

Sustainability trends in hotel Industry

Rajiv Kumar Dwivedi*, Dr Manoj Pandey** and Prof. (Dr.) Anil Vashisht***

Abstract

Sustainability has been an important issue for the hotels for the last few years. Also achieving sustainability with green practices has got its unique benefits in terms of competitive advantage, branding and financial dividends. Green initiatives can definitely contribute in reducing the carbon foot prints of the hotels, can make the hotels more eco friendly and also they are cost efficient in long run as the payback period for all these green technology products is not much. For many of the products the payback periods can be between 1-3 years and then the hotels can enjoy the financial dividends. All these efforts on a collective basis can help the hotel industry to go green as well as become more sustainable

Keywords – Sustainability, green practices, hotels, eco friendly.

Introduction

As per a survey conducted by deloitte, 95% of the travelers believe that hotel industry should adapt green practices in their day to day operations. Most of the people surveyed have got a perception that hotel industry follows green practices as they want to show their concern towards the environment. Sustainability has been an important issue for the hotels for the last few years. Also achieving sustainability for green practices has got its unique benefits in terms of competitive advantage, branding and financial dividends.

Few sustainability approaches used by hotel industry are listed below

1. Educating your stakeholders – It is very important for the hotel industry to educate its stakeholders (Guests, Employees, Vendors & Investors). Proactive hotels are spending time, efforts & money on educating their guests on eco friendly green practices. The guest has to be educated on linen reuse, water saving approach, power saving, waste management and other aspects as he is one of the most important consumer and contributor. The hotels also have to have a holistic approach in training their staff on the above mentioned practices. This can help the hotels in better implementation of green practices. Also the vendors have to be educated on taking back their packaging materials and supplying biodegradable products. The investors have to be educated on the long term benefits of green practices so that green practices approach is incorporated in the philosophy of the organization.

2. Water Saving Initiatives – It is very important for the hotels to undertake water saving initiatives. Few progressive hotels (Hotel Central Park) uses a 5 minute hourglass in their showers so that the guest understands the importance of water saving. Water saving products like the following help to save lot of water in hotel industry.

- Low flow water heads
- Water aerators
- Dual flush toilets
- Grey water
- Water meters

Rain water harvesting is an efficient way of water recharge.

3. Carbon Footprints – Twenty three hotels have come together (including Marriott & Hilton) to start an initiative called “Hotel Carbon Measurement Initiative” for the measurement of the carbon footprint of individual hotel. Now more than 15,000 hotels have adopted this initiative to reporting. One more program of similar kind is “Hospitality Sustainable Purchasing Consortium”. This initiative has got a long term environmental benefit.

4. Room Service Elimination

A new kind of innovation is being tried by few top hotels. The initiative is cutting room service. As per IzzitGreen Business Rewards, The Hilton Midtown (New York) has tried out a new thing ie stopping their room services. The hotel believes that running a kitchen 24/7 is not a sustainable idea. It is also believed and predicted that many good hotels soon may follow the same.

5. Food and Beverage Sustainability

Food and beverage department of a hotel is the department that generates lot of waste so it has the potential of saving the maximum. A good tracking and audit of F & B department can help a hotel become more sustainable as it can monitor

- Serving of food & drinks
- Disposal of the residue food & drink items
- Use & disposal of packaging material
- Use of organic products & waste
- Local or central purchase

6. Energy Saving

To achieve sustainability it is very important for the hotel industry to initiate energy conservation practices. The hotel industry can use

- Thermostats
- 5 star rated power saving products
- Occupancy sensors
- Key Cards etc to save electricity.
- Insulation paints
- Tinted windows and curtains
- Green Construction/Architecture

A proper maintenance and servicing of the equipments and appliances can also help in making the appliances more efficient and it will consume less power. Also the hotels can work on installing solar panels which will be efficient as well as economical in long run. Renewable sources of energy like biogas and wind mills can also be used. These sources of energy are economical in long run as well as they are eco friendly.

Conclusion

The above initiatives can definitely contribute in reducing the carbon foot prints of the hotels, can make them more eco friendly and also they are cost efficient in long run as the payback period for all these green technology products is not much. For many of the products the payback periods can be between 1-3 years and then the hotels can enjoy the financial dividends. All these efforts on a collective basis can help the hotel industry to go

green as well as become more sustainable. This will surely create a win – win situation for all the stake holders in long run.

References :

1. A. Pizman, “Green Hotels: A fad, ploy or fact of life”, *International Journal of Hospitality Management*, vol. 28(1), 2008, p. 1.
2. A. Pryce, “Sustainability in the Hotel Industry”, *Travel and Tourism Analyst*, vol. 6, 2001, pp. 3-23.
3. C. Baker, “Taking measured steps toward going green”, *Hotel & Motel Management*, 2009, p.8.
4. F. Cairncross, “Green Inc.: a guide to business and the environment, London: Earthscan”, 1995.
5. H. Houdré, “Sustainable hospitality: Sustainable development in the hotel industry” *Cornell Industry Perspectives*, 2008, pp. 4-20.
6. I. Bakas, and M. Herczeg, “Food Waste”, *Copenhagen: Copenhagen Resource Institute*, 2010.
7. M. Brown, “Environmental policy in the hotel sector; “green” strategy or stratagem?”, *International Journal of Contemporary Management*, vol. 8(3), 1996, pp.18-23
8. N. Anguera, S. Ayuso, et al., “Implementation of EMS’s in Seasonal Hotels. Assuring Sustainability”, In T. Hillary (Eds.), *ISO 14000 Case Studies and Practical Experiences*, 2000, pp. 162-172.
9. N. Tzschentke, D. Kirk, and A. Lynch, “Going green: Decisional factors in small hospitality operators”, *International Journal of Hospitality Management*, vol. 27, 2008, pp. 126-133.
10. S. Alexander, “Green Hotels: Opportunities and Resources for Success” *Portland: Zero Waste Alliance*, 2002.

*Asst Professor, Amity Business School, Amity University, Madhya Pradesh, Ph No – 8519043230

** Associate Professor & HoD , Amity Business School, Amity University, Madhya Pradesh.

***Director, Amity Business School, Amity University, Madhya Pradesh.