousness of the consequences the future generation will be facing. This serious environmental issue has changed the perception of the present customers towards the sustainability of natural resources & they are coming forward & joining to save the precious resources for the coming generations.

Tourism industry is a booming industry, bringing in thousands of tourist & making the profits. But on other hand hampering the non renewable resources & creating the stress on the environment. Using Eco Friendly Practices means meeting the needs of the current generations as well as the future generations. Hospitality Industry had started adopting & pursuing the Eco Friendly Practices since the year 1990, due to the fluctuating economic levels & strong focus on customer service & satisfaction. This is the main reason that eco friendly practices came under existence & not only hotels but also the customers want to



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apply those practices to save the environment. Hotel sector can make a huge positive contribution to the environment by adopting a few measures to resource exhaustion. These practices are now-a-days adopted by many hotels & the hotel staff & their guests are also showing full potential to go with it, not only in hotels, some conscious guests are following these practices at home also. Present generation is very well aware about the harm caused on the environment by regular operation of Hotels & Business activities. Hotels are now showing a very positive interest in incorporating the concept of Eco Friendly Practices in their daily operations. Eco friendly practices claim to work for environment protection & preservation.

Millions of Indian & Foreign Tourists visits Dehradun District (Rishikesh, Mussoorie) every year may be for leisure, holiday, holy trip etc. Due to this, cutting of trees, construction of hotels, installation of heaters, air conditioners for their comfort is very common. Human interference affects the environment worldwide. Not only they damage the ecosystem but also create various types of pollution like water pollution, soil pollution, air pollution and noise pollution etc.

As per the estimate of Ministry of Environment & Forest, Government of India, an average 150-room hotel consumes as much in one week as hundred person households do in one year. To reduce this impact of Tourism adoption of Eco Friendly Practices is the best way out like conservation of energy & water, solid waste management, community awareness, adopting the concept of reduces, reuse & recycle but still only few hotels in Dehradun District are adopting these Eco Friendly Practices and others are still facing some or the other issues in incorporating these practices in their day to day operations.

2 Review of Literature

The review of literature is a vital section in research work, as it tells us about earlier research work. It also gives a new direction to come with new findings or to improve the past research work, which may bring new growth and changes in the society. On the basis of previous literature little information has been extracted about the concept of eco friendly practices.

2.1 The Concept of Eco Friendly Practices

The ideology of eco friendly practices came into prominence in the late 1980s (Yeng & Yazdanifard, 2015). It has undergone through a great transformation since its early debut . The concept of eco friendly practices incorporates various environmental activities used by firms to market their goods and services in a manner that will eliminate environmental damages. These activities are also meant to influence the internal practices of a firm. Over the last few years there are many forces that encouraged the hospitality industry to become environment friendly. Slowly & gradually many hotels are adopting eco friendly practices in their operation, so that they can reduce some of the stress from the environment. Even the perception of the customers is also changing & they are becoming conscious about the environment natural resources. Many chain & branded hotels are following eco friendly practices in their day to day operations- Marriot, Intercontinental etc. Eco friendly practices in hotels majorly include- saving energy, reduce water consumption, waste management, (Ahmed Hassan Abdou, 2020). Miriam Mbasera(2016) determine that hotels establish a contribution towards mitigation of the environment effects. According to Miller, Mayer, Baloglu (2012), 85% of the tourist travelling for leisure consider themselves as green consumers. Currently, government regulations globally seem to be very strict about the issue related to climate change, global warming and the safety of the environment, therefore companies are propelled to adopt eco friendly strategies (Shrikanth & Raju, 2012). Hatem, (2010) found that most hoteliers are more willing to enact small scale waste reuse practices rather than larger practices that would require changes on operational level.

The three main areas of environmental impact of Hotels are energy, water, waste.

1. Energy- Energy in Hotels is used in excessive amount which in turn cost very high & with little changes, it will save the huge cost. Hotels generally use more energy per visitor than local residents, as they have energy intense facilities, such as bars, restaurants, pools etc. Studies have determined that a Hotel emits an average 20.6k of carbon dioxide per night (Raposo Stefnie, 2012)
2. Water-Regular & clean supply of water is the basic need of all the Tourist coming to stay in hotels, as it is being used for drinking, cleansing, cooking etc. However, water is integral to the amenities usually expected by the tourists, such as swimming pool, gardens etc. It has been estimated that 15000 cubic meters of water would typically supply 100 rural farmers for three years & 100 urban families for two years, yet only supply 100 luxury hotel guests for less than two months. (Raposo Stefnie, 2012).
3. Waste- Studies have identified that an average hotel produces in excess of one kilogram of waste per guest per day. Approximately 30 percent of waste in hotels can be diverted through reuse & recycle.

Recognizing the importance of natural resources, Eco Friendly Practices are being adopted by the Hospitality Industry that can become the preventive measure to preserve & conserve the natural resources(Shrikanth & Raju, 2012).

Eco-label is a label used to provide information to consumers about respective environmentally quality of a product, it specifies the type of environmental performance of a good or service offers (Global Ecolabelling Network, 2004). Ecolabels emerged in the late 1980s as a method of screening claims for consumers in several countries (Wasik, 1996). Brand is the identity of the products, the difference between a “brand” and “Eco-brand” is that Eco – brand is the name, identity of products which are safe to the environment (Delafrooz *et al.*, 2014). An instrument used to promote a company’s eco friendly products and services is called as Eco-brand. (Rahman & Haq, 2016).

2.2 Objective

The main objective of this study is to find out that how many Hotels in Dehradun District are incorporating & adapting these Eco Friendly Practices in their regular operations.

3 Findings

3.1 Hotel Industry in Dehradun

Dehradun district is famous for its scenic beauty. Tourists are attracted toward its holy rituals, leisure & adventurous activities. Business & leisure tourism in Dehradun district is a regular event. Dehradun offers services & facilities for transportation, sightseeing, entertainment, local attractions for various budgets. Many Hotels in Dehradun District adopt Eco Friendly Practices like- Ananda-In-The Himalayas (Narendra Nagar), Jaypee (Mussoorie), Ramada Hotel (Dehradun), J. W. Marriot (Mussoorie), Lemon Tree (Dehradun), Taj Hotel (Rishikesh) etc.

These Hotels meet the guest expectations related to environmental products as well as satisfy the needs of the guests so that the product is accepted & purchased by the guests keeping in mind the benefit of the environment. Various programs are adopted by these Hotels to save energy, water, reduce solid waste & help to protect our earth.

3.2 Young Customers of Hotels

Customers are now becoming very conscious about the natural resources provides by the environment. The young generations are the main motivating force behind the adoption of Eco Friendly Practices. They are very much aware about the demand of Eco Friendly Practices. In today’s epoch it is very important to incorporate these non-toxic & eco-friendly products. This has now become the new way for the hoteliers

to meet the needs of the customers & also to earn the better profits. In the entire world, Hotels are attempting to reduce the impact of their day to day operations & services on the natural resources. Hotels adopting Eco Friendly Practices attract the customers on the basis of presentation, focusing on health, saving money & just being environmentally friendly, so as to target the generation who are now very much concerned about the environmental resources. It is surveyed by the recent studies that impact of hotel firms “environment friendly practices on guest satisfaction (Lee & Heo, 2009; Berezan *et al.*, 2013; Gao & Mattila, 2014) & their loyalty in relation to coming back to Hotel & intention to create the word of mouth (Han & Kim, 2010, Ham & Han, 2013; Gao & Mattila, 2014; Chen, 2015). Huge number of Eco Friendly Practices are being incorporated in their regular operations of Hotels from recycling to purchasing the local products. For example- Hotel Kimpton began recycling trash since they became Eco responsive. They have started Earth Care Program & are now companywide & include the adoption of green cleaning products.

3.3 Impact of Eco Friendly Practices on Hotel Guests

In this study we focused on the hotel customers as they are showing the interest for the protection of the environment. They are very much concerned about the environment & also even encourage the improvements in the environment performance of many Hotels in Dehradun District. According to the various research report, consumers are thinking green (Mainieri *et al.*, 1997). In Dehradun District the movement of tourist is because of two main reasons- leisure & business. Leisure guests have various choices related to their decision making whereas people travelling for business do not have a variety of choice over whether to travel to a particular destination or not (Kucukusta *et al.*, 2014). The stakeholders for long have demanded the hotels to understand their responsibility & to contribute toward the environment positively. They want to get informed about the eco friendly practices adopted by the hotel & also a further scope in this aspect (Han *et al.*, 2009) & (Danuta, 2012). The hotels have answered positively to the demands of the stakeholders & have adopted an environmental audit. Hotels have started incorporating eco friendly practices adopted by them as a marketing tool & it has now started playing a vital role in operation planning (Dief & Font, 2010).

4 Green practices followed by the hotels

1. **Ananda-In-The-Himalayas-** As discussed with the Front Office Manager & the General Manger of the property, we come to know that Ananda incorporate Eco Friendly Practices like- use of recycled water, garbage segregation to facilitate proper disposal & recycling, LED lighting is used in all the guest room & public areas, growing of Ayurveda herbs & few kitchen spices in its own garden in the palace estate, employees pens & bags made of biodegradable matter.
2. **J.W.Marriot, Mussorie-** The Food & Beverage Manager of the property informed us about the Sustainable Food & Beverage policy & Sustainable seafood position policy adopted by the Hotel.
3. **Four points by Sheraton, Dehradun-** This Hotel is awarded with Green globe certification award and the property implements active technology solutions so that energy is being saved in one or the other way such as double glazed windows, LED lights, motion sensors etc.
4. **Taj Hotel, Rishikesh-** The Hotel General Manager educate us that how the Hotel shows respect to the environment & surroundings. Its eco friendly structure is designed to not impose on its surroundings.
5. **Jaypee Hotel Mussoorie-** Hotel Jaypee, Mussoorie follow this tagline “Every time we borrow from nature, we return it with interest”, which itself make it very clear that yes, they are adapting Eco Friendly Practices in their daily operations.

Apart from these, there are still many Hotels in Dehradun District who are not a part of these Eco Friendly Practices. The reasons may vary, like either they have not opted for the same or they have not got the clearance from the Hospitality Municipal Councils.

5 Conclusion

The tourist & environment are both interrelated can contribute to each other. Tourism industry has both type of impact on physical environment i.e positive as well as negative. Negative impact are in the form of increased carrying capacity resulting in deterioration of the place, careless attitude of tourists about the site & its environment, threat to the destination's flora & fauna, waste disposal problem, disturbance in the natural habitat of the animals because of craze among the tourist to buy things which are made from different endangered species of plants & animals. As tourism Industry is expanding many hotels has arise. These hotels create several hazards for the environment. This problem is very common in many years like Dehradun where tourism is increasing day by day. To solve this problem the concept of Eco Friendly Practices that is nature oriented & environmentally focused tourism is adopted by many of Budget Hotels.

6 Suggestions

There are many Eco Friendly Practices that Hotels can implement as preventive measures to save unnecessary costs. Example of these practices are-

1. Save Water- There are different ways adopted in the Hotels to lower down the usage of water in each guest room. Installing low flow shower heads & sinks aerators, switching to low flow toilets or install toilet tank fill diverters are the various examples.
2. Save Energy-The fuel bills get reduced if we use less energy, so it makes common sense.
3. Some ways to achieve it are- Switching to LED lights, usage of sensors or timers for the areas that are not frequently used, educate & motivate the employees that when the room is unoccupied just switch off the lights, air conditioning etc & use daylight exclusively in restaurants, bars, lobby for as much of the day as possible, if there is a pool or a hot tub in hotel, install a solar water heating system & use pool covers when the pool is not in use.
4. Start a program of reusing of linen in all the guest rooms. This practice is very common now a days in many hotels & also save cost, water, time.
5. Recycling of old beds & mattresses cuts the cost, creates a competitive advantage, interests guests & saves environment. Try to encourage the guests to adopt eco friendly transportation options. Bicycles, walking maps, & information on public transportation are the best option.
6. Try to provide freshly produced products to the guests like organic, locally grown food or the products from hotel's own organic garden.

7 Declarations

7.1 Competing Interests

No potential conflict of interest was reported by the authors.

7.2 Publisher's Note

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