

Eco Friendly Practices In Hospitality & Tourism Industry In India: An Overview

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Abstract:

The fact is that eco-friendly requirement in hospitality sector is growing as a key concern in the developing countries. Eco-friendly practices means ‘use of green practices’ in hotel industry & tourism sector. Moreover, the increasing demand of clean energy has focused on the issue of ecological imbalances and global warming. Today we need to adopt the practices of solid waste management and the increasing requirement of pollution of water bodies; soil and air are crucially affecting the tourism industry on the world-wide level. Most of the scholars have identified the long term implication of negative environmental practices with special reference to the global warming and they have advocated an urgent call for

eco-friendly practices for hospitality sector. Moreover, they have identified some specific problems related to the hospitality and tourism industry which are crucially affecting the ecology and environment of some specific areas where the hotels are situated.

Keywords: Eco-friendly, Hospitality Sector, Tourism Industry, Global Warming.

Introduction: Hospitality sector is the most important contributor of GDP and economic growth of the developing countries. Recently, it has been recognized one of the major factors which affects the environment in short as well as long term. Hotel operations are characterized by a massive number of commercial activities and some of

the considerable environmental effects of tourist's destinations and hotels contribute to the problem of ecological imbalances and environment pollution at the global level. It is the hard fact that hotel operations and tourism destinations produce a huge amount of green house gases into the environment and pollute the water, land and air resources. Regarding the emission of CO₂ and Chlorofluorocarbons, it is said that this type of emission is a product of commercial activities in the tourism industry. According to an estimate, an average hotel releases between 160 kg and 200 kg of CO₂ per sq. metre of room floor area per year and the water consumption per guest per night is between 170 and 440 liters in the average five star hotels located in a particular area. Today it is a growing concern to establish a green hotel and to adopt eco-friendly practices in the hospitality sector. That is why; most of the countries have shared the experiences and increasing awareness of environmental damage and environmental resources.

Identification of the Problem: It is a well-known fact that hospitality and

tourism sector is facing the problem of environmental imbalances. Therefore, it is needless to say that the identification of the research problem is related to the issue of environmental imbalances and global warming. If we want to pace the study, we need to identify the problem on the following measures:

- Are there any eco-friendly policies in hospitality sector in India?
- What are the reasons for implementing eco-friendly initiatives in hospitality sector?

Research Methodology: The present research paper is based on the qualitative research methodology and secondary sources of the data collection. Most of the research material has been taken from the various reputed books and journals. To pace the study, the researcher has also used some observational facts.

Research Objectives: However, the present research paper is based on the identification of eco-friendly practices in the hospitality sector. Nevertheless, the

researcher has also focused on some other research objectives as under:

- To identify the problem of environment pollution due to the practices used by the hospitality sector.
- To recommend some initiatives to be implemented to protect the environment of tourism and hospitality sector.

Review of Literature: There is plethora of literature related to the eco-friendly practices in the hospitality sector, but the researcher has reviewed some of the related works as under:-

- D.J. Timothy and V.B. Teye (2009), has highlighted the fact that as a component of tourism, the hospitality sector has played a crucial role in ecological deterioration. Although its impact have not been as profound as those of automobiles, airlines and cruise ships. Nevertheless an increase burden of solid waste is an additional key environmental impact of hotel industry.

Therefore, it would be an urgent requirement to identify the problem of ecological imbalances and to take some necessary actions to remove the problem. It is only possible by adopting the green practices in the hospitality sector.

- P. Bohdanowicz and Others (2011) have stated that hotels are the primary destination for tourists and they play a major role in hospitality; but they exert a significant impact on the environment and ecology of that area where the hotels are located. The fact is that hotels exert a negative and bad impact on the environmental levels; nevertheless, it is an imperative that the management of hotels and hospitality industry should take some necessary actions. In this regard we cannot ignore the fact that a considerable number of studies have focused on eco friendly practices to deal with the existing problem as environmental imbalances and

green house impact of this sector.

- Y. Hsieh (2012) have identified the problem of ecological imbalances in the hospitality sector and also pointed out that management measures have been developed to deal with the problem of environment pollution due to hotels. They have also suggested the recycling of waste and supplying clean air as well as energy and water conservation, environmental help and environmental education for staff and customers in hospitality and tourism industry.
- D Plessis and Others (2012) have suggested that the accommodation units in hospitality sector should use eco friendly products such as biodegradable soaps and detergents. They have also suggested to use the paperless communication and the billing system if possible easily and the provision of maps and some

other information should be based on recycled paper where aesthetically are acceptable. In other words it can be concluded that these green management practices are mean to attract hotel business that favor green practices in the perspective of changing global scenario including in India.

- M. Millar and Others (2012) in their study have pointed out that the key concern for the environmental degradation due to non-eco friendly practices in hospitality sector, solid and liquid waste, high energy consumptions; increasing release of green houses gases etc. badly affect the environment of a particular area where the hotels and tourists destinations are located. That is why; green practices such as recycling of waste, waste management, supplying clean air, energy and water conservation, environmental health, adopting a purchasing policy and environmental education are

being considered in various hotel in mitigation of the negative impacts on the environment near by the tourist places and hotels. Therefore a quite number of good practices have been under taken in some parts of the world which would render the hospitality sector more sustainable and eco friendly.

Eco-Friendly Practices: Today it is an assumed fact that hospitality sector is facing the problem of environmental degradation. That is why most of the scholars suggest establishing green management initiatives in hotels and tourist destinations. These practices may be adopted as under:

- We should switch off electricity whenever it is not useable. It is also suggested to use solar energy. Some of the scholars suggest to use energy saving bulbs. Moreover, we need to say that tourists should switch off all lights when they are leaving the room.
- We need to promote paperless policy to protect the environment degradation and make it eco-friendly.
- It is suggested to use green-energy resources to tackle the problem related to global warming and environment pollution.
- It is also suggested to use thermostat technology for fryers and energy savers.
- The tourists should be encouraged to use their towels twice before placing them into the laundry.
- The tourists should use borehole water if it is easily available. In case of its non-availability they should ensure that all taps of water are tightly closed.
- There should be some green initiatives such as; reuse of soap, bottles which involves refilling bulk containers with soap with the basic aim of reducing the waste of soaps.

- The hotels should use the technology of compost making from the hotel wastes.
- The hotels should use separate bins for glass, plastic and food scraps.
- Water may be saved by using flushing toilets fed from rain water harvesting. It may include low flow shower heads and taps to reduce the waste of water.
- The hotels should use all renewable energy practices such as solar and wind energy.
- They should use linen and towels to save water, detergent and energy to reduce the impact of green house gases.
- All hotels should paste necessary information cards on the entry gate as well as in guest rooms to save the water and energy.
- The hotels staff should participate in awareness programs regarding the green energy and solid waste treatment.
- The hotels should use air filtration techniques and in

addition hotels and tourist destinations should be declared no smoking zones.

- For the purification of the air, the hotels should install green roofs and they should use recycled material according to the need.
- All the tourist should use paper bags from recycle products and avoid plastic bags and bottles.

Conclusion: Now to conclude we can say that hotels and tourist destination should be free from pollution such as air, water and land. Therefore, we need to implement and monitor some initiatives related to green energy. It is suggested that all the work in hotel industry should be paperless and based on recycling of various products which are environmental friendly. It is also recommended that all the hotels should manage to educate the hotel staff regarding the eco-friendly practices. The tourists should be encouraged to use such practices. The customers may be educated on eco taxies so that they could appreciate eco-friendly practices and could be very helpful to protect the environment. It may include solid

waste treatment of the hotels waste including the use of composting machine. In essence, we need to understand the crucial importance of pure water, air and land resources. It is an urgent need to take some effective measures and initiatives to make the environment eco-friendly and save natural resources for the betterment of human life on this planet.

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