

Sustainable Eco-Friendly Practices and their effect on employee satisfaction in Prominent Chain Hotels of Lucknow

Priyanshi Singh*
Mehndi Sharma**
Prasang Agarwal***

ABSTRACT

In the hospitality sector, sustainable and eco-friendly practices are now a primary concern, influencing on the well-being and satisfaction of employees. This research investigates how sustainable initiatives relate to employee satisfaction in leading prominent chain hotels located in Lucknow. It examines the role of green practices like energy-efficient infrastructure, water conservation measures, waste reduction programs and eco-conscious workplace policies in fostering a healthier and more engaging work environment. This research seeks to determine if sustainability initiatives in hotels contribute to improved employee morale, reduced stress and enhanced overall job commitment by examining employee's perceptions, motivation levels and job satisfaction. The study will evaluate the impact of sustainability-driven work environments on employees. The findings will provide hotels with valuable insights into how to balance sustainability goals with employee engagement.

Key words: sustainability, eco-friendly practices, employee satisfaction, chain hotels.

INTRODUCTION

The intersection of economic efficiency and social concern is represented by sustainable development. Natural and environmental resources have been impacted by the rapid industrialization and population growth of recent decades. The firm's production activities and the household's consumption activities culminate in substantial waste generation. In addition, the increasing economic activities are utilizing the natural resources at a pace that far exceeds their re-generative rate. The economy is perpetually competing with means versus ends, as resources are limitless while desires are abundant; it is the responsibility of the people to safeguard the planet and its natural resources for future generations. The current market system does not address the negative environmental externalities therefore, it is essential to find a balance between economic development and environmental protection.

Environment friendly, ecotel, and earth-friendly refer to hotels that save water, reduce waste generation, and conserve energy through various strategies and technologies. These hotels think that maximizing their sustainability agenda involves educating their staff and raising awareness among their guests. These days, hotel owners construct their properties in a sustainable manner. Moreover, green certifications assist these properties in adhering to environmentally sustainable practices. Energy efficiency, water conservation, waste management, employee education, and social development are among the essential criteria for a sustainable environment. In the hotel sector, energy is sourced externally to offer an efficient service to guests. The primary energy-consuming areas in a large facility are air conditioning, lighting, and heating. So, with designed eco-

*Research Scholar, Pacific University, Udaipur

**Assistant Professor, Pacific University, Udaipur

***Assistant Lecturer, IHM Lucknow

friendly practices such as waste management, energy, water conservation, and sustainable use of natural resources hoteliers reduce energy use through the adoption of solar and wind energy, to decrease water consumption and associated expenses through innovative methods such as rainwater conservation, and to lower various costs related to waste management, including dumping and transportation. All these efforts contribute to environmental conservation promoting eco-friendly practices.

OBJECTIVES

1. To identify eco-friendly practices in chain hotels of Lucknow.
2. To analyse the eco-friendly initiatives opted by chain hotels.
3. To suggest measure for employee satisfaction through eco-friendly practices.

ANALYSIS

Data was collected through a structured google questionnaire which consist of three parts. First part consists the demographic profile of respondents which include Gender/Age/Experience/Department/Income/Marital Status/Education and lastly Position level in hotel industry. Second part consists of sustainable eco-friendly practices that are most influential parameters for employee job satisfaction was asked through Linkert 5-point scale and with that we calculated weighted mean score. Weighted mean score calculated through the Descriptive Statistical Analysis. In third part of questionnaire open ended questions and suggestions related to other factors which can enhance job satisfaction were asked.

REVIEW OF LITERATURE

Doody (2008) looked into possible restrictions to the implementation of environmentally eco-friendly practices in the hospitality industry, as well as measures for encouraging sustainability. One identified reason was the concern among hotel managers that their guests might perceive an environmentally friendly hotel as lacking in adequate service or luxury. For instance, hotel owners believed that adopting green practices, such as using recycled paper, could negatively impact guest satisfaction. Environmental products are sometimes viewed as lower quality, and managers think that their implementation demands more time, costs, and energy in the short term.

Robert Svetlacic et al. (2017) examined that sustainability comprises a triangle representing environmental, economic, and social elements. This entails that, for the sake of environmental sustainability, it is necessary to understand the

reproduction cycle of natural resources and to pursue green alternatives in energy and water use while minimizing waste generation.

Michael L. Kasavana (2008) studied that the energy supply for digital devices has a significant impact on energy conservation. While these devices consume only a small amount of energy in sleep or timeout mode—an amount that may not noticeably affect the electricity bill over time and across different modes of operation, they contribute to overall energy consumption. purchasing environmentally friendly products and using them efficiently such as minimizing printouts, turning off devices when they're not in use, adopting recycling practices, and managing energy properly are crucial for effective energy use.

G. Raghubalan et al. (2009) identified the provision of energy for digital devices greatly affects energy conservation. Although these devices use only a minor amount of energy in sleep or timeout mode an amount that might not have a noticeable impact on the electricity bill, they add to total energy consumption over time and across various operational modes. buying eco- friendly products and using them efficiently like reducing printouts, switching off devices when they're not in use, implementing recycling practices, and managing energy wisely are essential for effective energy use.

Abdalla and Fadhil (2015) determined that hotels incorporating green practices from the outset are engaging in eco-friendly activities such as waste management, conserving energy and water, and using natural resources efficiently. Additionally, hotel operators in Lamu implement eco-friendly practices to reduce expenses. Simultaneously, the solid waste disposal system is not factored in. While at somewhere, energy conservation was highlighted through the installation of CFL bulbs in the hotel.

Michalcla Rakicka (2016) the study shows that the sustainability concept is gaining traction among hoteliers as a means to reduce energy use through solar panels and wind energy, to decrease water consumption and associated costs via innovative strategies such as rainwater conservation, and to reduce various expenses related to waste management, all while contributing to environmental conservation. In addition, these sustainable practices offer greater benefits for hotels located in developing countries.

Shrishti Aggarwal et al. (2017) in their study it was shown by going green that hotels are essential to the tourism industry, where guests are provided with exquisite services however, the situation regarding hotels is different. They consume a lot of energy and water, and generate a large amount of waste. In context of the transition in sustainable development and environmental protection, hotels are developing strategies to conserve the environment. This not only aids in their market competitiveness but also aligns with changing customer preferences for green hotels.

Urvashi Sharma et al. (2020) examined the impact of hotels' green practices and the importance of eco-friendly practices. Hotels are considered essential for a country's economic growth; the industry relies heavily on natural resources to offer its guests luxury services which is making harmful effect on the environment.

Leena N. Fukey et al. (2014) identified that the hospitality industry is extensive and growing, with sustainable green practices being crucial for mitigating environmental harm through methods such as energy conservation, water conservation, and waste management. Bringing in new technologies to the hotel, such as gas dryers and heat recovery units, can yield both financial and environmental advantages. In addition to this, fluorescent lights are an example of smart lighting that can help lower electricity bills, and solar panels can be considered for the sauna and swimming pool.

Bill Meade et al. (2011) determines the water consumption patterns, modifies them, and proposes strategies to enhance measures aimed at reducing water use in the hotel sector. Water conservation, a component of sustainability, offers financial advantages, environmental safeguarding, and social conservation. The study indicates that water conservation has further benefits, such as reducing the burden of water treatment before and after use and minimizing the costs associated with storing water and related equipment.

Alexander et al. (2015) studied that in the business sector, sustainable practices are now seen as linked to cost-effectiveness, customer retention, and image building, all while maintaining industry standards. Measures such as low-flow faucet aerators, low-flow showerheads that minimize water pressure, and recycling of all wastewater can significantly reduce water usage while providing substantial environmental and cost benefits.

RESEARCH METHODOLOGY

Sampling & Data Collection

The data for research was collected from the employees working in hotels of Lucknow. Respondents were given a structured questionnaire via an online platform, Google Forms, in order to collect data. Questionnaire had 3 parts.

First part of the questionnaire was based on the demographic profile of respondents which were considered as – Gender/ Age/ Experience/ Department/ Income/ Marital Status/ Education and lastly Position level. Second part consisted closed ended questions on “Sustainable Eco-Friendly Practices and their effect on employee satisfaction in Prominent Chain Hotels of Lucknow” to know the employee opinion. Third part consisted of open-ended question on suggestive measures answered by the respondents (employees) of chain hotels of Lucknow. Structured questionnaires serve as the main tool for gathering data, whereas government reports, theses, publications from national & international journals, published research articles, books, newspapers, and magazines are some examples of secondary information sources.

DATA ANALYSIS

Table 1: Demographic profile of respondents:

Gender	Male	50.3
	Female	50.7
	Preferred not to say	----
Age	18-30 years	72.7
	31-40 years	17.9
	41-50 years	5.4
	51-60 years	1
	Above 60 years	1.1
Marital Status	Single	76.3
	Married	22.8
	Preferred not to say	0.9
Educational Qualifications	Undergraduate	31.9
	Graduate	14.8
	Postgraduate	49.6
	Doctorate	2.7
	Other	----
Occupation	Students	30.2
	Government Job	31.5
	Private Job	24.3
	Self Employed	7.5
	Other	6.5
Annual Income	Not earning	39.3
	Up to 3 Lakh	17.8
	3-6 Lakhs	23.4
	6-10 Lakhs	12.1
	More than 10 Lakhs	7.5

To identify eco-friendly practices in chain hotels of Lucknow

The study of previous literature has shown that hotels adopt a range of eco-friendly friendly practices in their everyday operations, including the use of solar panels for energy generation and occupancy sensors that automatically identify presence and modify the temperature of the premises To limit waste, hotels implement various strategies, including offering environmentally conscious room amenities, placing recycling bins in guest rooms, and utilizing wall-mounted dispensers for products such as shampoo and soap. Moreover, measures such as the introduction of a Green Menu Card and the donation of surplus food to different NGOs contribute to the prevention of food waste. therefore, together with electronic key cards, they effectively conserve electricity. In the guest room, all electrical devices turn on only when the guest inserts their electronic key card and shut off immediately when the card is removed from the slot. Energy-saving lighting systems and devices, like Light Emitting Diodes (LEDs) are very effective at conserving energy. Key methods for saving water include linen recycling, using water sprinklers, rainwater harvesting, implementing water recycling programs and installing dual flush toilets.

ECO- FRIENDLY INITIATIVES	Not at all Influential (1)	Slightly Influential (2)	Moderately Influential (3)	Somewhat Influential (4)	Extremely Influential (5)	Total	Weighted Total	Weighted Mean	Rank
Solar Panels	6	10	34	66	86	202	822	4.069307	6
Occupancy Sensors	4	14	64	74	46	202	750	3.712871	14
Electronic Key card	2	14	48	60	78	202	804	3.980198	10
Energy efficient lighting system	4	2	24	68	104	202	872	4.316832	1
Energy efficient equipments	4	4	24	70	100	202	864	4.277228	2
Linen Recycle	2	6	46	72	76	202	820	4.059406	7
Use of water Sprinklers	4	10	40	86	62	202	798	3.950495	11
Rainwater Harvesting	4	6	38	58	96	202	842	4.168317	3
Recycling of water	4	4	38	66	90	202	840	4.158416	4
Dual-flush	10	8	52	72	60	202	770	3.811881	13
Eco-friendly room amenities	2	8	28	84	80	202	838	4.148515	5
Recycling bins	4	4	46	72	76	202	818	4.049505	8
Fixed dispensers	10	6	48	72	66	202	784	3.881188	12
Green menu	4	10	38	76	74	202	812	4.019802	9
Donating leftover food	2	8	34	72	86	202	836	4.148515	5

To analyse the eco-friendly initiatives opted by chain hotels

A compilation of frequently adopted eco-friendly initiatives by hotels was created based on the examination of previous literature. In order to meet the second objective, which involves analyzing the eco-friendly practices chosen by chain hotels, a total of 101 responses have been taken into account. Using a Likert scale from 1 (Not at all influential) to 5 (Extremely Influential), guests of star category hotels surveyed indicated the extent to which eco-friendly practices followed by these hotels influence their selection. Table 2 illustrates the overall weighted score and the weighted mean score of tools for Eco-friendly Strategies implemented by hotels.

The analysis of the weighted mean scores revealed that the most impactful eco-friendly practice implemented by hotels to affect guests is an energy-efficient lighting system (weighted mean score = 4.31), followed by energy-efficient equipment (weighted mean score = 4.27) and rainwater harvesting (weighted mean score = 4.16). Several eco-friendly practices that have a moderate impact on guests include: - water recycling (weighted mean score = 4.15) - eco-friendly room amenities (weighted mean score = 4.14) - solar panels (weighted mean score = 4.06) - linen recycling, ranked 7th (weighted mean score = 4.04) - recycling bins, ranked 8th (weighted mean score = 4.04) - green menu, ranked 9th (weighted average = 4.01) These practices are listed in order of their weighted mean scores.

The two eco-friendly practices that have the least impact on hotel selection are dual flush toilets (weighted mean score = 3.81) and occupancy sensors (weighted mean score = 3.71).

CONCLUSION

This study aimed first to identify eco-friendly practices in Lucknow's chain hotels. The findings revealed that solar panels serve to generate alternative energy sources occupancy sensors that automatically detect presence and adjust the premises temperature accordingly are beneficial, electronic key cards help conserve electricity by ensuring that the guest room's electrical equipment activates only when a guest inserts their key card and deactivates immediately upon removal and an energy- efficient lighting system, together with devices like light-emitting diodes (LEDs) is highly effective in conserving energy.

Linen recycling, employing water sprinklers and rainwater harvesting, implementing water recycling programs and adding dual flush systems in toilets are key methods for conserving water. Hotels adopt several practices to minimize waste, such as providing eco-friendly room amenities, installing recycling bins in guest rooms, and using wall-mounted dispensers for items like shampoo and soap. Additionally, initiatives like implementing a Green Menu Card and donating leftover food to various NGOs help prevent food wastage.

The second aim of the research was to analyse the eco-friendly initiatives opted by Lucknow's chain hotels. The results of the second objective indicated that the primary practices include energy-efficient lighting systems, energy-efficient equipment, and rainwater harvesting, while dual-flush systems in washrooms and occupancy sensors on hotel premises are also recommended.

The study's third objective was to suggest measures for ensuring employee satisfaction through eco-friendly practices. the outcome of the third objective showed that hotels should adopt green certification to enhance consumer trust in eco-friendly practices, staff training on sustainable methods is essential, best out of waste strategies should be adopted in hotels, awareness of how to utilize eco-friendly amenities, products, and practices needs to be improved among housekeeping staff, and all practices should visibly promote guest comfort.

SUGGESTIONS

- Set up solar panels to minimize dependence on traditional energy sources, which will decrease both operational costs and environmental impact.
- To reduce energy waste, use LED lighting that conserves energy and systems with motion sensors.
- Introduce intelligent HVAC systems that manage temperature in an efficient manner, guaranteeing a comfortable workplace for staff.
- Establish a waste segregation system with unambiguous labels to promote responsible waste disposal.
- Encourage a zero-waste approach by reducing single-use plastics and opting for biodegradable substitutes.
- Implement a composting initiative for organic waste that can serve hotel gardens or be donated to nearby farms.
- Use low-flow showerheads and faucets to cut down on water usage.
- Utilize systems for rainwater harvesting to meet water requirements.
- Train employees in methods for conserving water and promote responsible consumption.
- To cut down on carbon emissions and assist farmers in the area, use locally sourced organic products.
- Reduce food waste by donating excess food to charitable organizations or repurposing leftovers in a responsible manner.
- Arrange eco-awareness initiatives and training sessions to inform staff about sustainability.
- Provide eco-incentives, like bonuses or acknowledgment, for employees who help with sustainability initiatives.
- Enhance employee well-being by establishing an eco-friendly workspace that includes plants, natural light, and non-toxic materials.
- Engage employees in corporate social responsibility (CSR) initiatives like tree planting or beach clean-ups. Collaborate with regional environmental groups to boost community engagement.

REFERENCES

- <https://www.investopedia.com/terms/f/financialinstrument.asp#:~:text=Common%20exam ples%20of%20financial%20instruments,%2C%20bank%20deposits%2C%20and%20loans> Retrieved on 10/10/2023.
- https://www.openriskmanual.org/wiki/Financial_Products Retrieved on 10/10/2023.
- Shukla, A. (2014). Financial Inclusion in India – Meaning, Progress and Its Impact on Marketing of Financial Products. *Uttaranchal Business Review*, 4(1), 1-9.
- <https://www.canarahsbclife.com/blog/financial-planning/what-is- investment#:~:text=The%20meaning%20of%20investment%20is,form%20of%20the%20s hare%20price> Retrieved on 11/10/2023.
- <https://www.investopedia.com/terms/i/investment-product.asp> Retrieved on 11/10/2023.
- Aisa, N.N. (2022). Do Financial Literacy and Technology Affect Intention to Invest in the Capital Market in the Early Pandemic Period? *Journal of Accounting and Investment*, 23(1), 49-65.
- Anitha & Bhargav, D.P. (2014). Investors' Perception Towards Investment. *Global Journal of Finance and Management*, 6(2), 185-190.
- Smejkal, A., Novotná, M. & Volek, T. (2022). Company Investments in The Context of Financial Strategies. *Argumenta Oeconomica*, 48(1), 163-185.
- Ainia, N.S.N. & Lutfi, L. (2018). The Influence of Risk Perception, Risk Tolerance, Overconfidence, and Loss Aversion Towards Investment Decision Making. *Journal of Economics, Business, and Accountancy Ventura*, 21(3), 401 – 413.
- Samsuria, A., Ismiyantib, F. & Narsa, I.M. (2019). Effects of Risk Tolerance and Financial Literacy to Investment Intentions. *International Journal of Innovation, Creativity and Change*, 10(9), 40-54.
- Awn, A.M. & Azam, S.M.F. (2020). The Influence of Attitude and Subjective Norm on Intention to Invest in Islamic Bonds [Bonds (Sukuk)]: A Study of Libyan Investors. *International Journal of Business Society*, 4(4), 27-33.
- Hawkar Anwar Hamad, H.A., Qader, K.S., Gardi, B., Hamza, A.S. & Anwar, G. (2021). The Essential Variables to Consider Before Investing in Financial Markets During Covid-19. *International Journal of Electrical, Electronics and Computers*, 6(5), 34-45.
- Kakde, B.B., Linge, A.A. & Singh, S. (2022). Retail Investors' Preferences towards Equity Mutual Funds: A Conjoint Analysis. *High Technology Letters*, 28(7), 177-193.
- Yadav, S. & Chauhan, S. (2023). Investment Preferences of Salaried Individuals towards Financial Products in Raipur Area. *Iconic Research and Engineering Journal*, 6(12), 1356- 1362.
- Atmowardoyo, H. (2018). Research Methods in TEFL Studies: Descriptive Research, Case Study, Error Analysis, and R&D. *Journal of Language Teaching and Research*, 9(1), 197- 204.
- <https://lled500.trubox.ca/2016/225> Retrieved on 12/10/2023.
- Arathy B, Nair, A.A., Sai, A.P. & Pravitha, N.R. (2015). A Study on Factors Affecting Investment on Mutual Funds and Its Preference of Retail Investors. *International Journal of Scientific and Research Publications*, 5(8), 430-433.
- <https://www.surveymonkey.com/mp/sample-size-calculator/> Retrieved on 12/10/2023.
- <https://www.netquest.com/en/blog/snowball-sampling> Retrieved on 13/10/2023.
- Sethi, A.S. & Dubey, R. (2022). Gig Economy: A Survey of Factors Influencing Employee Invigoration in Kumaun Division, Uttarakhand Dogo Rangsang Journal, 9(16), 18-27.
- Agrawal, G. & Jain, M. (2013). Investor's Preference Towards Mutual Fund in Comparison to Other Investment Avenues. *Journal of Indian Research*, 1(4), 115-131.
- <https://groww.in/blog/factors-affecting-mutual-funds-investment-decisions> Retrieved on 16/10/2023.