



Ecotels- a Way to Green Sustainable Tourism

Ankit Prakash^{1*}, Vikas Sharma²

Assistant Professor, Bhikaji Cama Subharti College of Hotel Management,
Swami Vivekanand Subharti University Meerut

Corresponding Author: Ankit Prakash ankitprakash1985@gmail.com

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ABSTRACT

The global traveler's attention has shifted away from crowded cities with high-rise hotels and towards remote locations with a tranquil natural setting that doesn't harm the local ecology. Given the aforementioned information, hoteliers must immediately change their practises and trends in commercial hospitality in relation to the environment. The notion of eco hotels or green hotels has evolved as a result of growing environmental awareness. A "green hotel" is a lodging establishment that has made significant environmental improvements to its to have the least possible influence on the environment. This essay makes an effort to comprehend eco-friendly hotels, specifically the newest trends and ideal procedures. Additionally, it will make an effort to provide a summary of governmental policies and regulations with reference to hotels in India. We'll also talk about some simple tactics that hotels can use to run more environmentally friendly operations

INTRODUCTION

The number of Ecotels (Eco-friendly) decisions made by travellers is increasing every year, and this includes choosing a green hotel or hotels with green practises when they are accessible. By implementing a few green hotel practises, you may differentiate your establishment from the competition and draw travellers who are interested in lowering their carbon impact while travelling. A short awareness campaign on your behalf can inform guests about the resources needed to have housekeeping wash all of their towels and linens each day of their stay and involve them in your efforts. Put a little printed card in each restroom reminding visitors of your commitment to the environment and letting them know how they can be involved: towels hung on hooks will be left behind so that they can be used again, and those hung anywhere else will be taken away. Another card in the bedroom can inform visitors that, in order to conserve water, gas, and energy, your home launders bed linens every two to three days and in between guests. In fact, several large hotel chains' patrons have grown accustomed to getting additional loyalty points for each day they choose to forgo housekeeping services. Encourage visitors to bring only the quantity of towels they require near the sauna, pool, fitness centre, and spa to minimise their environmental impact.

Environmentally conscious visitors who have purchased one of the available electric vehicles will value your consideration of their recharging requirements, and some may even pick your resort over rivals who don't have a spot for them to recharge. Depending on the availability in your location, your hotel may still be able to be ahead of the curve as charging stations for electric vehicles become more and more in demand.

The sorting of garbage into trash and recycling bins will come naturally to visitors, especially those from large cities. Another strategy to give visitors the option to participate in your green programme is to offer recycling for some of the most popular materials, like paper, metal, and plastic containers. Both in guest rooms and in high-traffic public areas like the lobby, fitness centre, pool, and lounge, place recycling bins adjacent to trash cans. You may astonish visitors, lessen the environmental effect of your establishment, and conserve time, money, and staff resources with only a few tried-and-true green hotel practises.

LITERATURE REVIEW

The Indian hospitality sector is making every effort to adhere to global green cleaning standards. Researchers Rakhi Rani and Rashi from the K.V.M. College of Education look into some sustainable practises being used by the sector in India as part of their study on "Green Practices in the Hospitality and Tourism Industry in India." According to Sandeep Sinha, Housekeeping Manager at Grand Hyatt Goa, "Hotels in India are embracing the idea of green products, especially when it comes to cleaning supplies and machinery." There is a deliberate attempt to be kinder to the natural world and the resources it provides. For different areas in a hotel, there are different cleaning agents that are highly efficient. Additionally, the new generation of cleaning tools emphasises the use of water and mechanical action over sophisticated chemicals.

While Jai Prakash, the executive housekeeper at the Accor-owned Hyderabad International Convention Centre, attests to the increased interest in sustainability. In order to promote sustainable development, green products are created. They make sure that your company does not contribute to environmental pollution in the name of commerce. Biodegradability, low toxicity, low volatile organic compound (VOC) content, decreased packaging, and low life cycle energy consumption are all advantages for the environment that come with green cleaning solutions. The Novotel Hyderabad Convention Center and the Hyderabad International Convention Center employ practically all of these products since they have been shown to be highly successful in the cleaning process, which is safe for humans and the environment, he said.

Quality eco-conscious solutions have a great chance to gain traction in the market thanks to the widespread adoption of green cleaning practises by hotels throughout the world. It is also evidence of the viability of environmentally friendly solutions to corporate problems.

This study investigates the variables that affect consumer perceptions of environmentally friendly activities in the Gwalior lodging sector. Additionally, it investigates if consumers intend to pay for such actions. It has been suggested to combine secondary research with a quantitative and qualitative research methodology. Utilizing convenience sampling, a structured questionnaire (from a secondary source) has been deployed. Consumer attitudes and behaviour towards environmentally friendly activities in the lodging business have been examined using correlation and factor analysis. The results demonstrate that customers who use hotel services are aware of eco-friendly procedures.

Everyone loses when excessive energy is used, thus upgrading to energy-saving technologies should be your first priority. Customers' attitudes and purchasing habits towards environmentally friendly commercial premises have drastically changed as a result of this environmental concern (D'Souza & Taghian, 2005). As a result, hotels are more focused on striking a balance between concerns about the environment, resource use, ethics, and society (Chan et al., 2013; Hsieh, 2012).

Since hotels utilise significant amounts of fuel, electricity, water, and other non-renewable resources in their daily operations to provide goods and services to consumers, it is particularly difficult for them to evade their environmental and social responsibilities. It is evident that many hotels are taking the initiative to become "green hotels" or "eco-friendly hotels" in order to stand out in the increasingly cutthroat hotel market (Manaktola and Jauhari, 2007; Chan and Wong, 2006).

METHODOLOGY

Primary data refers to authentic information that has been gathered especially with the intended use in mind. It indicates that someone obtained the information directly from the original source. These are primary data, which are gathered through survey and questionnaire methods. Data that was gathered by a party other than the user is referred to as secondary data. Census data, information gathered by government agencies, company records, and data that was initially gathered for other research goals are all common sources of

secondary data for social science. The information is gathered from pertinent periodicals and journals.

Eco Hotels and their Hygiene for Green Sustainable Tourism

- Cleaning is significant from the perspectives of safety, security, and legal compliance in addition to hygiene. Regardless of the type of accommodations they select, hygiene is a major concern for all travellers.

- No guest will return if the lodging provider continues to overlook maintaining a level of hygiene that meets guest expectations.

Hotels have been upgrading their environmental standards to satisfy both the needs of picky customers and their obligation to the surrounding environment. The sector has been moving towards resource efficiency through the use of renewable energy, effective water management, and efforts to cut energy usage wherever possible as a result of this endeavour to "green up." But these initiatives go beyond just conserving energy. Green housekeeping is now a significant component of sustainability. Hotels that are serious about sustainability and want to do more than merely "green wash" their operations are changing the way they handle housekeeping.

An industry standard of sorts has now been established for having a "green cleaning programme." The most crucial component of a "green cleaning policy" is the evaluation of the current cleaning supplies and techniques. Such a strategy is actually a requirement for certification and renewal under the indoor environmental quality portion of LEED (Leadership in Energy and Environmental Design), the industry leader in environmental building certification.

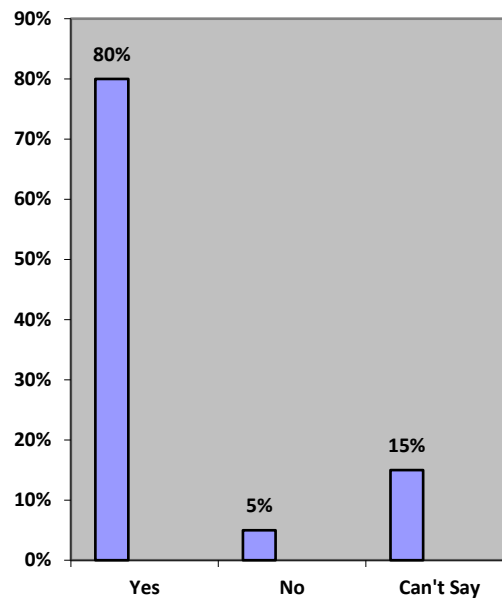
DISCUSSION

Consumer interest in having hotels minimise their resource use and manage their environmental impact has given extra incentive to the industry's long-standing and ongoing efforts to control costs through sustainable measures including minimising water and energy use. Hotels still use a lot of energy and resources, despite years of conservation efforts, but this creates opportunities for more sustainable practises that have the dual advantages of saving money and helping the environment. Hotels take other markets into account when developing sustainability plans. Because sustainability has a positive effect on a hotel's long-term worth, investors also value it. Hotels must overcome consumers' reluctance to pay more for environmentally friendly operations because higher revenue is the primary factor determining hotel value.

Do you think that any special kind of training is given to the hotel staff to carry out these initiatives in Hospitality Industry?

Table 1. Opinion About Hospitality Industry

Yes	No	Can't Say
80%	5%	15%

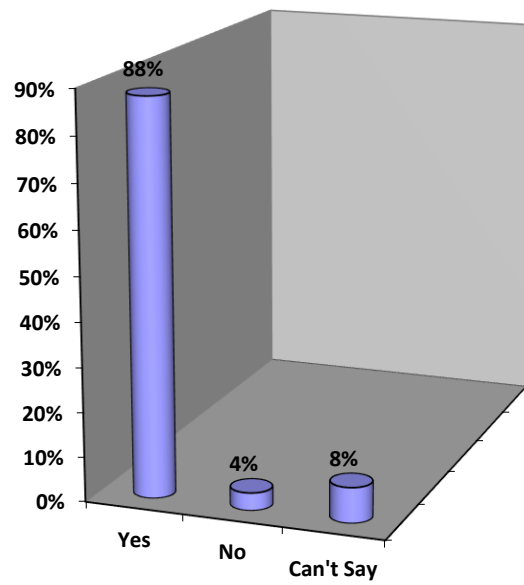


Picture 1. Chart About Hospitality Industry

1. Do you think that this investment in implementing these practices is justified, in terms of turnover and popularity of the Hospitality Industry?

Table 2. Opinions About the Turnover and Popularity of the Hospitality Industry

Yes	No	Can't Say
88%	4%	8%

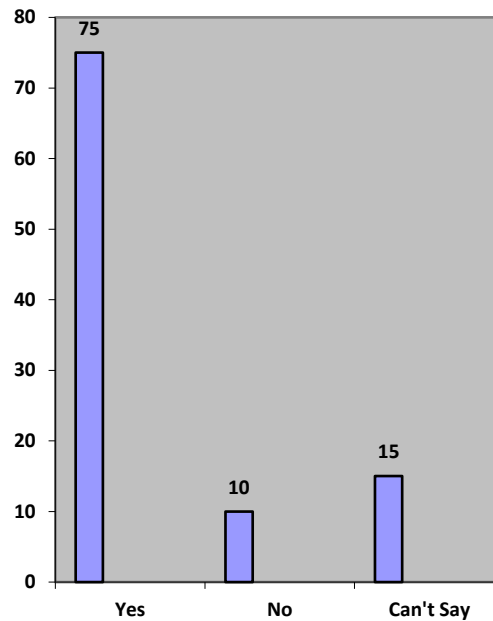


Picture 2. Chart Opinions About the Turnover and Popularity of the Hospitality Industry

1. According to you with the green sustainable tourism in Indian hotels is achieving the maximum level of guest Satisfaction?

Table 3. Opinions on Maximum Guest Satisfaction

Yes	No	Can't Say
75%	10%	15%



Picture 3. Chart Opinions About Maximum Guest Satisfaction

SUGGESTION

- According to the report, Green hotels are a business that promotes sustainable living practises without forgoing modern conveniences. Here are a few methods you can use to accomplish this.
- Everyone loses when excessive energy is used, thus upgrading to energy-saving technologies should be your first priority. Customers' attitudes and purchase habits towards environmentally friendly commercial premises have drastically changed as a result of this environmental concern.
- Due to their extensive use of fuel, energy, water, and other non-renewable resources in their operations while providing goods and services to consumers, hotels are no longer able to dodge their environmental and social responsibilities. It is evident that many hotels are taking the initiative to transform into "green hotels" or "eco-friendly hotels" in order to stand out in the increasingly cutthroat hotel industry.

In order to decide whether these expenditures are profitable, hotels may look at their cost-benefit analysis, potential for enhanced employee relations, and reduced risk in addition to "green" satisfaction, as per the survey, green programmes do not reduce guest pleasure. For hotels to succeed in the hospitality industry, their ability to satisfy their guests with their green initiatives is crucial.

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