

# Key drivers of going green in Hotel Industry

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## ABSTRACT

In the global era there has been a remarkable effort in greening the hotel industry due to its negative environmental impacts. The determinations of greening the hotel industry is growing all around the world. There are some forces or drivers which help in execution of environment friendly practices in the hotel industry. The aim of this study is to determine the main drivers or forces of going green in the hotels industry. This study identified various key drivers like reducing operational cost, enhanced customer, employee satisfaction, competitive advantages, public relation, marketing, image building, rules and regulations of government etc.

**Keywords:** Drivers; Hotel Industry; green; environment

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## INTRODUCTION

Hotels Industry started in the 19th century with the development of major cities, easier sea travel & coming up of railways. During Mogul rule, the forts & their surroundings would cater to the needs of the traveller often in exchange for no more than the story of their adventures during their travel or any news from other towns and villages they passed by. In India, resting houses called serais/sarais and dharamshallas were established on high ways by kings and emperors of ancient and medieval periods. Movement of people both political and pilgrimage stressed the need for better and improved facilities to cater to the varied needs of the various classes of the society. In India, development of catering can also be attributed also to the legacy left by people belonging to different cultures and ethnic groups who have ruled her. Development of catering in India as we see it today is chiefly due to the British, who had introduced hotels and restaurants similar to those found in Europe.

Hotel industry has brought exceptional prosperity and developments in the quality life, but has also results into negative effects on the environment in form of enormous amount of industrial waste and toxic gases. It has also creates depletion of natural resources across the world. Recently environmental issues become interest of all countries due to the deterioration of the natural physical environment. The environmental pressures from various sources influence the industries system to inculcate environment friendly approach in their operations. Therefore, going green became vital approach in managing the industries.

## METHODOLOGY

It is argued that going green in hotel industry has several forces, which are internal and external forces in nature. The study is based on existing literature about dynamics for going green in hotel industry. The literature consulted so far shows some dynamics to implement green practices in the organization. An introspection approach is applied for identifying forced towards green practices. Thus, the interpretive methodology adopted to identify the forces like reducing operational cost, enhanced customer, employee satisfaction, competitive advantages, public relation, marketing, image building, rules and regulations of government in the hotel industry.

## LITERATURE REVIEW

The main forces and incentives to execute environmental friendly practices have been made to develop the understanding of organizational environmental decision-making and directions of environmental management in the hotel industry. In previous researches the main forces and initiatives were identified significantly differ in their nature due to different situational contexts like local government regulations, overall concern of society and characteristics of the organization.

**Krick (1998)** investigated hotel manager's perceived advantages of environmental practices. Increased profitability, boosted relationships with the local community, enhanced customers, competitive advantages and employee satisfaction were considered as the main forcing factors to be eco-friendly in their practices. According to him the hotel managers in the U.K showed a reasonable level of agreement on overall advantages of environmental management.

The potential for better links with local community and developed public relations were identified as the most significant benefits for hotels to implement environmental management.

**Mensah (2006)** examined environmental practices and hotelier's main objectives in doing so in Ghana and elaborated that the prime aims of environmental initiatives were quality service in clean environment suppressing costs of environmental threats and providing safe environment.

**Tzschentke, Kirk and Lynch (2008)** described that European hotels, specifically small owner-managed lodging operations, were mainly forced by ethical and economic reasons in their environmental management practices. Economic advantages have been emerged out one of the vital benefits coming from environmental initiatives. In most of researches it was established that the economic benefits of environmental friendly practices as one of the prime drivers of going eco-friendly and there were measurable proof of cost savings by the establishments.

**Iwanowski& Rushmore, (1994); Bohdanowich, (2005); Krick, (1995, 1998); Mensah, (2006)** In their studies found that economic benefits were the most significant force to implement environmental management and it was the most frequently cited factor in case of environmental practices in hotel industry.

**Stipanuk and Ninemeier, (1996)** advocated that cost-benefit perspective as a significant motive behind adopting and developing environmental practices in the hotel industry. Cortes,

**Azorin, Moliner, &Gamero, (2007)** Argued that there was not a significant relationship between environment commitment and financial benefits of the Spanish hotel. Researchers said that the application of environmental practices were very modern in their selected hotels s more research is needed to show a link between two variables.

**Banerjee, (2001); Lee & Rhee, (2006)** Emphasized that there was an external force in form of stake holders relationship which act as a vital force that drive corporate environmental initiatives.

**Mair&jago (2010)** propagated that customer's wish for green practices and organizations feel pressure from their own stakeholder's leads to implementation of green practices in the establishments. He indicated that some professionals from industry said that it is all about "being seen to be green". The environmental initiatives were developed by stakeholders influence, like government, customer and non-governmental organizations (NGO'S) were also presented as empirical evidence in many researches, however it was diverge according to the countries where research was conducted.

**Kasim (2007)** proposed that the government regulatory forces are the main drivers in Malaysian hotels to adopt environmental practices. The local government organizations include environmental management in to hotel rating system and helped in adopting these practices in Malaysian hotel industry. As per

**Bohdanowich (2005)** the second most dominant incentives for hotel employees to implement environmental friendly practices are the demand from customers in European hotel industry. He advocated that hoteliers are gradually aware of the customer's growing concerns about corporate social responsibility and green purchasing trends.

In a similar pattern

**Manaktola and jauhari (2007)** explored that there is a remarkable link between customer attitude and behavioral intention towards green practices. The inclination to pay more towards green initiatives was not followed by favorable attitude and intentions of the customers in environment management of hotels.

**Hass (1996) and Hussain (1999)** explored that the catalyst of green practices in the context of Corporate Social Responsibility (CSR) was the awareness at the managerial level. While

**Chan & Wong, (2006); Claver-Cortés et al., (2007); Enz&Siquaw, (1999); González & León, (2001); Iwanowski& Rushmore, (1994); Kirk, (1995; 1998); Mensah, (2004); Post &Altmanm, (1994); Tzschentke et al., (2004)** argued that awareness at managerial level was imperative factor, they identified the three major forces to be eco-friendly with in the hotel industry. The first driving force involves pressures or regulations of government towards green practices and demands of government or regulations that encourage being green have pressured the hotel

industry. The second driver involves monetary benefits or financial gains that can be realized from green practices. The third motivation for hotels adopting green practices is fostering positive public relations and marketing.

In all previous researches it has been specified that the consumers' increasing awareness and concern towards environment management is the main force that govern environmental initiatives in hotels. Although previous researches has been conducted with certain limitations, such as limited geo-political location, small sample size and deficiency of financial supports.

## DISCUSSION AND CONCLUSION

Hotel industry has brought numerous developments in the global era, but has also outcomes into negative effects on the environment. The purposes of greening the hotel industry is growing all around the world. There are some forces or dynamics which helps in execution of environment friendly practices in the hotel industry. The study determine the main dynamics or forces of going green in the hotels industry with the help of introspection approach and interpret various forces like reducing operational cost, enhanced customer, employee satisfaction, competitive advantages, public relation, marketing, image building, rules and regulations of government etc. The main forces and incentives to execute environmental friendly practices help to develop the understanding of organizational environmental decision-making and directions of environmental management in the hotel industry. After reviewing the literature it shows that main forces and initiatives are significantly differ in their nature due to different situational contexts like local government regulations, overall concern of society and characteristics of the organization.

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