

BARRIERS IN IMPLEMENTATION OF ECOFRIENDLY PRACTICES BY THE HOTELS IN UDAIPUR REGION

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ABSTRACT

Green is the new buzz. Recently the court ordered to ban diesel vehicles in Delhi & Kerela, as they are creating a lot of pollution. The government and the legislation are thus inclined towards using such means that do not create pollution or create less pollution. Hotels & Tourism involves lot of people, processes and products. The main emphasis is to use ecofriendly practices in hotels which will save the environment and do not put stress on Mother Nature. The hoteliers and managers in Udaipur region are aware of the ecofriendly practices that should be implemented to go green and to get certifications. But they do not implement the ecofriendly practices significantly. This paper identifies the barriers in implementation of ecofriendly practices by the hotels in Udaipur region. This paper will bring out the reasons why the hoteliers are not implementing these eco friendly practices. This research will be beneficial as necessary steps can be taken by the authorities and the hotel industry to overcome these barriers and provide an environment to be eco friendly.

(Keywords: Hotels, Udaipur, Ecofriendly Practices, Barriers in Implementation, Environment)

Category: Ecotourism, Green Practices & Sustaining Environment in Hospitality & Tourism

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INTRODUCTION

The tourism can be defined as ‘the process, activities and outcome from the relationship and the interaction among tourists, tourism suppliers, host government, host communities, surrounding environment that is involved in attracting and hosting of visitors.’ Thus we can derive that the various groups that participate in the tourism industry and are affected by are:

1. The tourists - who seek physical experience and satisfaction
2. The businesses - who supply goods and services to the tourists
3. The government - at central, state, local levels
4. The host community – local people of that destination

The UNWTO is the specialized agency for the promotion of sustainable tourism. It makes efforts and gives guidelines for the conservation of natural habitat and environment, preserving local cultural practices, and participation of local people in the tourist activities to generate employment and livelihood

The **3 major components** of the natural resources and environment are:

1. Physiography - the nature and appearance of the landscape
2. Climate - kind of weather and climatic conditions
3. People - residents who belong to destination and

Visitors who are current and potential visitors to that area

According to UNEP some of the conditions for a successful transition towards sustainable tourism include –

1. Involvement of key stakeholders
2. Information exchange between government and stakeholders of tourism best practices.
3. Promote understanding and awareness to strengthen attitude, values and action.
4. Capacity building

It has been observed by various studies that the hotels are aware of the ecofriendly practices that should be implemented to save energy, water, and reduce pollution but do not implement them significantly. There are various ecofriendly practices that have been identified. But in the long

run the hoteliers, owners and managers are not complying with the steps that should be taken for sustainable and green practices. (United Nations Organisation)

The stakeholders of the tourism industry should identify issues, and then agree on a vision for sustainable tourism. Then priorities and action plan should be made. To get the benefits of forming these action plans and steps, sustainable tourism practices and strategies formed by the stakeholders should be implemented properly. The strategies should be based on sound analysis. The hoteliers, workers should be involved and motivated to follow ecofriendly practices. Then only end result can be attained.

REVIEW OF LITERATURE

Sustainability has become the latest trend. It encompasses energy efficient lighting to water saving bathroom hotels. In Mosaic hotel, Noida ecofriendly linen is used which has a longer life and greater absorbency. In the long run the use of ecofriendly linen reduces the laundry operation cost and linen cost. The hotel also rigorously follows water use and ozone system in laundry sanitation. It uses reusable laundry bags instead of the standard paper or the plastic bags. Their housekeeping philosophy is luxury with responsibility (Saraswat, 2014).

The **Caribbean Action for Sustainable Tourism** (CAST) has developed workshops, training courses and guidance material for its members on a wide range of environmental issues including

1. Setting up environment management system
2. Energy efficiency
3. Renewable energy
4. Waste water management

(Caribbean Action for Sustainable Tourism)

Marriot's sustainability goals support business growth and reaches beyond the doors of its hotels to preserve and protect planet's natural resources. Originally established in 2007, the goals were revised in 2012, to align more closely with the recently established industry-wide protocol to report energy and water consumption. It also reflects changes in the company's structure and new global data tracing systems. The goals of the hotel include:

- Further reducing energy and water consumption by 20% by 2020
 - Empowering the hotel's development partners to build green hotels
 - Making their multibillion dollar supply chain more green
 - Educating and inspiring associates, business partners and guests to conserve and preserve
 - Addressing environmental challenges through innovative conservation initiatives, including rain forest protection and water conservation
- (Singh, 2014)

Best environmental practices for the hotel industry

There is hence a need for greener hotels that are at the heart of tourism and hotel industry. Hotel guests are more conscious of the environmental problems and have started to consider the environment in their accommodation choice. The development of Ecolable is thus helping tourists in their choice. Without compromising on client's comfort many efforts can be made through the application of best available practices and technological innovations. the hotel staff are involved as key greening actors and provides a good basis for integrated environmental management systems.

In a few years, it is certain that environmental protection will become a legal obligation for hotels. It is time for hotel industry to accept its environmental responsibilities to reduce environmental impact of international tourism. The BEP guide has 6 checklists and each is divided to a specific domain

Table 2.4.1 Environmental Best Practices

Water	To monitor water consumption and rationalize it To save and protect local resources
Energy	To control energy use and monitor its consumption To save energy and reduce atmospheric pollution
Waste	To reduce waste at source and improve waste management To implement a recovery and recycling strategy
Purchasing Policy	To reduce the impact of consumption on the environment

	To promote the development of local, ecological and social product flow
Logistics	To improve product handling and minimise losses and wastage To manage and master hotel's supply lines
Noise, air quality and landscape integration	To limit noise pollution To improve air quality inside buildings

(Ruud)

Going Green projects positive hotel image. Consumers get attracted towards green hotels and participate in environmental protection themselves. This concept has become irreversible. This saves energy, advertisement costs, and also improves hotel environment as well as whole environment. (Chen & Chen, 2012)

RESEARCH METHODOLOGY & JUSTIFICATION FOR THE RESEARCH

Everyone is aware of the responsibilities toward the society and the environment. The hoteliers are also **aware of the ecofriendly practices** which should be implemented in the hotels to become environment friendly. Hotels chains have made guidelines and programmes that they implement in the hotels. Hotels have also posted about their environment friendly initiatives on the websites. They are trying to create awareness in the employees about the benefits and procedure to be ecofriendly. The hotels are making aware the tourists about the initiatives the hotel has taken to save the environment and also requesting the guests to cooperate in making these ecofriendly steps a success by actively adopting and participating in the programmes implemented.

The hotels are aware about the **benefits of the environment friendly initiatives** and implementing the ecofriendly practices. It helps to reduce pollution, to minimize the pressure on the natural resources like water, energy, etc. It helps to minimize the waste and also reduce the pollution caused by the waste generated. These ecofriendly practices also help to attract the guests and helps as a marketing tool for the hotel. The hotels can also save money in the long run if they implement ecofriendly practices. So overall there are a lot of benefits to all the stakeholders of the society by implementing ecofriendly practices.

But it has been found that the hotels are not implementing the ecofriendly practices significantly. What are the reasons behind this? This research paper has identified some barriers which deter the hotels to implement ecofriendly practices.

The following barriers were identified

1. The eco friendly practices are expensive to implement
2. There is lack of knowledge about eco friendly practices and products
3. Eco friendly/ green products are not available in market
4. It is not mandatory by law to follow eco friendly practices
5. Managers / owners lack interest for environment

It has been found that the hotels have a mindset that the ecofriendly practices are expensive to implement. For example if the hotels want to install solar water heating system, a 5 KW solar water system will cost around 2 lakh rupees. But if hotels install conventional electric / fuel based water heating system it will cost around 50,000 rupees. So the initial investment is more in the ecofriendly system. But the running cost for the electric system is very high as compared to the solar water heating system. And the solar system will have a longer life than other systems.

There is lack of knowledge about the ecofriendly practices and the products available in the market. The hotels and the staff also has less knowledge about the ecofriendly practices and the correct method to implement it. Though the hotel staff is aware that water should be saved as it is precious, he may lack knowledge how to effectively reduce water consumption without compromising on the standards laid down by the hotel.

Few companies are making ecofriendly products. So if a hotel wants to really use ecofriendly products, it finds difficult to procure the products in Udaipur. For example hotels want to purchase organic vegetables which do not contain pesticides and chemicals, but they find it difficult to procure truly organic vegetables. All the producers claim they have grown it in organic way but it is difficult to establish whether they are really organic. So the ecofriendly products are not available in the market is also taken as a barrier.

In Udaipur it is not mandatory by law to follow the ecofriendly practices. The pollution control board gives no objection certificate only after checking that the hotel has sewage plant, waste disposable and garbage collection methods. But there are many ecofriendly practices and points that are untouched by the policymakers and are not mandatory to implement. Installing solar water heating system has been made mandatory by the Rajasthan government in all commercial establishments having a plot area of more than 5000 square feet. Only 1 such practice is mandatory to implement.

One more reason for not implementing the ecofriendly practices is the lack of interest of owners and the managers. The owners feel that they are doing business for profits and the managers also lack interest in strongly implementing the ecofriendly initiatives. They lack a social responsibility and willingness to implement the ecofriendly practices.

The objectives of the study are:

To identify the barriers in implementation of ecofriendly practices by the hotels in Udaipur region

The research was conducted on the hotels of **Udaipur region**, covering hotels in Udaipur, Rajsamand, Nathdwara, Banswada, Dungarpur, Chittorgarh, Sirohi, and Mount Abu, Kumbhalgarh, Ranakpur.

The research was conducted **by questionnaire**. Various barriers were identified and the hotel managers were asked to rate these 5 barriers on 5 point likert scale.

The respondents were asked to rate each of the barriers on following **parameters**

Extreme Barrier (5), Moderate Barrier (4), Somewhat barrier (3), Slight barrier (2),
Not a barrier (1)

There are about 600 hotels in Udaipur region. **Around 210 hotels were taken as sample** for the research. Out of 210 questionnaires 10 were rejected due to incomplete response. 200 were taken for the data analysis. Both classified and unclassified hotels were taken for survey.

DATA ANALYSIS AND INTERPRETATION

From review of literature five important factors were identified which may impose barrier in implementation of eco friendly practices. Respondents were asked to indicate extent of barrier following factors impose in implementation of eco friendly practices on five point scale ranging from Extreme Barrier (5) to Not a barrier (1). Final ranking is obtained with the help of weighted arithmetic mean. In order to calculate total weighted score, the numbers of respondents who have indicated barrier from 5 to 1 are multiplied by 5 to 1 respectively. The mean score is calculated by dividing the total score by total number of weights (i.e. 15).

Hotels' respondents indicated various factors imposing barrier in implementation of eco friendly practices as presented in table 1.1. Result shows that "non mandating by law to follow eco friendly practices" was the extreme barrier in implementation of eco friendly practices with a weighted mean score of 54.73 followed by Managers / owners lack interest for environment (Weighted Mean score = 48.80). Lack of knowledge about eco friendly practices and products ranked 3rd with a Weighted Mean score of 42.20, followed by non availability of Eco friendly/ green products in market that ranked 4th with a weighted mean score of 41.20. Expensiveness of eco friendly practices was found not a barrier by the respondents with a weighted mean score of 38.93.

Table 1.1: Barriers in Implementation of Eco Friendly Practices

S. No.	Weights	5	4	3	2	1	Total (N)	Weighted Total	Weighted Average	Rank
	Importance	Extreme Barrier	Moderate Barrier	Somewhat barrier	Slight barrier	Not a barrier				
	Decisive Factor									
1	The eco friendly practices are expensive to implement	22	59	33	53	33	200	584	38.93	5
2	There is lack of	24	74	37	41	24	200	633	42.20	3

	knowledge about eco friendly practices and products									
3	Eco friendly/ green products are not available in market	20	69	46	39	26	200	618	41.20	4
4	It is not mandatory by law to follow eco friendly practices	93	63	19	22	3	200	821	54.73	1
5	Managers / owners lack interest for environment	53	88	12	32	15	200	732	48.80	2

CONCLUSION & SUGGESTION

It was also identified that some of the eco friendly practices were not adopted by hotels. So respondents were asked to disclose various **barriers** due to which they are not able to implement eco friendly practices. Result shows that **“Non mandating by law to follow eco friendly practices”** was the extreme barrier in implementation of eco friendly practices followed by **“Managers’ / owners’ lack of interest for environment”**. **The expenses of implementing the ecofriendly practices** are considered the least barrier.

The government should make the implementation of ecofriendly practices mandatory. The hotels should take some type of certification from reputed agencies like Indian Green Buildings Council, LEED (), ISO 14001.

The owners should be told about the benefits of implementing the ecofriendly practices. They should be made aware that it will be beneficial for them both financially and socially. They should be educated about the long term benefits. The staff should be motivated to participate in training sessions and such training sessions should be conducted regularly for the hotel staff. The hotels should definitely make some EHS programmes and policy. There should be short term and long term goals that should be made by hotels to implement the ecofriendly practices. These

goals should be realistic as well as achievable. Then only we will be able to make a better world having a safe environment for the future society.

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