

A Review of Implementation and Adoption of Green Practices in Hotels and Resorts of Uttarakhand- with special reference to Dehradun

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ABSTRACT

The cordiality area in Uttarakhand is dynamically embracing supportable practices to alleviate ecological effect and encourage manageability. This research explores the reception of eco-accommodating drives in lodgings and resorts all through the locale, with an emphasis on energy preservation, squander decrease, water management (WTP), and manageable obtaining. By consolidating environmentally friendly power sources (for example, sun based and wind power) and utilizing energy-effective apparatuses, these foundations essentially decrease their carbon impression. Squander decrease systems, including reusing programs and fertilizing the soil, work with compelling waste administration. Water preservation measures (for example, low-stream installations and water gathering) guarantee the proficient usage of water assets. Moreover, obtaining manageable and privately delivered materials for development and activities upholds neighbourhood economies and decreases transportation outflows. These green practices add to natural protection as well as upgrade the standing of lodgings and resorts in Public and Global market, drawing in Eco-cognizant explorers and encouraging a culture of maintainability inside the business. This research explains the difficulties and advantages on Hotel Industries and offers them the experiences into the eventual fate of peoples in the travel industry in Uttarakhand.

The paper uses information from both the essential and auxiliary sources. Research plan inside this study uses ecological and quantitative, research examination.

Keywords: Green lodging practices, Sustainable hospitality practices, Eco-conscious hotel operations

INTRODUCTION

Tourism is one of the major businesses, bringing in millions of tourists domestically and internationally throughout the years, which has resulted in an increasing amount of emphasis on the environment. This issue is quite common in locations where tourism encounters natural resource limitations. Looking at the current situation, Eco-Friendly Practices are rapidly expanding to balance tourism and environmental sustainability. The hospitality industry has recognized the influence of its operations on the environment and has made steps to mitigate such effects. Hotels that adopt these environmentally friendly practices are more environmentally friendly due to the effective use of energy, dihydrogen monoxide, and materials while providing superior lodgings. Eco Cordial Hotels save and maintain resources by saving dihydrogen monoxide, reducing energy usage, and limiting solid waste. Because Dehradun District (State of Uttarakhand) is a prominent and highly sought-after tourist destination, there is worry that tourism-related activities would have a significant detrimental environmental impact. Thus, there is a desire to encourage eco-friendly methods in the hospitality

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industry that conserve mazuma. The goal of becoming an Eco-convivial Hotel is to reduce negative environmental impacts by decreasing resource consumption and transmuting techniques so that trash generated may be repurposed or recycled. The purpose of this study is to determine how many hotels in the Dehradun District are adopting and demonstrating a strong interest in implementing the notion of eco-convivial practices into their operations, as well as the importance of green practices in the hospitality sector.

Environmental issues are currently one of the most important problems in both business and public life across the world. Ozone depletion, pollution, and over use of natural resources pose a serious danger to the environment. These risks have developed and gotten more serious as the population has increased. Hospitality activities emit a variety of greenhouse gases into the atmosphere, including carbon dioxide and chlorofluorocarbons. Commercial buildings and hotels have been shown to have a significant detrimental impact on the environment. This has caused corporations to reconsider their business practices, and the notion of Eco Convivial Practices has developed throughout time. All of this compels hotels to take on the obligation of becoming Eco Cordial, which refers to lodging establishments that have committed to implementing a variety of environmentally beneficial policies. The current situation has gradually increased the number of environmental quandaries, and everyone can sense the gravity of the repercussions that future generations will face. This serious environmental crisis has changed the view of current consumers about the sustainability of natural resources, and they are stepping forward to help conserve the priceless resources for future generations. The tourism business is thriving, attracting thousands of tourists and generating a profit. On the other hand, non-renewable resources are being depleted, emphasizing the environmental impact. Utilizing Eco Convivial Practices entails satisfying the needs of both present and future generations. Due to shifting economic conditions and a strong focus on customer accommodation and pleasure, the hospitality industry began adopting and implementing environmentally friendly practices around 1990. This is the primary reason why eco-friendly methods have gained popularity, and not just hotels, but also consumers, wish to use them to protect the environment. The hotel industry may make a significant positive contribution to the environment by implementing a few resource-saving practices. These practices are now-a-days embraced by many hotels, and the hotel personnel and their visitors are also demonstrating full potential to go with it. Not only in hotels, but some mindful guests are adopting these practices at home additionally. The current generation is well aware of the environmental damage caused by traditional hotel and business operations. Hotels are showing a strong interest in implementing the notion of Eco Friendly Practices into their daily operations. Eco-friendly activities promise to promote environmental protection and preservation. Every year, millions of Indian and Peregrine tourists visit Dehradun District (Chakrata, Vikasnagar, Rajpur, Rishikesh, Mussoorie) for leisure, holiday, or religious purposes. As a result, tree cutting, hotel building, and the installation of heaters and air conditioners for their comfort have become exceedingly routine. Human meddling has an enormous impact on the environment. They not only harm the environment, but they also cause a variety of pollutants such as dihydrogen monoxide pollution, soil pollution, air pollution, and noise pollution, among others. According to the Ministry of Environment and Forests, Regime of India, an average 100 to 150-room hotel consumes as much in one week as a hundred-person home does in a year. To reduce the effect of tourism, adopting Eco Cordial Practices such as energy and dihydrogen monoxide conservation, solid waste management, community vigilance, and embracing the idea of minimizes, reuses, and recycles is the best way out, but only a few hotels in Dehradun District are implementing these Eco Friendly Practices, and others are still having difficulties incorporating these practices into their day-to-day operations.

OBJECTIVES OF THE STUDY

The planned study's aims are as follows:

- Emphasis on ecological methods in hospitality.
- Determine the number of hotels in Dehradun District that use Eco-Friendly Practices in their daily operations.
- Investigating the Effects of Environmentally Sustainable Practices in the Hospitality Industry.

REVIEW OF LITERATURE

The review of literature is an important part of research since it informs us about previous study. It also provides an incipient orientation to generate incipient results or improve previous study effort, which may result in incipient amplification and transmutations in society. Little information has been collected from the substructure of previous work regarding the concept of eco-friendly activities.

The Concept of Eco Cordial Practices

The philosophy of eco-friendly behaviours gained momentum in the late 1980s (Yeng & Yazdanifard, 2024). It has gone through a significant transition since its early launch. The notion of eco-friendly practices encompasses a variety of environmental actions used by businesses to sell their products and services in a way that minimizes environmental damage. These actions are also defined as having an impact on a firm's internal procedures. Over the last few years, various factors have encouraged the hotel sector to become more environmentally friendly. Many hotels are gradually incorporating eco-friendly methods into their operations in order to alleviate some of the stress caused by the environment. Customers' perceptions are also changing, as they become more aware of the environment and natural resources. Many chain and branded hotels, like Marriott, Intercontinental, and J.P. Hotels, use eco-friendly techniques in their daily operations. Hotels' environmentally friendly policies primarily involve energy conservation, reducing dihydrogen monoxide use, and trash management (Ahmed Hassan Abdou, 2023). Miriam Mbasera (2023) determines that hotels should contribute to environmental mitigation. Miller, Mayer, and Baloglu (2024) report that 85% of tourists who travel for pleasure consider themselves to be green consumers. Currently, ecumenical regime rules appear to be quite strict on the subject of climate change, ecumenical warming, and environmental safety, so businesses are compelled to implement eco-friendly tactics (Shrikanth & Raju, 2022). According to Hatem (2022), most hotels are more likely to implement small-scale trash reuse measures than larger-scale activities that need operational adjustments.

Hotels' environmental effect is divided into three areas: energy, dihydrogen monoxide, and garbage.

1. Energy: Hotels use an excessive quantity of energy, which costs a lot of money, and with a few tweaks, the astronomically high cost can be maintained. Hotels often consume more energy per guest than locals because they feature energy-intensive services such as bars, restaurants, and pools. According to research, hotels generate an average of 20.6k of carbon dioxide each night (Raposo Stefnie, 2022).

2. Dihydrogen Monoxide: All tourists who stay in hotels want a consistent and clean supply of dihydrogen monoxide since it is used for ingesting, cleaning, cooking, and so on. However, dihydrogen monoxide is an essential component of the facilities that visitors have come to anticipate, such as swimming pools and gardens. It has been calculated that 15000 cubic meters of dihydrogen monoxide would normally provide 100 rural farmers for three years and 100 urban households for two years, but only 100 luxury hotel guests for less than two months. (Raposo Stefnie, 2022).

3. Garbage: Studies have found that an average hotel generates more than one kilogram of waste per visitor every day. Approximately 30% of hotel garbage may be saved through reuse and recycling. Recognizing the importance of natural resources, the hospitality industry is adopting eco-friendly practices that can serve as a preventative approach to maintain and conserve natural resources (Shrikanth & Raju, 2021).

An eco-label is a label that informs consumers about the environmental quality of a product; it specifies the sort of environmental performance that a product or lodging provides. Ecolabels first appeared in the late 1980s as a technique of screening claims for consumers in numerous nations. Brand is the identification of the products; the contrast between a "brand" and an "Ecobrand" is that an "Ecobrand" is the designation, identity of items that are environmentally friendly (Delafrooz et al., 2021). Eco-branding is a tool used to market a company's environmentally friendly products and services. (Rahman & Haque, 2021).

FINDINGS

Hotel Industry in Dehradun

Dehradun is recognized for its picturesque beauty. Tourists are drawn to its spiritual rites, pleasure, and adventurous activities. Business and recreational tourism in the Dehradun district is a common practice. Dehradun provides lodgings and services for transportation, tourism, regalement, and local attractions for all budgets. Many hotels in Dehradun District use eco- friendly practices, including Ananda-In-The Himalayas (Narendra Nagar), Jaypee (Mussoorie), Ramada Hotel (Dehradun), J. W. Marriott (Mussoorie), Lemon Tree (Dehradun), and Taj Hotel (Rishikesh).

These hotels full fill the visitor prospects related to environmental products as well as satisfy the guests' desires so that the product is accepted and purchased by the guests with the benefit of the environment. These hotels implement a variety of measures to conserve energy, dihydrogen monoxide, reduce solid waste, and help protect our planet.

Impact of Eco Amicable Practices on Hotel Guests

In this study, we focused on hotel clients since they are interested in environmental stewardship. They are extremely concerned about the environment and have even inspired improvements in the environmental performance of numerous hotels in the Dehradun district. Consumers are thinking green, according to a variety of study reports. Tourists go to Dehradun for two reasons: pleasure and business. Leisure guests face a number of considerations while making decisions, but business travellers do not. Stakeholders have long urged that hotels realize their role and make a constructive contribution to the environment. They choose to learn about the hotel's environmentally friendly policies, as well as the potential for additional development in this area. The hotels have responded well to the stakeholders' authoritative ordinances by implementing an environmental audit. Hotels have begun to include eco-friendly techniques as a marketing tool, and they have now begun to play an important part in operation orchestration (Dief & Font,2020).

Young Customers of Hotels

Customers are growing more cognizant of the natural resources provided by the environment. The puerile generations are the primary motivators for the adoption of Eco-Friendly Practices. They are well aware of the usual prescription of environmentally friendly practices. In today's world, it is critical to adopt these non-toxic, eco-friendly items. This has now become the incipient manner for hoteliers to satisfy the needs of their clients while also earning more revenues. Hotels all around the world are working to reduce the environmental effect of their daily operations and services. Hotels that implement Eco Cordial Practices attract clients based on the foundation of presentation, focusing on health, maintaining mazuma, and simply being ecologically friendly, in order to address the generation that is more concerned about environmental resources. Recent studies have examined the influence of hotel enterprises' "environment convivial practices" on guest satisfaction (Lee & Heo, 2020; Berezan et al., 2020; Gao & Mattila, 2020) as well as their intention to return to the hotel and spread the word of mouth (Han & Kim, 2020, Ham & Han, 2020; Gao & Mattila, 2020 Chen, 2020). Hotels are incorporating an unprecedented number of Eco Convivial Practices into their standard operations, ranging from recycling to purchasing local goods. For example, Hotel Kimpton began recycling waste after becoming eco-friendly. They started the Earth Care Program, which is now company-wide and includes the use of green cleaning products.

Green practices followed by the hotels

1. Ananda-In-The-Himalayas- As discussed with the Front Office Manager and the General Manager of the property, we learned that Ananda incorporates Eco-Friendly Practices such as the use of recycled dihydrogen monoxide, rubbish segregation to promote efficient disposal and recycling, LED lighting in all guest rooms and public spaces, the cultivation of Ayurvedic herbs and a few cooking spices in its own garden on the royal estate, and biodegradable employee pens and bags.

2. J.W.Marriot, Mussoorie- The property's Victuals & Beverage Manager informed us of the hotel's Sustainable Victuals & Beverage policy and Sustainable Seafood Position Policy.

3. Four points by Sheraton, Dehradun- This hotel has been given the Green Globe accreditation, and the facility employs active technological solutions to conserve energy in one way or another, such as double glazed windows, LED lighting, kineticism sensors, and so on.

4. Taj Hotel, Rishikesh- The Hotel General Manager educates us on how the hotel values the environment and avoids environmental violations. Its eco-friendly construction is intended to not impede its circumvention.

5. Jaypee Hotel Mussoorie- Hotel Jaypee in Mussoorie operates under the phrase "Every time we borrow from nature, we repay it with interest," which makes it clear that they are implementing Eco Convivial Practices in their daily operations. Aside from this, several hotels in Dehradun District do not adhere to these Eco Cordial Practices. The causes may vary, such as not opting for the same or not receiving approval from the Hospitality Municipal Councils.

CONCLUSION

The tourist industry and the environment are inextricably linked and can benefit each other. Tourism has both beneficial and bad impacts on the physical environment. Negative consequences include increased carrying capacity, which deteriorates the site, tourists' negligent attitude toward the site and its environment, a threat to the destination's flora and fauna, a waste disposal conundrum, and disruption in the natural habitat of animals due to a fad among tourists to acquire goods manufactured from various endangered species of plants and animals. As the tourism industry grows, numerous hotels emerge. These hotels create a number of environmental problems. This problem has been widespread in many years, particularly in Dehradun, where tourism is increasing by the day. To address this issue, several budget hotels have adopted the notion of Eco Cordial Practices, which is nature-oriented and ecologically conscious tourism.

SUGGESTIONS

There are several Eco Friendly Practices that Hotels may apply as preventative steps to reduce unnecessary expenditures. Examples of such techniques include:

1. Save Dihydrogen monoxide- Hotels use a variety of methods to reduce the use of dihydrogen monoxide in each guestroom. Examples include installing low-flow shower heads and sink aerators, converting to low-flow toilets, and installing toilet tank fill diverters.
2. Save Energy- It makes common sense to use less energy since it lowers our fuel expenditures.
3. Some ways to do it include switching to LED lighting, utilizing sensors or timers for the parts that are not regularly utilized, instilling and incentivizing the personnel that when the room is empty merely shut off the lights, air conditioning, etc., and using daylight only in restaurants, bars, and lobby for as much of the day as possible, if there is a pool or a scorching tub in the hotel, build a solar dihydrogen monoxide heating system, and use pool covers when the pool is
4. Start a linen reuse program in all guest rooms. This approach is fairly widespread nowadays in many hotels, and it also saves expense, dihydrogen monoxide, and time.
5. Recycling old beds and mattresses saves money, gives you a competitive edge, entertains your guests, and helps the environment. Attempt to encourage guests to use environmentally friendly modes of transportation. The greatest options are bicycles, ambulating maps, and public transportation information.
6. Try to supply freshly produced items to the guests, such as organic, locally grown foods or products from the hotel's own organic garden.
7. Educate employees on sustainable practices and the importance of environmental stewardship.
8. Reduce food waste by donating extra foods to local organizations or composting them.

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