

Research Article

Green Innovation in Hospitality Industry: A Study of Amritsar City

Vijender Noonwal¹, Amolakdeep Kaur²

¹Assistant Professor, Institute of Hotel Management, PCTE Group of Institutes, Baddowal, Ludhiana, Punjab, India.

²Assistant Professor, Department of Travel and Tourism, Global Group of Institutes, Amritsar, Punjab, India.

DOI: <https://doi.org/10.24321/2582.3280.202203>

I N F O

Corresponding Author:

Vijender Noonwal, Institute of Hotel Management, PCTE Group of Institutes, Baddowal, Ludhiana, Punjab, India.

E-mail Id:

noonwal@pcte.edu.in

Orcid Id:

<https://orcid.org/0000-0002-3359-359X>

How to cite this article:

Noonwal V, Kaur A. Green Innovation in Hospitality Industry: A Study of Amritsar City. *J Adv Res Qual Control Mgmt* 2022; 7(2): 12-17.

Date of Submission: 2022-11-07

Date of Acceptance: 2022-12-01

A B S T R A C T

According to the WHO's classification of cities by pollution, the Amritsar city is among the top 20 most polluted (City - Amritsar, India, n.d.). However, due to a lack of source monitoring, the major sectors (industrial, domestic burning, transportation) are reluctant to accept responsibility. Hotels have been a major cause of pollution for numerous years. The purpose of this research is to look into the green practices that have been implemented in the hospitality industry in Amritsar city, Punjab. A total of 120 employees and management were surveyed from budget hotels, three-star hotels, five-star hotels. The findings reveal that hotels are primarily focused on environmental sustainability by implementing green initiatives such as energy saving, water conservation, food waste reduction through recycling. Most big hotel firms have green project statements and strive for higher green certifications. Green hotels that are accredited implement energy efficient methods and attract an increasingly large number of environmentally aware customers.

Keywords: Sustainable Hotels, Green Initiatives, Conservation of Environment

Introduction

Sustainability and environmental issues are rapidly emerging as one of the most important topics in recent times. This heightened awareness of the natural environment has been reflected in the innovative and environmentally conscious products and services offered to consumers in different sectors. A green or eco-friendly hotel is one that offers services and amenities aimed at protecting the environment, conserving energy, lowering carbon emissions. (Tiwari et al., 2020). The growing number of environmental laws and market pressures has raised the awareness of environmental practices among organizations and managers. Hotels operate around the clock, with customers and employees frequently consuming significant amounts of water, energy, non-durable products. Hotel

companies are under increasing pressure to pay closer attention to environmental concerns. They were now more concerned about the balance between environmental performance, limited resources, public legitimacy, burdensome litigation, profitability issues (Chan et al., 2014). Coronavirus has created a global distress with far-reaching implications for the hospitality sector.

Literature review

Moise et al. (2021) contended that hotels should focus fully on their guests, as today's guests are increasingly "environmentally responsible" and believe that hotels must be engaged in sustainability actions by implementing various green practices. Another study of Kasliwal and Agarwal (2019) argued that hotels can minimize their operating costs by adopting green practices like use of energy saving

light bulbs in rooms, towel reuse programme, recycle bins in guest rooms, bedding changed on request. The study of Kang et al. (2012) Joseph & Deshmukh (2016) emphasized that Customers with higher concern for environment were willing to pay more for green initiatives adopted by hotels, they don't mind paying more for availing green services.

Not only from the perspective of hotels, some studies also focused on the role of employees in providing green services as employees perceive green practices in positive fashion and recognize the quality of their employer's performance in terms of green activities (Vinoth, 2016).

Nigam and Kumar (2018) stated quick service chain restaurants focus on green practices because of government regulations but somehow they need to inspire their employees for adopting a kind of behavior whereby they can develop sustainable as well as profitable businesses by community development.

Noonwal et al. (2022), stated that although the hospitality sector was severely affected by the COVID virus outbreak, hotels' environments improved as a result.

A study reported in Sustainability Journal shows that customers' environmental concerns and trust in green hotel brands have risen as a result of their fear and uncertainty over COVID-19, are willing to pay more to stay at green hotels. Hence, it is incumbent on hotels to boost their green image by conserving water and energy, minimizing waste, recycling reusable products, etc¹.

Objective

The following are the objectives of this research manuscript:

- Whether the hotels focus on environmental sustainability or not
- Either the hotels implement green initiatives such as energy saving, water conservation, food waste reduction through recycling or not
- How the major departments of hotels take initiative for environmental sustainability?
- How the hotels get green certificates?

On the basis of the above-mentioned objectives, result and discussion have been founded, which denotes that many hotels are focusing on environment sustainability in Amritsar city. Each and every hotel are initiating in various conservation activities.

Material and Method

The present paper gains significance from two perspectives. One, it has attempted to study the perception of employees and Management both, towards green initiatives adopted in the hospitality sector, whereas most of literature in this regard has examined the extent and importance of green practices from the point of view of management and consumers. Second, it asserts the importance of studying

small cities which are also tourist attraction and with smart growth can pave ways to strengthen their economies. The specific objective of this study is to evaluate green practices in terms of performance from the perspective of the hotel employees.

The present study is exploratory research, the aim of which was achieved with the help of well-structured questionnaire whereby 120 Management and employees working in different hotels in Holy City of Amritsar were surveyed. The majority of sample was drawn from 5-star category hotels, followed by 4-star category hotels, 3-star category hotels, budgeted hotels.

A 5-point Likert scale items based on a scale from "poor" to "excellent" was used for evaluating performance of various green practices in hotel operations.

Result

Data analysis is divided into two parts, wherein part one presents demographic profile of respondents whereas part two presents the performance evaluation of green hotel operations.

Part One: Demographic Profile

Figure 1(a-d), represented the demographic details of the respondents. It shows that out of 120 respondents, 40% of the respondents were females and 60% were males. In terms of age distribution 5% of the respondents were below the age of 20 years, majority 55% belonged to the age group of 20-30 years, 35% were in the age group of 30-40 years and the remaining belonged to the age group of 40-50 years. Further, 52.5% of respondents were married and 60.5% respondents held Bachelor's Degree.

Part Two: Perception of the Investigated Respondents

Evaluation of Green Practices in Front Office and Housekeeping (Room Division)

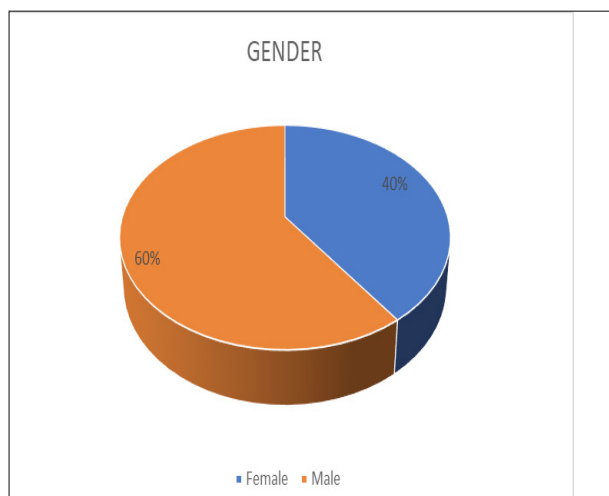
Figure 2(a-j), reveals that majority of respondents rate excellent the use of more eco-friendly cleaning products, refillable soap dispensers, energy efficient light bulbs, baskets instead of plastic laundry bags, placing green plants, automatic sensors, besides rating excellent to adoption of no-smoking policy in their hotels. There are only the non-use of plastic water bottles and recycling or composting bins which received rating of excellent by 15% and 31% respondents only.

Evaluation of Green Practices in Food Production and Food and Beverage Service (Food Division)

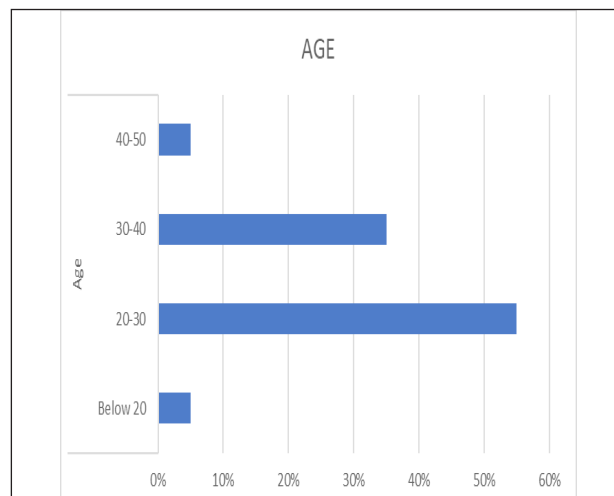
Table 1, reveals that majority of respondents gave a rating of excellent to food division services of serving proper portion of food, donation of leftover food, incorporating food composting, use of reusable utensils, buying meat

and poultry from organic suppliers, localised menu as per seasonal vegetables and fruits, turning off ventilator hoods, use of reusable items for services, adoption of organic

food and beverage ingredients. However, the facility of digitized order taking from customers was rated excellent by 40% respondents.

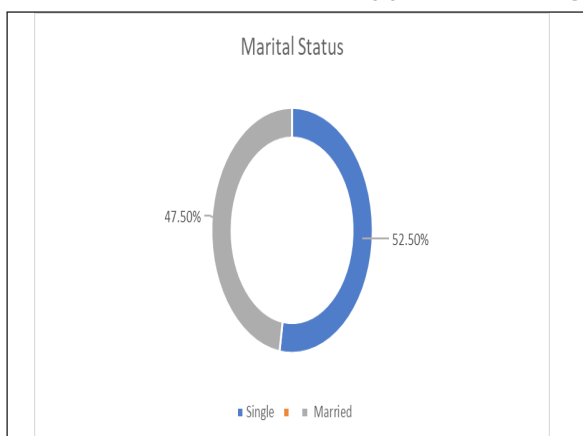


(a)

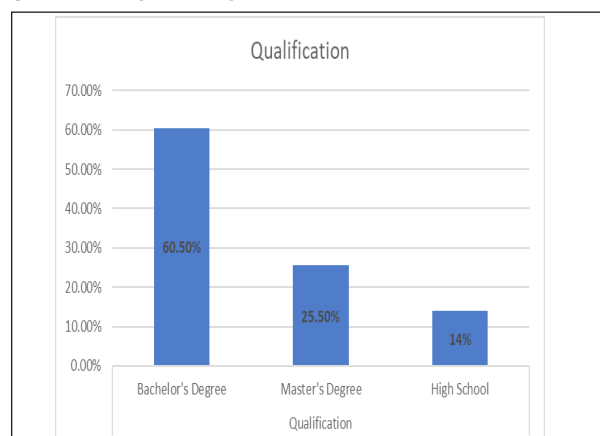


(b)

Figure 1.(a)Variation in Gender of Respondents (N= 120),
(b) Variation in age of Respondents (N= 120)



(c)

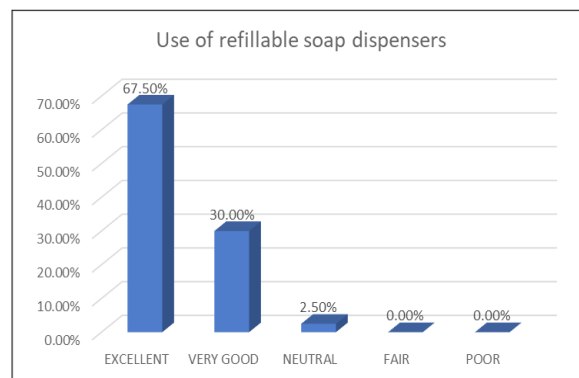


(d)

Figure 1.(c)Variation in Marital status of Respondents (N= 120),
(d)Variation in Qualification of Respondents (N= 120)

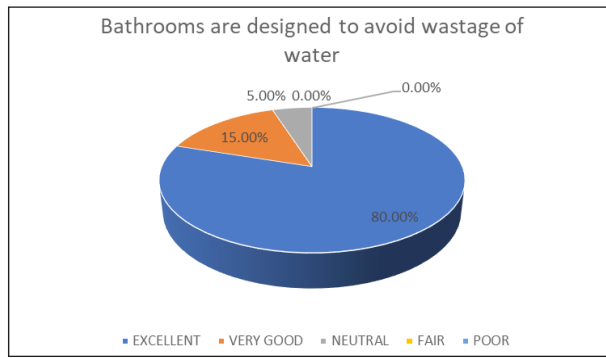


(a)

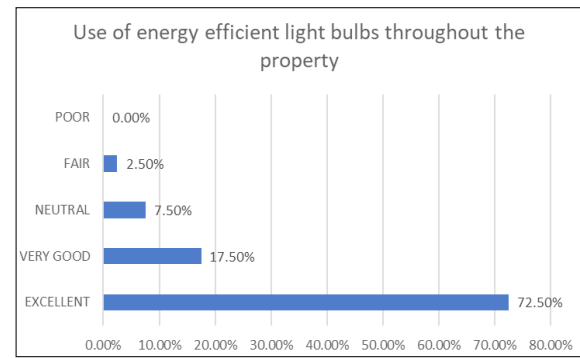


(b)

Figure 2.(a)Survey on eco-friendly cleaning products used in hotels,
(b)Survey on refillable soap dispensers

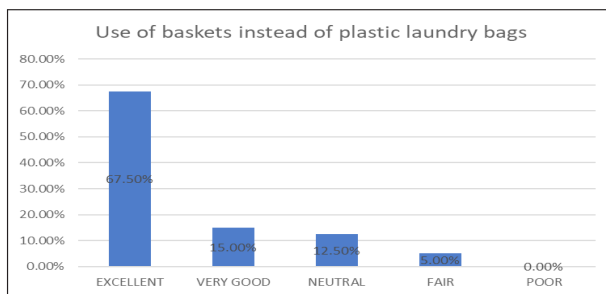


(c)

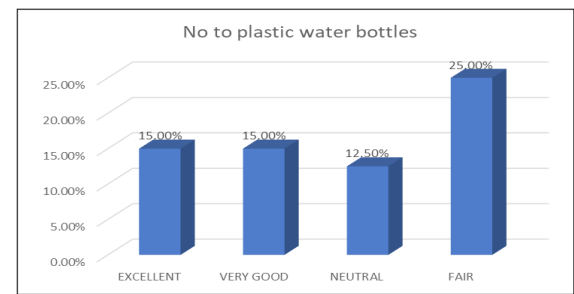


(d)

**Figure 2.(c)Survey on Design of bathrooms to avoid wastage of water,
(d)Survey on energy efficient light bulbs throughout the property**

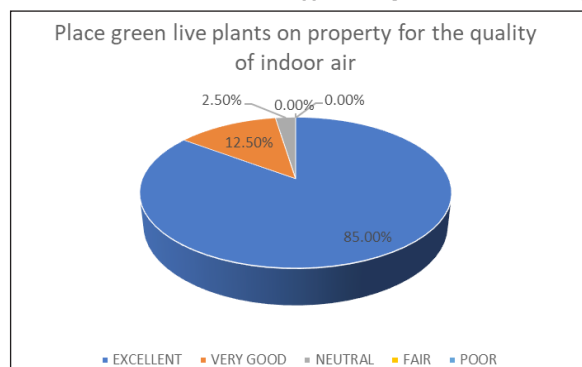


(e)

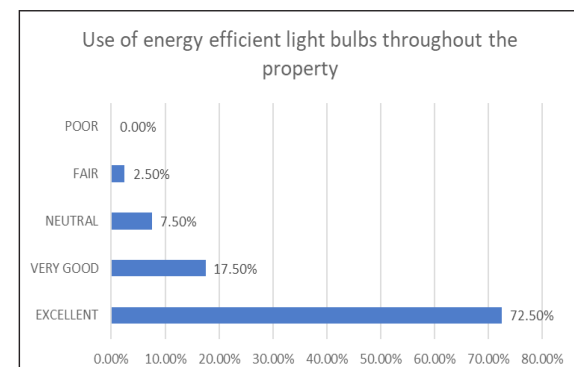


(f)

**Figure 2.(e)Survey on use of baskets instead of plastic laundry bags,
(f)Survey on non-use of plastic water bottles in hotels**

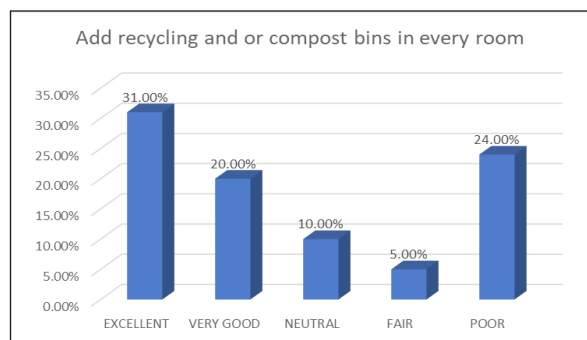


(g)

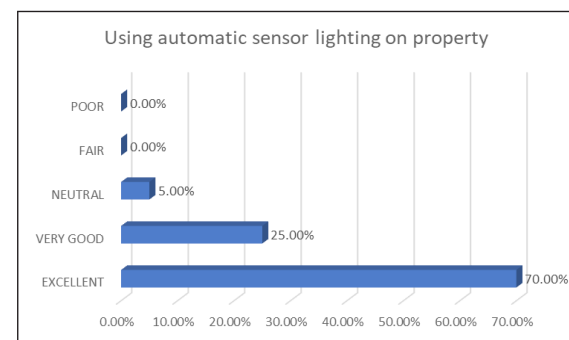


(h)

**Figure 2.(g)Survey on green live plants placed in property for the quality of indoor air,
(h)Survey on non-smoking policy**



(g)



(h)

**Figure 2.(i)Survey on adding recycling and or compost bins in every room,
(j)Survey on using automatic sensor lighting on property**

Table 1.Descriptive Statistics of Respondents' Perception regarding Green Food Production and Food and Beverage Services

S.No.	Questions	Excellent	Very Good	Neutral	Fair	Poor
1.	Serves proper portion of food to reduce food waste	70.0%	22.5%	5.0%	2.5%	0.0%
2.	Donations of food leftovers to needy people	57.5%	22.5%	17.5%	2.5%	0.0%
3.	Incorporating food composting	55.0%	42.5%	2.5%	0.0%	0.0%
4.	Using reusable utensils rather than disposable ones	82.5%	7.5%	10.0%	0.0%	0.0%
5.	Meat & Poultry are purchased from organic suppliers	80.0%	15.0%	5.0%	0.0%	0.0%
6.	Menu is localized as per seasonal vegetables & fruits	80.0%	15.0%	5.0%	0.0%	0.0%
7.	Chefs are motivated to turn off ventilation hoods when cooking appliances are off	82.5%	12.5%	5.0%	0.0%	0.0%
8.	Using reusable items like cloth, napkins, table cloths & ceramic for service	80.0%	12.0%	8.0%	0.0%	0.0%
9.	Adoption & Utilization of organic food and beverage ingredients	77.5%	22.5%	0.0%	0.0%	0.0%
10.	Digitalized order taking facility offered to customers	40.0%	10.0%	12.0%	18.0%	20.0%

Discussion

A logical step in future research is to analyze these green attributes and practices in small cities with bigger sample size as present study was based on small sample size of 120. The bigger sample size may possibly provide better inputs into performance level of green practices as perceived from employees' point of view. Another possible endeavour can be to examine opinion of both customers and employees together towards green innovation given that environmental concerns have risen as a result of fear and uncertainty over COVID-19. Any organisation that manufactures, processes, or trades in products and services or both, are willing to improve and enhance their environmental practices can get the green certification in India. The green certification is given only after qualifying the initial assessments by Integrated Assessment Services.

Conclusion

The current research has moved beyond the previous studies and come out with the results. The main objective of this study was to explore the perception of employees and Management regarding green attributes of the hotel industry. As per findings of the study, it can be argued that the hotel sector in Amritsar city has embraced a number of environment friendly innovative services. By and large, respondents gave the rating of excellent to their environment friendly hotel operations of front office and housekeeping. Again, to a large extent the services of food production and food and beverage received a rating of excellent by the respondents in their hotels.

Acknowledgement

This research paper was partially supported by PCTE group of Institutes, Baddowal, Ludhiana. I thank my colleagues from IHM, PCTE, who provided insight valuable insights.

I would thank Dr. Shelly (Assistant Professor, GGI, Amritsar) and Mr. Chandiramani Yadav (Assistant Professor, PCTE, Ludhiana) for their assistance with Likert scale assessment and for their comments that greatly improved the manuscript.

Conflicts of Interest and Sources of Funding

There is no conflict of interest. I haven't gotten any financial support for my research paper, neither to write it nor to publish it.

References

1. Aomar A, Hussain RM. An assessment of green practices in a hotel supply chain A study of UAE hotels. *Journal of Hospitality and Tourism Management* 2017; 32: 71-81. DOI: 10.1016/j.jhtm.2017.04.002
2. Tiwari S, Dambhare A, Tripathi R. Eco-Friendly Practices in Star Category Hotels of Lucknow An Exploratory Study. *AVAHAN: A Journal on Hospitality and Tourism* 2020; 8(1): 09-16.
3. Moise MS, Gil-Saura I, Molina MER. The importance of green practices for hotel guests does gender matter? *Economic Research-Ekonomska Istraživanja* 2021; 1-22. <https://doi.org/10.1080/1331677X.2021.1875863>
4. Nigam A, Kumari S. Green practices for sustainability of

- quick service chain restaurants business an empirical investigation. *World Review of Entrepreneurship, Management and Sust. Development* 2018; 14(6): 717-729.
5. Chan E, Alice HYH, Chan W et al. What drives employees intentions to implement green practices in hotels? The role of knowledge, awareness, concern and ecological behavior. *International Journal of Hospitality Management* 2014; 40: 20-28.
 6. City Amritsar, India (nd). www.Urbanemissions.info. Retrieved 2022. from <https://urbanemissions.info/india-apna/amritsar-india/>
 7. Merli R, Preziosi M, Acampora A et al. Why should hotels go green? Insights from guests experience in green hotels. *International Journal of Hospitality Management* 2019; 81: 169-179. <https://doi.org/10.1016/j.ijhm.2019.04.022>
 8. Kasliwal N, Agarwal S. Green marketing initiatives and sustainable issues in hotel industry. *Green Business: Concepts, Methodologies, Tools, Applications. IGI Global* 2019; 512-529. DOI: 10.4018/978-1-5225-7915-1.ch026
 9. Verma V, Chandra B. Intention to Implement Green Hotel Practices: Evidence from Indian Hotel Industry. *International Journal of Management Practice* 2017; 11(1): 24-41. DOI:10.1504/IJMP.2018.10008645
 10. Cingoski V, Petrevska B. Making hotels more energy efficient: the managerial perception. *Economic Research-Ekonomska Istraživanja* 2018; 31(1): 87-101. DOI:10.1080/1331677X.2017.1421994
 11. Vinoth K. A Study On Hotel Employees Perception of Green Practices With Special Reference to Chennai City. *International Journal of Research Instinct* 3(2): 341-356.
 12. Tajfel H, Turner JC. The Social Identity Theory of Intergroup Behavior In: Worchel S and Austin WG, Eds, *Psychology of Intergroup Relation*, Hall Publishers, Chicago 1986; 7-24.
 13. Kang KH, Stein L, Heo CY et al. Consumers' willingness to pay for green initiatives of the hotel industry. *International Journal of Hospitality Management* 2012; 31: 564-572. doi:10.1016/j.ijhm.2011.08.001
 14. Joseph S, Deshmukh GK. Investigating Green Credence of Indian Hotels. *A Study IOSR Journal of Business and Management (IOSR-JBM)* 2016; 18(12): 87-91. DOI: 10.9790/487X-1812028791
 15. Noonwal MV, Khatkar MP, Chauhan S et al. Managing Human Resources In Hospitality Industry For Recovery In India. *Journal of Positive School Psychology* 2022; 3525-3536.