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A Study on Eco Hotels and Green Operations in Indian Hospitality (Hotel) Industry

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Abstract: ***Globalization is the trend towards increased commercial production, circulation, transportation, technology, tourism, and other corporate operations on a worldwide scale. Not only did this improve human dexterity, but it also raised living standards for people everywhere. However, it also heightens the ecological threat, which puts humans under stress in their surroundings. Thus, as the field of sustainability grows, so does the amount of study on how to achieve sustainability across all industries. Making an organization greener is a difficult endeavour that calls for a lot of work and the active involvement of both management and staff. Since 1950, as the number of emerging countries has increased, the global hotel business has experienced significant growth. According to earlier research, the number of international visitors is expected to climb by 4 to 5 percent a year over the next ten years, which will raise demand for hotel rooms. Due to increased environmental effect on a worldwide scale, eco hotels are becoming more and more important in the hotel industry. The impact of sustainable operations and their implementation in the Indian hotel industry will be examined in this study. The study's main focus is on diverse ecological practices, or ECOHOTELS. The report offers some social consequences of sustainable practices for environmental preservation for eco-friendly hotels and eco-friendly tourists.***

Keywords: Sustainability, Ecological, Hotel Industry, Ecological Practices, Eco Hotels.

1. INTRODUCTION

Hotel establishments were created with the intention of offering short-term travellers lodging, food, and services in exchange for payment. These hotels also offer all the amenities that make guests feel at home, such as TVs, kitchenettes, comfortable seats, and private toilets in addition to decent linen with reasonable mattresses.

The French derivation of the term "hotel" implies "a place to rest." The Guinness Book of World Records states that Nishiyama Onsen Kieunkan, a Japanese man, created the first hotel

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in the year 705, making it the oldest hotel ever. People loved the idea of getting their separate suites while traveling. For providing this facility, the building of such spaces become tremendously expensive and required more area to be built. Later, it became the center of attention for political, social, and business gatherings due to its larger and spacious halls.

The hotels of the new generation were more luxurious and had more amenities. Resort hotels were built in picturesque rural settings remote from the city. Commercial hotels were designed for local travellers and were more affordably furnished than other more luxurious establishments. In order to offer lodging to travellers awaiting their trains, railway hotels were also constructed. The world travel and tourism council (WTTC) said in 2017 that the tourism sector worldwide created 292 million job opportunities and contributed around 7.6 trillion US dollars to the global economy (Mohinder Chand 2017). As a result, the hospitality sector contributes significantly to the development of any country's economy. However, the use of natural resources to provide more upscale services has an impact on the environment, so it is now the duty of every hotelier to priorities the preservation and protection of the environment. “Hospitality with responsibility" (Amandeep, 2007) is a fitting phrase given the current state of affairs, as people tend to disregard environmental considerations. People in emerging nations like India are more focused on their financial gains than environmental concerns.

While everyone's definition of "going green" is different, it often has to do with the environment or the natural world. There are three definitions of "greening."
1. Preserving the natural environment – this means that we should preserve the environment as it is, that everyone of us should contribute to the preservation of the environment, and that the government should enact laws and regulations to further safeguard the environment.
2. Preserving natural resources: this means making sustainable use of the resources so that future generations can benefit from them.
3. Eco literacy among the populace: in order to save and maintain the environment, we must educate the public about the deadly effects of environmental degradation and raise awareness of the need to safeguard the environment.

A hotel that adheres to eco-friendly or nature-friendly policies and does not negatively impact the environment is called an eco-hotel or green hotel. The green certification for the eco-friendly hotels came from an impartial third party or from the concerned state. These hotels use organic products, energy-efficient equipment, recycling programmes, and renewable energy sources among other enhanced practices.
According to Nor azilamohdnoor and Dileep Kumar (2014), an eco-hotel or environmentally sensitive hotel is one that has changed all of its rules, procedures, and furnishings to reduce their negative effects on the environment.

Neetikasliwal and Srishti Agarwal define green hotels as those that practice eco-friendly hospitality, which includes cutting waste, utilising recycled materials, conserving water and electricity, and applying several eco-labels and eco-certifications. These hotels draw clients who are interested in or sensitive to the environment since they are quite humorous. These

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days, the majority of travelers—business or leisure—are searching for accommodation companies that offer eco-friendly services at competitive prices. In order to improve their environmental effect and commitment, the majority of the hotel industry is embracing and implementing green practices in their daily operations.
According to David jerome of IHG, the first hotel chain with green practices in the world was launched by IGH in 1991. (claver tortes, Molina, Pereira) stated that hotel industries have been going green since the 1990s because of the growing need of consumers and for protecting the environment.

Over 3000 searches for "green hotel" were made in India, and over 60000 searches were made worldwide. It's encouraging to see that awareness of the environmental issues raised by the tourism sector is spreading throughout the world. In India, the travel and tourist industry is starting to embrace green. India has a number of green hotels that do amazing work in the travel and tourism sector.

Everyone now has an obligation to preserve the natural world. Environmental protection is a problem that most people neglect when it comes to the tourism sector. The 2012 Rio de Jenerio Summit, which attracted 193 countries and advanced environmental sustainability as a worldwide issue. According to UNIDO (the United Nations Industrial Development Organisation), green industrialization benefits both parties when policies are implemented so that they not only affects the resource productivity but also improves the environmental performance.

Review of Literature
Environmental concerns are becoming more prevalent in practically every corporate sector as a result of an enhanced environmentalist culture. The last ten years have seen an increase in the greening of hotel operations in India, as the country's hotel sector has seen a trend towards going green. A few examples include the Lemon Tree, The Leela, The Orchid, Taj Hotels, and Alila Fort, with many more to come. In an effort to preserve the environment, obtain green certification, and draw in the increasing number of eco-tourists, green hotels are implementing regulations. A list of hotels using green techniques across the world:

Reston's Hyatt Regency – Laundry water usage is lowered by around 80%. This lowers the cost of laundry without requiring the reuse of linens or towels by guests.
Las Vegas's Aria Resort and Casino In order to save energy and have electric gadgets turn off automatically when no one is in the room, solar panels have been installed.

Hilton in London Three months after installing a Hydrofinity 20 kilogramme commercial washing machine in October 2019, they revealed that they have saved close to 250.000 litres of water. Additionally striving to eliminate plastic straws, switch to organic, sustainably produced food, and recycle shampoos and soaps.
Marriott International, UK-Hydroflux machines are designed to conserve water and use environmentally friendly cleaning supplies with EU ecolabels and comparable packaging that includes paper towels, toilet paper, and printing papers certified by the Forest Stewardship Council.

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Mahindra Hotels and Resorts: Mahindra Holiday Resort India Ltd. is the first hotel company in India to sign up for the global campaigns lead by the climate group for EP (energy products) and RE100 (renewable energy). Additionally, Club Mahindra unveiled the Mahindra Hariyali initiative, which has resulted in the planting of nearly 3,000,00 trees throughout India.

s.no	Certificate	Organization	Year	Details	Source
1.	LEED	U.S green building council	2002	It is a third-party certification system for green building verification that is widely accepted. It's a kind of system that certifies a facility was constructed and developed with environmentally friendly or sustainable methods in order to enhance an organization's eco-friendly operations and meet its environmental goals.	www.usgbc.org
2.	Green key global	Hotel association of Canada, LRA worldwide	1994	This eco-rating programme was created especially with the logic industry in mind. It introduces sustainable practices all across the world, educates its members about resource conservation and waste management, and offers technical assistance.	www.greenglobe.com

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3.	Ecotel certification	HVS	1994	Ecotel Certification is a hallmark designed for environmentally sensitive hotels. It provides 5 globe certifications based on five areas- 1) Energy conservation 2) Water conservation 3) Solid 4) Employees' environmental education 5) Environmental commitment	www.ecotelhotels.com
4.	ISO 14000 CERTIFICATION	International standards organization	1996	It is a certification that is based on the PDCA cycle (Plan, Do, Check, Act). ISO 14000 is a series of standards for environmental management. It provides standard guidelines for organizations to improve and implement environmental management policies and projects that help organizations to minimize their operational impact on the environment, comply with applicable rules and regulations.	www.iso.org

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5.	The Indian green building council (IGBC)	The confederation of India industry and the godrej green business centre	2001	IGBC is a certificate that is provided to a building with a vision of sustainability for all. It covers all types of projects – Architects, re sidentials, government, institutes, consultants, etc.	www.igc.in
6.	Sustainable tourism eco-certification program (STEP)	Sustainable travel international	2007	STEP is a sustainable development program that is promoted by the tourism industry. It provides a framework that helps in accessing the eco-friendly measures and educating the tourism industry for sustainable development.	www.sustainabletravel.org

2. RESEARCH METHODOLOGY

The objective of this paper is to identify and analyze the various environmental protection activities adopted by the Indian hotel industry and this paper also highlights the various environmental certifications by the various organizations. It also emphasizes the several environmental certifications that different organisations have bestowed onto their members. The purpose of this work is exploration. In order to help achieve the goals of environmental conservation and cost reduction, an attempt is made in this paper to propose a few environmental practices that different hoteliers can implement in their daily operations. The Indian hospitality sector must improve its positive social impact by implementing eco-friendly sustainable practices in line with the growing number of sustainable practices adopted by various hotel and hospitality organisations worldwide. The present study is explorative and conceptual in nature; data have been accumulated through secondary resources such as journals, hotel websites, newspaper articles, conference papers, etc.

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Green Hotels in India.

Luxury's the need of every traveler across the globe but when it is summed up with the environment protection mission, it is even better. When it comes to eco hotels or green hospitality and for environmental protection, India proved itself a pioneer with minimum carbon footprint and eco certification. Some examples of eco hotels are:

s.no.	Name of hotel	Location	Green practices
1.	ITC, GRAND CHOLA	CHENNAI	It is the largest hotel chain in the world with a LEED platinum certificate. It is a globally eminence hotel in terms of green. they generate hotel electricity from the farm's windmill, hot water from solar energy, sustainable construction material and that's just the start.
2.	CGH EARTH	SOUTH INDIA	Most of the hotels of CGH EARTH hotel provide a natural view to travelers with the motive of ecotourism. The main of CGH is to preserve the local biodiversity. They work with the local tribe with the result – rainwater harvesting. Organic farms, tree plantation, organic fertilizers out of the compost. They also provide education to their employees and guests about piles of earth-friendly practices.
3.	SHER BAGH	RAJASTHAN	SHER BAGH offers relais and chateaux venue with eco- friendly stay at Ranthambhore national parks. Employees within this organization work with the motive of anti- poaching to protect the wildlife, use of local resources.
4.	TAJ SAFARIS	MADYA PRADESH	Taj safaris provide a premium extravagance wildlife view at four lodges in M.P. Taj hotel is working for protecting the natural habitat within the area and fulfilling their social accountability towards the various sections of the society.
5.	VANA MALSI ESTATE	UTTRAKHAND	Vana malsi estate is in exotic view of Uttarakhand. This hotel is certified with the LEED platinum, because of its eco- friendly projects and policies such as rainwater harvesting, green laundry techniques, organic food products, FSC certified bamboo flooring arranged locally.

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6.	BAREFOOT	HAVELOCK ISLAND	It is located at the Bay of Bengal, which is famous for its rich ecosystem (rainforest and beaches). The beautiful resort established an education center for environmental concerns, sponsor cleanups for beaches, and reduction of wastewater.

Suggestions to Go Green

Going green is a must in the modern world. It is imperative that we all combine our efforts to create a sustainable planet. It is beneficial to all business sectors and organisational divisions. In order to preserve the environment, individuals should develop a vision of a sustainable society. In the hotel industry, effective environmental management leads to cost savings, increased customer loyalty, enhanced brand image, and profitability (Conrad-J Wulekakuuder & Ernest Bagson 2013). It is possible to take a number of modest actions to save the environment, which will also bring efficacy and efficiency.

Suggestions for Eco-Friendly Practices for Hotels:

1. Less energy usage
2. Non-chemical cleaning agents and detergents
3. Solar panels for sources of renewable energy
4. Re-usable linens and towels
5. Transportation with green vehicle
6. Wastewater treatment plant
7. 100% organic food materials
8. Key card for electricity control
9. Refillable bottles of soaps and shampoos
10. The low water flow of taps and showers controller
11. Minimum solid wastage and treatment plant for solid wastage
12. Rainwater harvesting system
13. Maximum usage of local resources
14. Guest education program for creating awareness among the society
15. Air purifiers for cleaning the air quality within the hotel.

Some sustainable tips for eco-friendly travelers:

1. Carry reusable products
2. Avoid food wastage
3. Light packaging
4. Save papers
5. Reduce the use of energy
6. Conserve water
7. Usage of public transport
8. Follow the guidelines and rules of traveler
9. Always choose Eco friendly options.

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3. CONCLUSION

We are all aware of the limited availability and diverse uses of resources in the current environment, so it is everyone's duty to protect these resources and develop sustainability in all facets of environmental care. It's true that "ECO HOSPITALITY" is what the world needs right now. To achieve the goal of 100% environmental hotels in India, awareness of green hotels and eco-tourists needs to be included into academia and industry. A study reveals that a significant portion of hotels in India are implementing environmentally friendly practices, such as the use of solar energy, rainwater collecting systems, wastewater treatment facilities, organic food, reusable resources, and efficient energy use. The government is implementing fresh tactics to support the growth of eco-friendly hotels throughout the nation. The study also shows that a lot of certification programmes aid in determining whether or not a hotel making green claims actually is green. Furthermore, the actions made by different hoteliers in India demonstrate that these businesspeople are aware of the environmental harm that the hotel industry causes, are actively working to mitigate that harm, and have incorporated eco-friendly practices into their daily operations. In an effort to raise public awareness, hotels are even educating their visitors about environmental issues. These hotels' efforts demonstrate that soon, sustainability's goal will be achieved with great results.

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