

ADOPTION OF ECO FRIENDLY PRACTICES BY HOTELS IN CHENNAI

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ABSTRACT

Tourism industry is one of the leading industries, bringing in millions of tourists nationally, internationally through the years, has created an increasing amount of stress on the environment. This problem is very common in the areas where tourism runs into the limits of natural resources. Thus, looking into the scenario today Eco-friendly Practices are growing rapidly to harmonize tourism & environmental sustainability. The Hospitality Industry has realized their business activities impact on the environment & has taken actions to reduce those impacts. Hotel that incorporates these Ecofriendly Practices are more environment friendly with the efficient use of energy, water & materials while providing quality services. Eco Friendly Hotels conserve & preserve the resources by saving water, reducing energy use, & reducing solid waste. As Chennai is popular & most preferred tourist destination, there is a concern of heavy negative impact on environment from the tourism related activities. Thus, there is a need to promote the Eco-friendly Practices in the Hospitality Business which saves money, the aim of being an Eco-friendly Hotel is to reduce the negative impacts on the environment both by reducing the consumption of resources & by changing the practices so that the waste produced can be used or recycled. The objective of this chapter is to find that how many Hotels of Dehradun District are adopting & showing a very positive interest in incorporating the concept of Eco-friendly Practices in their operations

Key words: Eco friendly practices, Hotels, Reduction of impacts

Introduction

An ecological issue is quite possibly of the main subject now-a-days in business as well as in open life in the whole world. Ozone exhaustion, contamination, over use of normal assets represents a serious danger to the climate. These dangers have deteriorated because of the development of populace. Neighborliness activities produce the emanation of different Green House Gases which later get blended in air, uniquely conveys Carbon Dioxide, Chloro Floro Carbons. It is being seen that Business structures, Inns apply a colossal measure of adverse impact on the climate. This has driven organizations reevaluate on their business exercises and the idea of Eco Cordial Practices has developed throughout some stretch of time. This force hotel to assume the liability to become Eco Agreeable which alludes to convenience foundation that has sincerely promised to carry out different natural sound practices. In the current situation the issues connected with climate has been expanded dynamically, and everybody can feel the reality of the outcomes the group of people yet to come will confront. This serious ecological issue has changed the impression of the current clients towards the manageability of normal assets and they are approaching and joining to save the valuable assets for the approaching ages. The travel industry is a flourishing industry, getting huge number of vacationer and creating the gains. In any case, on other hand hampering the non-inexhaustible assets and establishing the weight on the climate. Utilizing Eco friendly Practices implies addressing the requirements of the ongoing ages as well as the people in the future. Hotel Industry had begun embracing and chasing after the Eco friendly Practices since the year 1990, due to the fluctuating monetary levels areas of strength for and on client care and fulfillment. This is the principal reason that eco well-disposed rehearses went under presence and lodgings as well as the clients need to apply those practices to save the climate. Lodging area can make a colossal positive commitment to the climate by embracing a couple of measures to asset depletion. These practices are presently a-days embraced by numerous lodgings and the inn staff and their visitors are additionally showing maximum capacity to go with it, not just in lodgings, a few cognizant visitors are following these practices at home too. Present age is quite well mindful about the damage caused on the climate by customary activity of Inns and Business exercises. Lodgings are presently showing an exceptionally certain interest in consolidating the idea of Eco Well-disposed Practices in their day to day activities. Eco well-disposed rehearses guarantee to work for climate insurance and safeguarding.

A huge number of Indian and Unfamiliar Vacationers visits, Chennai consistently might be for relaxation, occasion, and so on. Because of this, cutting of trees, development of lodgings, establishment of warmers, climate control systems for their solace is extremely normal. Human obstruction influences the climate around the world. They harm the environment as well as make different sorts of contamination like water contamination, soil contamination, air contamination and commotion contamination and so on. According to the gauge of Service of Climate and Timberland, Administration of India, typical 150-room lodging consumes as much in multi week as hundred man families do in one year. To lessen this effect of The travel industry reception of Eco Cordial Practices is the most ideal way out like preservation of energy and water, strong waste administration, local area mindfulness, embracing the idea of lessens, reuse and reuse yet at the same time just couple of lodgings in Dehradun Region are embracing these Eco Accommodating Practices and others are as yet confronting some or different issues in consolidating these practices in their everyday tasks.

Review of literature

The review of literature is a vital section in research work, as it tells us about earlier research work. It also gives a new direction to come with new findings or to improve the past research work, which may bring new growth and changes in the society. On the basis of previous literature little information has been extracted about the concept of eco-friendly practices

The Concept of Eco-friendly practices

The philosophy of eco well-disposed rehearses became a force to be reckoned with in the last part of the 1980s (Yeng and Yazdanifard, 2015). It has gone through an incredible change since its initial introduction. The idea of eco agreeable practices consolidates different ecological exercises involved by firms to showcase their labor and products in a way that will take out natural harms. These exercises are additionally intended to impact the interior practices of a firm. Throughout recent years there are many powers that urged the cordiality business to turn into climate agreeable. Gradually and progressively numerous lodgings are embracing eco amicable practices in their activity, so they can lessen a portion of the pressure from the climate. Indeed, even the view of the clients is likewise changing and they are becoming cognizant about the climate normal assets. Many chain and marked lodgings are following eco well-disposed rehearses in their everyday activities Marriot, Intercontinental and so on. Eco amicable practices in lodgings significantly incorporate saving energy, lessen water utilization, and squander the board, (Ahmed Hassan Abdou, 2020). Miriam Mbasera (2016) confirms that lodgings lay out a commitment towards alleviation of the climate impacts. As per Mill operator, Mayer, Baloglu (2012), 85% of the vacationers going for relaxation view themselves as green buyers. Right now, government guidelines internationally appear to be exceptionally severe about the issue connected with environmental change, an Earth-wide temperature boost and the security of the climate, subsequently organizations are impelled to embrace eco amicable techniques (Shrikanth and Raju, 2012). Hatem, (2010) observed that most hoteliers are more able to authorize limited scope squander reuse rehearses instead of bigger practices that would require changes on functional level.

The three main areas of environmental impact of Hotels are energy, water, waste.

1. Energy- Energy in Hotels is used in excessive amount which in turn cost very high & with little changes; it will save the huge cost. Hotels generally use more energy per visitor than local residents, as they have energy intense facilities, such as bars, restaurants, pools etc. Studies have determined that a Hotel emits an average 20.6k of carbon dioxide per night (Raposo Stefnie, 2012)

2. Water-Regular & clean supply of water is the basic need of the entire Tourist coming to stay in hotels, as it is being used for drinking, cleansing, cooking etc. However, water is integral to the amenities usually expected by the tourists, such as swimming pool, gardens etc. It has been estimated that 15000 cubic meters of water would typically supply 100 rural farmers for three years & 100 urban families for two years, yet only supply 100 luxury hotel guests for less than two months. (Raposo Stefnie, 2012).

3. Waste- Studies have identified that an average hotel produces in excess of one kilogram of waste per guest per day. Approximately 30 percent of waste in hotels can be diverted through reuse & recycle. Recognizing the importance of natural resources, Eco Friendly Practices are being adopted by the Hospitality Industry that can become the preventive measure to preserve & conserve the natural resources (Shrikanth & Raju, 2012).

Eco-label is a label used to provide information to consumers about respective environmentally quality of a product, it specifies the type of environmental performance of a good or service offers (Global Eco labelling Network, 2004). Eco labels emerged in the late 1980s as a method of screening claims for consumers in several countries (Wasik, 1996). Brand is the identity of the products, the difference between a “brand” and “Eco-brand” is that Eco – brand is the name, identity of products which are safe to the environment (Delafrooz et al., 2014). An instrument used to promote a company’s eco-friendly products and services is called as Eco-brand. (Rahman & Haq, 2016).

Objective

The main objective of this study is to find out that how many Hotels in Chennai are incorporating & adapting these Eco Friendly Practices in their regular operations.

Findings:

Hotel industry in Chennai: Ancient temples, vibrant arts, natural wonders and a bustling culinary scene make Chennai, the capital of Tamil Nadu, one of the most popular tourist destinations in the southern fringes of the country. Business & leisure tourism in Chennai is a regular event.

Chennai offers services & facilities for transportation, sightseeing, entertainment, local attractions for various budgets. Many hotels in Chennai adopts Eco friendly practices like – ITC Chola, Taj, Leela, Oberoi, Rain tree hotel.

These Hotels meet the guest expectations related to environmental products as well as satisfy the needs of the guests so that the product is accepted & purchased by the guests keeping in mind the benefit of the environment.

Various programs are adopted by these Hotels to save energy, water, reduce solid waste & help to protect our earth. Guests are currently turning out to be exceptionally cognizant about the regular assets gives by the climate. The youth are the really persuading force behind the reception of Eco friendly Practices. They are a lot of mindful about the interest of Eco Cordial Practices. In the present age it is vital to integrate these non-poisonous and eco-accommodating items. This has now turned into the new way for the hoteliers to address the issues of the clients and likewise to procure the better benefits. In the whole world, Lodgings are endeavouring to diminish the effect of their everyday tasks and administrations on the normal assets. Lodgings taking on Eco Agreeable Practices draw in the clients based on show, zeroing in on wellbeing, setting aside cash and simply being harmless to the ecosystem, in order to focus on the ages who are presently without question worried about the natural assets. Overviewed by the new investigations effect of lodging firms "climate amicable practices on visitor fulfilment (Lee& Heo, 2009; Berezan et al., 2013; Gao and Mattila, 2014) and their reliability comparable to returning to Lodging and goal to make the informal (Han and Kim, 2010, Ham and Han, 2013; Gao and Mattila, 2014; Chen, 2015). Enormous numbers of Eco Well-disposed Practices are being consolidated in their standard activities of Lodgings from reusing to buying the neighbourhood items. For instance Inn Kimpton started reusing waste since they became Eco responsive. They have begun Earth Care Program and are currently companywide and incorporate the reception of green cleaning items.

Impact of Eco friendly practices on hotel guests:

In this study focused was done on the lodging clients as they are showing the interest for the security of the climate. They are a lot of worried about the climate and likewise even energize the upgrades in the climate execution of numerous Lodgings in Dehradun Region. As indicated by the different exploration report, buyers are thinking green (Mainieri et.al, 1997). In Dehradun Region the development of traveller is a result of two fundamental reasons-relaxation and business. Recreation visitors have different options connected with their navigation while individuals going for business don't have an assortment of decision over regardless of whether to go to a specific objective (Kucukusta et al., 2014).

The partners for long have requested the lodgings to grasp their obligation and to decidedly contribute toward the climate. They need to become educated about the eco well-disposed rehearses embraced by the inn and likewise a further extension in this perspective (Han et al., 2009) and (Danuta, 2012). The lodgings have addressed decidedly to the requests of the partners and have embraced an ecological review. Lodgings have begun consolidating eco agreeable rehearses took on by them as a showcasing device and it has now begun assuming a crucial part in activity arranging (Dief and Font, 2010).

Conclusion:

The traveller and climate are both interrelated can add to one another. The travel industry has both sort of effect on actual climate i.e. positive as well as negative. Adverse consequence are as expanded conveying limit bringing about decay of the spot, indiscreet demeanour of sightseers about the site and its climate, danger to the objective's greenery and fauna, garbage removal issue, aggravation in the regular environment of the creatures on account of frenzy among the vacationer to purchase things which are produced using unique jeopardized types of plants and creatures. As the travel Industry id extending numerous lodgings has emerge. These lodgings establish a few dangers for the climate. This issue is extremely normal in numerous years like Dehradun where the travel industry is expanding step by step. To tackle this issue the idea of Eco Well-disposed Practices that is nature situated and earth centred the travel industry is taken on by a lot of people of spending plan in hotels.

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