

A Perceptual Study on the Impact of Infused Green Practices carried in Three to Five Star Category Hotels in Jaipur: With Special Reference to Employees of Hotel Industry

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Abstract

In India and as well as abroad, tourism is considered as one of the fastest growing industry and is considered as a major contributor to the GDP of respective country. Then on the other hand global tourist destinations started to receive tourists after the pandemic period, with this growth the tourism sector is also known for providing jobs at all levels i.e. managerial, operational and even execution. But still the industry is collectively harming the environment and emitting Greenhouse gases that are harmful for the ozone layer of the planet. This present study will evaluate the role of hotel staff in promoting Green practices of the selected hotels. This study is based on primary data and sample of the study is 200 staff members of selected three- and five-star hotels.

Keywords: Green practices, Jaipur, Staff motivation

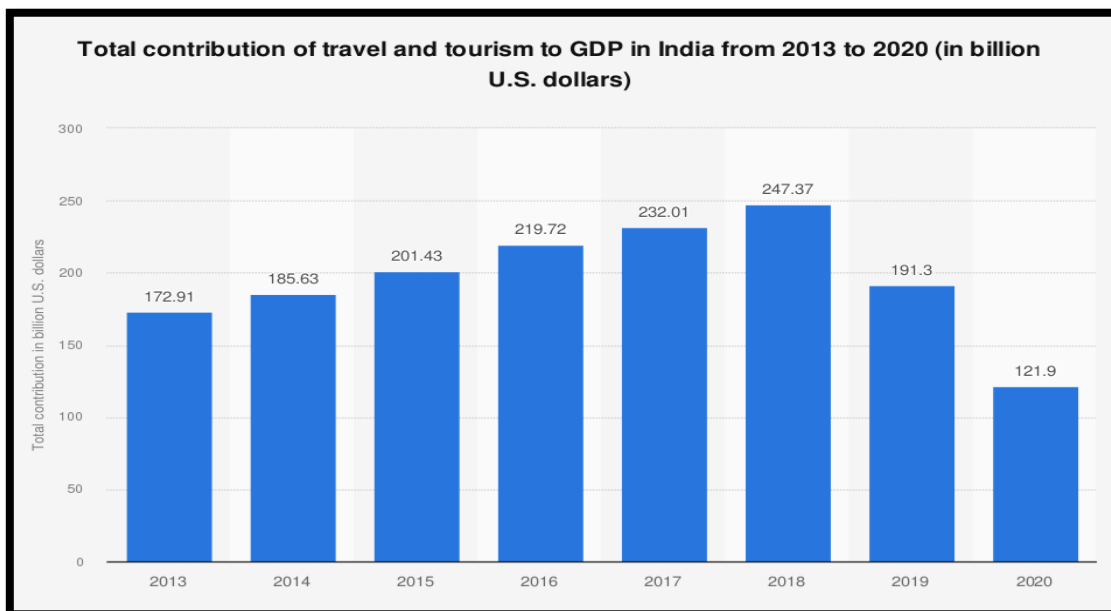
Introduction

If we talk about the tourism industry, it can be stated that it is one of the largest known service industry in developing country like India. Also the same is contributing generously to the economic growth of the country. As per the view of WTTC, India grabs the 12 place in 2015 and might reach to 5th place by 2025. Then the IBEF states that the tourism and hospitality sector of India is counted in top 15 growing sectors, as far as growth of the sector is concerned the same will be continued in next few years. Then the same report states that the tourism sector will certainly grab more FDI in times to come. DIPP (Department of Industrial Policy and Promotion) 2018 states that from 2000 to 2015 tourism alone had attracted 7, 862.08 million of USD and the same is about to increase in multifold in times to come.

On the international fronts, tourism is one of the fastest growing industries and is considered as a major industry for contributing to the respective GDP of the respective country. Then on the other hand global tourist destinations started to receive tourists after the pandemic period, with this growth the tourism sector is also known for providing jobs at all levels i.e. managerial, operational and even execution. In the present scenario many of the established tourist companies are working world wide and contributing on economic growth of the host country and also providing jobs to the native residents, by this way the economy of the host country also gets benefitted.

The potential of Indian tourism industry can be judged in the form of a game changer i.e. ought to provide driving force to the economy of the country, this is possible because India is very rich on its culture, heritage, values, history, monuments, and number of other attractive components that are essential for the growth of tourism industry. As a matter of fact same are popular among the domestic and international tourists. This system is providing a great amount of foreign exchange to the country and also helping in the overall development of the economy. It can also be stated that India is itself a product, driven by tourism and the same is liable to bought by every other person, as far as tourism destinations are concerned.

Coming back to the IBEF Report published in 2018, Indian tourism is the third largest sub-segment of service sector that includes trade, transportation, hotels/restaurants, etc. and the same contributes to around USD 122.54 billion till 2015, it is almost 13% of the total GDP of the country. Above said revenue and the percentage of GDP is liable to grow vigorously in near future. The total travel and tourism economy of the country is growing at the rate of 7.5% per annum on the home fronts and the same is increasing by 6.93% on international fronts. Hence, it can be stated that in the recent times a great amount of change has been brought in the functioning ad operations of the industry and same is gathering value on international fronts. In the present scenario different types of tourism are popular among the stakeholders of the industry i.e. sports tourism, medical tourism, cultural tourism and even educational tourism. Apart from this a new set of tourism is becoming popular in the country i.e. Eco-tourism where the tourists are allowed to visit some environmentally protected avenue, this place might be very near to the nature and preserved from the bad omens of pollution and environment degradation.



Source: <https://www.statista.com/statistics/313724/total-contribution-of-travel-and-tourism-to-gdp-in-india-by-segment/>

Figure 1: Contribution of Tourism Industry to the GDP of India

The above said growth of the tourism sector was the result of following components:

- The disposable income of the people is increasing
- Various other segment of tourism emerged in the recent past
- 100% FDI was allowed in the tourism sector via automatic route
- The international tourists are increasing on annual basis in the years of recent past
- Tourism Department and Government of India is also working on the development of tourism infrastructure
- The ranking of the Indian tourism has improved tremendously in the recent past

Sustainable Development and Green Practices in Hotel Industry

As stated above, the tourism industry is growing at a rapid pace and such growth of any sector demand for the deterioration of environment and natural resources to a certain extent. In light of the sustainable development and collective growth of the country it is required that the said sources may not be replenished in years to come, but the extraction of the same can be prevented to a certain extent, then on the other hand it is also required to preserve the environment i.e. in terms of stopping the emission of Greenhouse gases.

As a matter of fact prevention of ecosystem, following of green practices, prevention of energy sources, etc. are the part of collective sustainable development. This can be understood by the report of **CPCB (Central Pollution Control Board), 2018**, “the intensity of waste generation varies from 1 kg/day per hotel to 6 kg/day per hotel room in the country,” and there are countless hotels and tourist destination in the country, hence we can estimate the volume of garbage and waste generated in just one day. The same report states that the hotel industry generates 45% of the total solid waste generated in the country that includes harmful gases like Methane, Carbon dioxide and other Greenhouse gases and this is increasing the global warming and even climate change to a substantial level. **NASA (2016)** states that to an extent of 90% global warming is because of human activities that may include development of infrastructure, personal growth and development and many other related components; due to this the temperature of the Earth is also increasing substantially. **Chen (2018)** stated that the hotel industry is generating 20% of the total emission of Greenhouse gases that contributed to around 80, 500 Gallons of waste water and energy consumption, also the estimated loss of the same highest among the relative sectors.

In light of the above given facts and figures, it can be said that in the present scenario going green is the necessity of hotel industry and also it is the compulsory part of their CSR (*Corporate Social Responsibility*), although being protective for the environment is mandatory as per the government rules and regulations but still extreme steps are never being taken to check the violations. Apparently **Claver et al (2007)** stated that star hotels around the world are following green practices from the early 90s of 20th century, he also stated that they are trying to save energy, water consumption and other related resources i.e. the dearth of whom can degrade the environment. Then **Chandra et al (2016)** also stated that in the recent past, Indian hotels had started to participate in preserving resources and safeguarding environment by checking on the consumption of energy and power, availing green certification for various operation of their establishments and also trying to make use of non-conventional power and energy sources as the same are being demanded by the guests visiting the hotels. **Verma et al (2012)** were of the opinion that in the recent times the hotels that are increasing rooms or the hotel chains that are developing new hotels use to focus on the eco-friendly construction material, hotels on the run are following the policy of zero wastage, following the benchmark of 25%-40% of energy and power consumption. There is tremendous reduction in the consumption of potable water, water harvesting plants are procured and also they are preserving the nearby landscape as the part of their CSR.

Employee Participation and Responsibility towards Going Green

Bhatt (2015) stated that in hotel industry there are four basic factors that are required for maintaining green policies i.e.

- **Green building**

Development of structure is the task of the promoter and it should be eco-friendly but it is the responsibility of the employees at the managerial level of check on the

continuation of the same at the time of expansion and further constructions. This can be stated as the responsibility of present staff.

- **Green Energy**

Environmental friendly lightings and sources are green energy are the basic requirement under the head of green polices, here the employees are required to keep the track that in future such practices are being followed and also the guests visiting the hotel should be told about the same.

- **Green Waste**

This is the bio-degradable waste and can be renewed as bio-fuel, disposal, sorting and monitoring of the same is the task of hotel staff. If the waste items are not being sorted then there is a possibility that the bio-degradable waste remains of no use. Then again it is the responsibility of the staff to check that the paper glasses, toiletries, and other related items are of bio-degradable category.

- **Green Material**

This refers to the material that is containing more natural ingredients, this may refer to components like kitchen, front office, housekeeping, etc. here again the responsibility of the hotel's staff increases to check that such material is religiously used and green practices are being followed.

This present study will focus on this study made by **Batt et al (2015)** and make use of the components mentioned above to evaluate the participation of employees towards the maintenance of green practices in three and five star hotels in Jaipur, Rajasthan.

Literature Review

Hossein et al (2015) this study was conducted on the rated hotels of Malaysia, the focus of the study was on perception and behaviour of the customer against these hotels. The researcher has considered social and demographic characteristics of the customers as test components. Findings of the study stated that the customers are having positive attitude towards the green policies of the hotels in which they are staying. On the basis of demographic segregation it was found that female respondents were more convinced with the point in question as compared to men. Then on the other hand respondents with high income were more attracted to the green practices followed by the selected hotels as compared to respondents from low income group.

Agarwal et al (2016) the researchers conducted this study the choice criteria of customers for hotels and inclination towards the green initiatives of the same. Findings of the study stated that most of the respondents of the study were aware about the benefits of 'Going Green' and also try to find the green environment in the hotels they stayed. The respondents stated that to actually implement the program it is required that the employees should be properly trained so that they can keep the track of green initiatives taken by the hotels, then on the other hand it is also required that the same should be promoted to the guests visiting the hotels.

Chandra et al (2017) stated that when a guest arrives in a hotel it is expected that they become the part and parcel of green programs followed at the hotels. This study was based on the primary data and the researcher selected 200 respondents via judgemental sampling. In the process of the study it was found that various green practices were followed by the hotels like saving electricity by using energy efficient light bulbs, specific recycle bins at various places of hotel and even displaying of 'Green Certificates' for viewing of customer and even employees. Also, the researcher stated that reusable items should also be taken care of by the housekeeping staff. Finally water harvesting system and plans to save water are again very important.

Biswas (2019) this study was based on the intention of employees to participate in the Green initiatives of the selected group of hotels. The researcher had considered a sample of 150 employees for the sake of study. The focus of the study was on finding the association between the thought process of employees and customers and finding gaps, between the same. The findings of the study stated that in most of the cases employees use to carry their work, specially the ground staff but at the level of operation staff use to interact with the guests and brief them about the green initiatives taken by the hotel. Then on the other hand study also stated that guest use to explore the facilities of the hotel if they are staying there for more than 1 day, this can be the opportunity for the respective staff to brief them about the green initiatives of the hotel.

Singh et al (2019) conducted a study on the on the green practices followed by the hotels in Bangkok and attitude of the customers against the same. Findings of the study stated that employees are the integral part of the hotel industry and when it comes to green initiatives employees are the best stakeholders who can actually promote the green practices to the guests visiting the hotel. Findings of the study also stated that the staff at the operational and managerial level use to promote the policies of the hotels regarding green practices to the guests.

Objective

The main objective of the study was to identify the participation of the employees in promoting green practices of the hotels and impact of the same on the guests visiting hotels.

Hypothesis

H₀: There is no significant different between the Eco literacy of hotel staff and their intention to promote the green initiatives among the guests.

H₁: There is no significant different between the Eco literacy of hotel staff and their intention to promote the green initiatives among the guests.

Research Methodology

Research Design

As the description given above this present study tries to evaluate the employee participation in implementation of Green practices in selected three and five star hotels in Jaipur, Rajasthan. As per the requirement of the study, researcher had adopted descriptive research design where the proceedings are based on primary data. Then on the other hand the researcher had also taken the help of secondary data to find the train of previous literature furnished in the recent past, for finalizing of objective, framing hypothesis and other related components. Hence it can be stated that the researcher had considered both the descriptive and exploratory research design.

Sampling

As this present study is based on primary data hence the researcher was required to select a legitimate number of samples for the study. Researcher followed snow ball sampling process for the sake of study. This sampling method was followed because it was difficult to contact employees without reference. To get competitive results the researcher had considered a sample of 200 employees from all levels i.e. execution, operational and managerial level.

Sources of Data

- Most of the studies based on primary data also demand for a respective trail of secondary data and in response of the same researcher had considered the following sources of secondary data:
 - o Websites
 - UNWTO
 - Department of Tourism, GOI
 - Tourism Corporations Incredible India
 - World Travel and Tourism Council
 - Annual reports of Tourism Ministry (India and abroad)
- For primary data the researcher had constructed a detailed questionnaire and exercised the same with the selected set of respondents, this questionnaire contains scale based questions to get the better insight of the respondents.

Statistical Tools

The researcher had considered the basic statistical tools available on MS Excel for finding the results of descriptive statistics and used SPSS Ver. 22.0 for further analysis of data.

Data Analysis and interpretation

Results of Chi square test

Test Results

	Prior Training of Staff							
	On the basis of experience				On the Basis of Age			
	All aspects covered	Audio-visual tools were used	Trainers were qualified	Documentation was given	All aspects covered	Audio-visual tools were used	Trainers were qualified	Documentation was given
Calculated Value	.167	.142	.834	.064	.337	.557	0.155	0.718
Table Value	2.301	2.901	3.225	.163	1.902	2.004	1.220	1.55
	Image of Hotels							
	On the basis of experience				On the Basis of Age			
	Self-explained	Based on visitors	Atmosphere is supportive	Found no change	Self-explained	Based on visitors	Atmosphere is supportive	Found no change
Calculated Value	0.263	0.763	0.089	0.259	0.875	.519	.499	.701
Table Value	2.779	1.552	2.997	2.531	1.819	2.149	2.980	2.950

Satisfaction of guests								
On the basis of experience					On the Basis of Age			
	Found themselves relieved	Appreciated the green efforts	Reviews are positive	Guest have no concern	Found themselves relieved	Appreciated the green efforts	Reviews are positive	Guest have no concern
Calculated Value	.775	.662	.563	.448	.562	.358	.879	.973
Table Value	1.882	1.882	2.802	2.005	2.562	2.876	2.005	2.552
Observed Benefits								
On the basis of experience					On the Basis of Age			
	Destination wedding	honeymoon	anniversaries	others	Destination wedding	honeymoon	anniversaries	others
Calculated Value	.873	.675	.967	.673	.552	.352	.762	.862
Table Value	1.762	1.882	2.881	1.872	2.993	1.352	1.572	1.564

Interpretation

As can be seen from the above results of Chi square test it was found in the process that in case of prior training of the hotel staff, it was found that in most of the five star hotels the training of staff takes place along with the introduction of any Green initiative.

It can be seen from the results of data analysis that in most of the cases the significance value is more than the calculated value. This shows that most of the respondents were positive about the point in question i.e. they agreed that they were trained as per the norms and even provided with the respective documentation.

Then in case of image of the hotel, it was found that most of the staff was positive about the same i.e. they stated that the guests staying in the hotel were impressed with the Green initiatives and were willing to revisit the hotel in near future. This is an indication that both the guests and staff were convinced with the Green initiatives taken by the hotel but then again it is a conditional assurance i.e. if the guest do not find the same atmosphere in future they can cancel their future visits.

In most of the Five star hotels it was found that most of the guests are coming from foreign countries and in many of the cases international celebrities are coming for destination wedding and even for other occasions, the point in question was that the stay of the guests is affected by the Green initiatives in one or the other manner i.e. controlled usage of water, use to energy efficient lights, absolute greenery in the premises, etc. the researcher found that in most of the cases the guests appreciated the green initiatives and were willing to adjust for their needs in the name of environment protection.

Then in case of observed benefits, the researcher found that in most of the cases significance value is more than the table value, this shows that the staff of the selected hotels stated that after implementing the green initiatives the hotels has started to receive more guests in the name of destination weddings, anniversaries, and even other types of celebration. They also stated that in social media the hotel had gained some advantage by the positive posts of the celebrities.

As a matter of fact, in case of three star hotels, the situation was somewhat different i.e. the researcher found that no formal training was provided to the staff regarding Green initiatives of the hotel; this is because of the reason that in most of the cases the three star hotels are following Green practices as a formality and a CSR initiative, it is not being followed in regular course of hotel business. The researcher observed that the tools, equipment and appliances used were below the standards of the Green policies and even the lights were not energy efficient. On the other hand the greenery in the premises was not sufficient. Also the researcher found that in many of the cases hotels were constructed at the side of the road with just a few flower pots at the entrance and nearby environment is not being taken care of by the hotel. This states that the three star hotels are focusing more on providing facilities to their guests in place of considering actual green practices in their own premises.

Result of hypothesis test

As per the above test results and interpretation it can be stated that the staff of the selected three and five star hotels is getting appropriate training regarding green practices but in five star hotels only, in case of three star hotels the promoter are only fulfilling the quorum. Hence the null hypothesis can be rejected and the alternate hypothesis can be accepted.

Conclusion

This present study was based on the evaluation of staff acquaintance regarding the green initiatives taken by the selected three and five star hotels. Finding of the study stated that in case of five star hotels, most of the staff at the level of execution and operation had received the formal training regarding green initiatives and they were also promoting the same to guest that are visiting the hotels. Then in case of three star hotels, the researcher observed that most of the staff was not formally trained for the green initiatives and even the promoters of the hotel are not seriously following the green protocols. Here the researcher wants to state that the overall tourism industry is contributing seriously in damaging the atmosphere and emission of greenhouse gases, hence it is the collective responsibility of all the stakeholders of the industry to take care of the eco system and the nearby environment.

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