

# SUSTAINABLE GREEN HOTELS -AWARENESS FOR TRAVELERS

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**Abstract:** In modern days the hotel trade initiates to "green up" operations, various hotels and its chains take sustainability more sincerely than others, but the trade as a entirety has definitely become greener in current years. According to Scientific American economically resonance website had accounted that a 150-room hotel could preserve 72,000 gallons of water and 480 gallons of laundry soap each year by placing the cards in its guest rooms. Additional "the Marriott chain" also stated saving as much as 17 percent in hot water and sewer costs at its hotels by using its Linen Reuse Program. On the other end currently tourism is shifting towards sustainable tourism because this business causes negative forces on the environment.( Kasim 2006)augmented stipulate on energy supply, an enlarged encumber on solid waste management and the pollution of water bodies, soil and air are among the elevated rank of negative environmental consequence in the hospitality sector of the tourism industry .This industry devour and construct numerous wealth such as water, energy and waste. Ecological practices in the accommodation segment are also mounting around the Globe. Cognizant clientele stipulate these services. Ogbeide, Godwin-Charles (2012) patrons no longer recognize just linen and towel reuse programs as being sufficient green practice in the green lodge notion. Vivek Kumar Verma and Bibhas Chandra (2016)inn visitors are fetching increasingly apprehensive concerning the environment and environmentally friendly stuffs, it is decisive for the hotel business to discover this concept of green hotels in more aspect. The purpose of this paper is to generate attentiveness among travelers about authentic and sustainable green lodging.

**Key Words:** Green Hotel, Eco Friendly Hotel, Green Hotel Awareness

## 1. Introduction

Srishti Agarwal, Neeti Kasliwal (2017) Going green has become a latest fashion for Indian clients. The perception towards green environment gave origin to the new insight of customers. The idiom 'green hotel' is hunted 2,900 times on Google in India the 12-month average of user queries—and 60,500 times across the world Sushmita (2012) the mounting customer economy and industrialization have lead to the formation of enormous megalopolises and individual activities are causing an irreversible harm to the global environment due to widespread emission of greenhouse gases Vivek kumar verma et al (2018) forecasted that customers' approach and environmental concern extensively and optimistically persuade the managerial purpose to execute green hotel practices. Ashok K Verma (2012) Indian Hotels are looking to revamp their lifestyles and get into the green form. The green structure notion broadly incorporates numerous interests and aspect of sustainability, highlighting decline of environmental impacts through a holistic approach to land and structure uses and creation plans. Unlike a conservative structure, green buildings incorporate numerous sustainable traits such as proficient use of water, energy competence, eco-friendly environment, use of renewable energy, use of recycled/recyclable resources, valuable use of landscape, efficient manage and building administration systems, and enhanced indoor eminence for health and comfort. Nearly 60% of the country's high-end hotels are located in Chennai, Cochin, Pune, Bangalore, Mumbai and New Delhi (Miriam Mbasera et al 2016) although several hotels do hold in some environmentally-friendly practices some hotel managers do not apply green management proposal to alleviate the environmental difficulties originating from their hotel operations Kola Ijasan et al (2016) signified that respondents have a optimistic feelings towards 'green hotels 'but there is a dearth of awareness as to what standards there are regarding what makes a hotel 'green'.

## 2. Statement Of The Problem

Llewellyn Leonard and Thobile Dlamini(2014) tourism and hospitality is a flourishing industry with negative impacts on the environment. Therefore, hotels are clutching this prospect to conserve the environment and they are also obtaining profit from the green practices. To regulate with customer demand this business is exploiting additional natural wealth than earlier implicit, inquiring sustainability applying within the trade. Further the industry can contribute to sustainable enlargement by implementing greening principles. There has been a incredible attempt in generating attentiveness to enhance the numeral of enterprise with green practices in hotel industry. However, despite the promise advantage , the lodge involvement in green practices are tranquil squat due to numerous features which influenced this industry whether to continue with same operational practices or to implement the green practices Sungpo Yi et al (2016) Customers believe several green practices, such as a insightful roofing system, a squall water management system, and guest guidance, as genuine attempts by hotels to be green and they harmonize them. Some clients assert that hotels are using green practices as a promotion instrument to achieve monetary benefits. Therefore, the intension of this study is to resolve the factors toward the execution of green practices in hotels and to construct attentiveness among travelers about genuine and sustainable green lodging.

### 3. Objective Of The Study

To create awareness among travelers about genuine and sustainable green lodging

### 4. Review Of Literature

Vivek Kumar Verma and Bibhas Chandra (2018), had investigated to the sustainability dimension through examining the managerial purpose to execute green hotel practices. Their results predicted that patrons outlook and environmental concern notably and positively influence the managerial intention to implement green hotel practices. Their study suggested that apart from economic factors, behavioral factors such as customers' attitude and employees' environmental concern are also decisive in greening the trade process. Li Zhang et al (2017) had investigated the value of going green in the hotel industry by combining the traditional hedonic pricing model with the state-of-the-art content analysis of online reviews. Their results indicate that the rate of complaints about the indoor environmental quality of green hotels is roughly 19% lower than that for non green hotels. Hedonic regression analysis concludes that green hotels enjoy a significant room rate premium of 6.5% without reducing occupancy rates, mainly due to improved indoor environmental quality. Srishti Agarwal and Neeti Kasliwal(2017) had guided by four research questions. Their study concluded that Indian consumers have a positive perception towards green products and services but positive insight of consumers does not have positive willingness to pay. Miriam Mbasera et al (2016) had studied Research design, approach and method: A qualitative research was carried out in eight hotels that employ the strategy of the case study and they found that , no policies for green management exist, although some hotels do engage in some environmentally-friendly practices. Further they found some hotel managers do not implement green management initiatives to mitigate the environmental problems emanating from their hotel operations. Vivek Kumar Verma and Bibhas Chandra (2016) had determined what influences hotel guests' intentions to stay at green hotels and engage in green programs while staying at the hotel. Their results revealed that green attributes such as energy efficient light bulbs in guest rooms, recycle bins in the room as well as hotel lobby, and green certification were perceived favorably. However, some of them like towel reuse program, refillable shampoo dispens-ers and sheets changed upon request raises some doubt in the consumers mind, were not perceived favorably. Kola Ijasan et al (2016) had investigated the outlook of business travellers within South Africa towards green hotels. Their findings indicated that respondents have a positive attitude towards green hotels'but there is a dearth of knowledge as to what standards there are regarding what makes a hotel 'green'. Their surveyed guests believed that a standard should be set for green hotels and that if a conventional and green hotel served the same function, the green hotel would be the preferred choice. Llewellyn Leonard and Thobile Dlamini(2014) had seeked to explore how important going green is to the South African government, hotel management, hotel employees and hotel shareholders. Their Results indicated that adoption of greening within the hotel industry is limited with more direct support needed for hotel employees by hotel management. Communication is also needed from regional head office to hotel managers on greening initiatives. Leena N. Fukey, Surya S. Issac (2014), aimed at understanding the importance of implementing sustainable green practices in the current hotel industry and the perception of the same from the point of view of the customers as well as the industry experts. They found that many hotels have benefited from green management such as enhanced reputation of the firm and more value customers. It also reduced business's cost for posting advertisements and the clear hotel's orientation showed hotels' positive image which might augment employees' gratitude toward the business.

### 5. Research Methodology

Hotel travelers have stimulated towards green lifestyles altered their focus towards conserved the environment by directing a progress to an potential of "green" lifestyles and these existence are not only in the residence, but wherever the traveler goes. Currently "green" hotels being a major curiosity to patrons and they are enthusiastic to stay in green hotels. With the enhance in sustainable practices executed by diverse hotel and hospitality association around the globe the Indian hospitality business also require to raise their positive social force with adopt eco-friendly sustainable practices. This can only be accomplished when the lodge business have the imminent of how these practices can be supervised and implemented. The objective of this paper is to highlight, analyze various movement, techniques for achieving sustainable goals and to create alertness among travelers about genuine and sustainable green lodging. The current study is explorative and conceptual in nature, data have been collected from four Tamilnadu green hotels and secondary sources such as Journals, articles, websites, newspaper, and conclusion of the research have been supported by observational facts.

## 6. Analysis, Findings and Suggestions

**Table 1: Practices in Green Hotels of Tamilnadu**

S.No	Hotel	Green USP
1	De Rock ,Coonoor	Jungle living, Eco-sensitive and all inclusive resort Sprawling private Verandahs Afford Spectacular view of receding mountains & tropical jungles Bedroom window view –offer natural beauty of surroundings Offer to view Cliff & Lambs Rock
2	Jungle Retreat, Masinagudi	Combination of wilderness, serenity, comfort & proximity to jungles Afford view of receding mountains & jungles Provide employment to local areas and purchase local products Teach importance of environmental interpretation, wildlife safety & natural history Run specialized guides programme
3	Destiny Farm Stay,Avalanche	Combination of rainwater harvesting soak pits & tanks Water conserving foot taps Hot water with solar heater system Organic waste is turned into compost & used as organic fertilizer Non organic waste is recycled Supply water to tribal villages (in case of scarcity)
4	Elephant Valley Resort, Kodaikanal	Rustic Chic Bungalow, & Eco Farm set hotel Sustainable Bio-intensive vegetable garden with Organic grown Arabica Coffee plantation (Certified by IMO,Switzerland) Using Local Sourced products from granite to wood Firewood Fuelled hot water,Solar lights with low consumption bulbs & cast iron wood stoves (during winter) Fertility Management System – Soil fertilization,composting,green manure crops,worm culture,effective micro organism & Panchakavya

Source: Computed Work

## 7. Findings And Suggestions

"Generosity with accountability" is the current necessitate! To pursuit for achieving environment friendly ,green hotels they should be extensive in Academic and business. To encourage the Green Hotel, each government should introduce schemes and policies which are in favour of this industry. Further the measures taken by the Hotels across world authenticate that numerous hoteliers recognize that the actions they clutch out have an tremendous elevated force on the environment, both small and extended period. Under these circumstances, green hotels are one of the most sustainable measures, with visible outcome in a short occasion. Based on the findings hotel industry in order to convert themselves in to green they should focus from Social responsibility to sustainable water management

TABLE 2

S. No	Findings of Core Areas	Suggestions for development
1	Social responsibility	Spotlight on the local development Infant shelter, Battle against epidemics and food essentials
2	Employee engagement	By educational opportunities Location visits, Competitions Newsletters Persuade staff involved in environmental program.
3	Promoting the local economy	Education Health Sanitation Employment, Supporting local charities, Purchasing from local suppliers, Working with communities Contribution opportunities for domestic infant entrepreneurs.
4	Purchasing	Buy less packaging Use more environmentally friendly materials Purchase biodegradable products Recycled eco-friendly packaging Purchase locally-grown food(reduce economic leakages)

		Organic linen can offer protection from UV rays Purchase wood furniture -made of FSC certified lumber Use environmentally friendly stains and adhesives.
5	Green building practices	Use waterproof membrane to protect the roof structure from moisture Sustainable Interior Design and use low VOC to zero VOC paint products Sustainable flooring - Bamboo for sustainable flooring option Use re-usable wall panels(made from fertilizer waste and environmentally Friendly cement called "Portland Pozzolana") Use "autoclaved aerated concrete" to deplete the topsoil Sustainable building materials to be used
6	Green meetings	Offer green meeting and conference options Offer greening services such as compostable and recyclable products. Use disposal free food and beverage service using reusable focus on eco-tours of the hotel and surrounding areas locally sourced organic cuisine
7	Customer education	Provide information on the website, public areas and in guest rooms. Promote the growth of green tourism and advance its benefits
8	Managing permits	Show noticeable improvement in the health and productivity Should comply with government regulations and saving money by Reducing waste and energy
9	Community awareness	Through various medias Conservation training activities
10	Air quality management	Air filtration could be implemented. Inculcate ventilation and create smoking sections Cut vehicle pollution through lift sharing. Use of bicycles or public transport
11	Solid waste Management	Recycling Composting
12	Energy conservation	Reduced energy consumption during daylight hours Replace lights with compact fluorescent light bulbs Use energy star-efficient heating, ventilation and air conditioning Occupancy sensors could also used in hotels Utilise Solar power & water heater Create solar photovoltaic roof panels Could use digital thermostats in all hotel rooms
13	Sustainable Management water	Zero water discharge Installing water saving devices in rooms Installing low flow showerheads Detection and repair of drips and leaks in rooms Grey water could be used for irrigating Placing a glass jar in the toilet tank to reduce water used per flush Water from bathrooms, washing machines, dish washers and kitchens Could be composed and be reused for gardening or car cleaning

Source: Computed Data

## 8. Conclusion

Sungpo Yi et al (2016) lodge clientele believe some hotel really use green practices, and other implement to gain financial benefits. Therefore, our results recommended to hospitality industry how they should execute green practices and the approaches to build environmental friendly branding strategies. Li Zhang et al (2017) indicated that the rate of grievance about the indoor environmental eminence of green hotels is nearly 19% lower than that for nongreen hotels and green hotels enjoy a significant room rate premium of 6.5% without reducing occupancy rates, mainly due to superior interior environmental excellence. Gustin & Weaver, (1996) by promoting the environmental practices, hotels would obtain great positive publicity, and they stand to accumulate wealth. Leena N. Fukey, Surya S. Issac (2014) glancing to the prospect, at present green concerns will absolutely become facet of more synchronized business environment. To reinforce further, an inventiveness must also be taken by the Indian administration to persuade the Hotel industry in India by method of schemes and strategies which are in support of Green Hotels.

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