

## Eco Friendly Concept & Practices followed in Five Star Hotels in Uttarakhand

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**Abstract:** Hospitality industry is one of the leading industry in the global economy bringing in million of tourist & making profit but at the same time creating a stress on the environment due to its operations. Uttarakhand is a beautiful state full of hills & its capital Dehradun is a smart city. It attracts tourists due to its scenic beauty, holy rituals, adventurous activities, yoga & meditation etc. Uttarakhand is a famous spot for tourism & its tourists are increasing day by day. Hospitality growth in Uttarakhand heading for the region representing threat to the natural resources & environment. Eco Friendly Hotels are the best solution to conserve & preserve natural resources for the future generations. This paper focus on Eco Friendly Practices that govern the effectiveness of the Eco Friendly Hotels in areas in relation to energy conservation, water conservation, solid waste management, employee education by many hotels in Uttarakhand & to identify that how much guests are aware about these practices adopted in Eco Friendly Hotels.

Key Words : *Eco Friendly, Environment ,Natural Resources*

### 1.Introduction

In the recent years, the Hospitality Industry has progressed a lot in implementing the Eco Friendly Practices in hotels to lower down the stress on the environment while maintaining the integrity of the Industry. Hospitality Industry is not the only Industry responsible for polluting the environment but Industries like Automobile & other commercial industries are also a part of it. However, Hospitality Industry is showing a very positive approach in adopting & incorporating the Eco friendly Practices in their regular operations in order to remove the stress from the environment. Running & maintaining the Hotel & its operations is very tough now-a-days & satisfying each & every guest coming to the Hotel is even more tougher, specially when the Hotel is incorporating Eco Friendly Practices in its day to day operations. Eco Friendly Hotels are the establishments that focus on environment improvements in order to reduce its negative impact on the environment. These are the luxurious lodging properties that follow most of the practices which are environment friendly. All Eco Friendly Hotels need to take a certification which is based on five separate inspection & is carried out by HVS International( Hospitality Valuation Services International). They must pass all the criteria & satisfy the environmental experts. This certification is based on 5 Globes & within each Globe there are 3 levels of criteria. These Globes include water conservation, energy conservation, solid waste management, employee environment education, environmental commitment. In the last few years , Uttarakhand is expanded a lot in terms of Hospitality sector. Many branded hotels have come up here with huge infrastructure. They are cutting & clearing the hills & forest for their development & hampering the environment side by side. Major cities of Uttarakhand are becoming smart cities, again clearing the forest for the development of the areas, incorporating various devices that harm the environment. Human activities cause a great amount of damage to our resources & environment as they emit various greenhouse gases. To recover that damage & to avoid future damage, Eco Friendly Hotels came in to reduce the carbon footprint in Uttarakhand. Eco friendly Practices adopted by the Hotels not only save the environment but also save the Hotel's money. Incorporating Eco friendly Practices in Hospitality Industry means meeting the needs of the present generation without compromising with the needs of the future generation. Many hotels in Uttarakhand are adopting Eco Friendly Practices like-

All the Eco Friendly Hotels makes a commitment towards saving the environment, conserving & preserving the natural resources for future generations. These Hotels are using sensor lights, LED's to conserve energy, harvest rain water, use Grey water ( water from laundry) in gardens, garbage is dumped in separate containers according to the waste management policy. They are incorporate 3R's program i.e reduce, reuse, recycle. Hotels who are not adopting Eco Friendly Practices emit huge amount of green house gases & harm the environment as they use branded air conditioner & lighting system which again harm the environment. While Eco Friendly Hotels go for LED's, solar heater, solar lights etc which not only conserve the energy but also the cost. Therefore hotels adopting Eco Friendly Practices have been given good importance. Now-a-days, guests also have a perception of going green & this can be only done by adopting Eco Friendly Practices. Present generation is very much concerned about the environment & therefore they have a very positive attitude towards Eco Friendly Hotels. They are very much attracted towards Eco Friendly Hotels & themselves participate in environmental protection. Eco Friendly Hotels on one hand reducing the stress from the environment & on other hand educating their employees & guests about the practices they can adopt to save the environment.

## 2.Literature Review

Literature Review is the vital part of the research which tells us about the previous work done. Various studies have found that many branded hotels have started adopting Eco Friendly Practices in their operations to improve upon environmental issues. Studies have made it clear that Eco Friendly Practices incorporation results in a very positive impact on all the spheres of the society globally. Kularatne et al 2019, said that the main motivators in Hospitality Industry for adopting Eco Friendly Practices are guests, as they are very much concerned about the same. Martinez Garcia de Leaniz et al 2018, Verma & Chandra 2018, found in their study that now-a-days, to minimize the impact on environment, many hotels are incorporating Eco Friendly Practices in regular activities.

Alonso-Almeida et al 2017, suggested in his study that hotels of Uttarakhand are adopting various Eco Friendly Practices like for conserving the energy they are incorporating sensor lights, low watt bulbs etc. They are harvesting rain water & using it & grey water for irrigating the plants & garden to save the water. They use Eco Friendly Products in the hotel, buy local food, focus on the 3R's & promote environmental education to conserve the environment.

J.Shanti 2016, found that the graph of environmentally conscious consumer is increasing day by day who genuinely want to save the environment & ready to contribute very positively towards the environment.

B Manjunatha, TR Srinivas, CG Ramachandra 2015, stated that hotels have now started adopting Eco Friendly Practices in their operations which helps in ecological balance. Eco Friendly Hotels focus more on being Eco Friendly towards the environment & customer satisfaction & at the same time saving the cost & making the profits.

Leena N, Suriya S 2014, found that Hospitality Industry on one hand helps to provide a better environment & on other hand educating the guests about the Eco Friendly Practices adopting in hotels. Eco Friendly Hotels have now become a key for anti green house effect in future. People of modern society loves to travel & while travelling selecting an Eco Friendly Hotel is the best way to connect guests & environment protection.

Papiya Deb & Mahadev N 2011, suggested that hotels need energy management programs to improve energy saving that include sensor lighting system, temperature control etc.

Bader 2005, in his study found that 25% of the energy is generated by the solar panels that is finally used by hotels in their operations. 99% of the waste generated by the hotels is either reused or recycled by various recycling programs.

## 3.Research Methodology

Explanatory type of research methodology is used. The study targeted the star category of hotels of Uttarakhand, their staff, guests etc. Most of the data was collected by the hotel managers, guests, staff on the basis of questionnaire.

### 3.1 Objectives

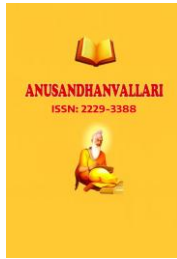
1. To find out whether the branded hotels of Uttarakhand adopt Eco Friendly Practices or not.
2. To find whether the guests are aware about the Eco Friendly Practices & are respecting it or not.

### Data Analysis & Interpretation

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Mean	Mean Interpretation
Necessity of Eco Friendly Practices	5	5	10	46	34	100	3.9	Good
Customer Satisfaction in Regards to Adoption of Eco Friendly Practices	5	9	21	35	30	100	3.7	Good
Hotels Adopting Eco Friendly Practices	9	9	15	30	37	100	3.7	Good
Energy Conservation	7	10	11	29	43	100	3.9	Good
Guest Awareness About the Eco Friendly Practices	12	15	20	25	28	100	3.4	Good
Certification of Eco Friendly Practices	25	20	10	15	30	100	3.0	Neutral
Proper Training of Staff Conducted	21	25	30	10	14	100	2.7	Neutral
Guest Intention to Revisit the Hotel Adopting Eco Friendly Practices	5	5	10	40	40	100	4.0	Good

### Conclusion

1. Hotel Industry of Dehradun follows environment friendly practices
2. Eco friendly practices results in greater amount of customer satisfaction and can be used as a tool for marketing.
3. Hotel should go for certification of eco friendly practices.
4. Hotel should emphasize on training of employees for these eco friendly practices.



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