

Empirical Analysis of Employee Perception Regarding Impact of Infused Green Practices Followed In Selected Star Hotels: With Reference To Hotel Industry of Jaipur

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Abstract

Implementation of green practice is the need of the hour and in most of the industries are trying to implement the same in their respective organizations, hotel industry is one of the major stakeholders in this drive as they use to excrete maximum amount of wastage and are into highest amount of consumption of water and energy. This present study tries to find the relationship between employee perception and impact of infused green practise as in the form they are followed in the selected star hotels of Jaipur, Rajasthan. This study is based on primary data and uses correlation analysis as the statistical tool.

Keywords: Hotel Sustainability, green practices, hotel in Jaipur.

Introduction

With the growing population, fast development process and production of products/services for providing leisure to people it is certain that pollution is going to increase, environment is going to be harmed, global warming is going to increase and quality of natural life is going to degrade in just few years to come. Fuggle et al (2000).It is also evident from the reports that activities of economic sector stood responsible for the generation of above said environmental hazards; hotel industry is one of them. It is also evident from the previous studies and reports from private and government agencies that hotel industry is one of the fastest growing and highest revenue generating industries; also combined with the tourism maximum number of employees are engaged in the same. Bulter (2008).The allied industries of hotel industry provide services like lodging, restaurants, event planning, theme parks, and transportation and cruise liners; this makes the overall hospitality industry to contribute approximately 8% as employers and 7.1% value to GDP of the country. Sloan et al(2013).

To save and preserve the nature can be considered as a process to save and preserve the planet, hence the hotel/hospitality industry must integrate sustainable development into their respective organizations Conaghan et al (2015); Mihalic et al (2012).) As a matter of fact the hotel industry consumes a lot of energy, water and the related resources that increasingly add on to already increasing level of environmental pollution and debris. Mensah (2019). If all the hotels are considered equal and an average is taken then a single hotel is liable to excrete around 180 kgs of CO₂ and that too per square meter of the floor area of the room and the water consumption is around 250 ltrs in a day, also 1 kg of waste per

guest per night Sloan et al (2013). Hence it can be stated vaguely that on the basis of consumption of water, electricity, and other related resources; hotel industry thereby excretes a large amount of waste, probably highest among the total industries and such a system calls for infusion of green practices in the hotel industry in order to reduce the environmental pollution and protect the nature, this has to be done at the global level.

In the present scenario each and every public platform is discussing about environment protection and nature enhancement; making all the stakeholders more aware about the issues, in turn they started to demand for the products/services that are environment friendly and save energy. Han et al (2010). As far as hotel industry is concerned promoters as well as the staff are equally responsible for the implementation of green practices in the respective organization, in this process they are required to arrange for training of green practices, identify and fulfill the requirements of green practices, anticipate the demand of customers regarding green practices and finally work towards the sustainability of the same Peattie (1999). The objectives of green practices can be attained by minimizing the usage of available resources and also by implementing the resources that are environment friendly and sustainable to the environment. Gitobu (2015).

International agencies related to international tourism and travel furnished in their reports that by every passing year the frequency of travelling is increasing and in respect of the same usage of hotels is also increasing, this calls for increasing waste and harm to the environment. NEPAD (2019) ;(Baynova, 2018); Punitha et al (2016) till the recent past IT industry was liable to produce highest amount of e-waste and in the same line hotel industry is liable to produce highest amount of waste that is directly very harmful for the nature also it is degrading the quality of environment. Teng et al (2015). Having knowledge about the harm to the nature and safeguard of the environment, guests coming to the hotel are demanding for green and sustainable practices, in turn the hotels are also start practicing the process of recycling, reusing and reducing. The need of staff that can handle the green practices is increasing by every passing year, but in developing country like India concept of green staff training in the hotel industry is still in the developing stage and this calls for necessitating an expansion of literature and theory. Myung et al (2012) Most of the agencies are focusing on sustainable and collective development, this calls for pressure to follow greening processes in selected firms. It was identified that the major problem lies in the behavior of employees that are engaged in the green practices, here it is important to mention that employees are the face of the hotel and come in direct contact with the customers, if the customer is satisfied he will come again and tell others about the same, if a customer gets out dissatisfied then the influence can be devastating. Rather it can be said that the major challenge is to change the behavior of the employees and invest in getting ideas about how to make the employees more efficient in the process, this calls for a particular amount of investment which is being neglected by a number of stakeholders.

The researcher has observed that very few studies were conducted on the impact of employee perception regarding green practices also whatever studies were conducted belong to countries other than India i.e. USA, EU, China, etc. In India also most of the researchers had emphasized on the process and benefits of implementing green practices in the hotels and seldom focused on the training of employees regarding green practices. In India, environmental management and sustainable development issues have generated serious concern largely because of policy gaps; lack of political will to enforce

environmental policies and poor development agenda also in India the policy framework to guide the hotels regarding requisite operation is not very strong. It is a common perception that the hotels may require to incur additional cost to implement green practices and this is going to affect the profits greatly.

This present study will focus on the issues and concerns related to employee perception regarding implementation of green practices in the selected star hotels in the vicinity of Jaipur, Rajasthan.

Review of Literature

Chaturvedi (2010) stated that the awareness about the green practices is increasing among the Indian hotels and the promoters of the same are understanding the value of the same i.e. green practices are adding value to the core revenue of the same. On one hand the brand value of the hotel is increasing and on the other hand profits are also increasing. He also stated that in actual the implementation of green practices did not require high maintenance; regular expenses are reducing and even the branding of the hotel is also improved. Hence implementing green practices can add value to the business of hotels.

Patra (2014) stated that saving environmental ethics are more important than responsibility. The author further explained that sustainability stands for proper management of available resources. The author also states that the sustainability determines the protection of nature but it is believed by researcher that it must be in both aspects; nature and culture. Sustainability is not only required for nature but for the people too and only human can do this to save their own lives and their future generations.

Kasim (2007) stated that tourism is one of the fastest-growing sectors worldwide that provides economic benefits and generates significant employment to the countries at different levels. He emphasized on the impacts of the hotel industry, energy utilization, water use, waste production, chemical uses for cleaning, transportation purchasing and adulteration of the local culture are some of them. The study also emphasizes hoteliers must need to behave positively towards the environmental issues and hover awareness about the same.

Aggarwal et. al. (2017) in this study the authors focused on the drive of going green of the hotels and also evaluated the effect of the same on luxurious services offered by the hotels. The authors stated that the hotels use as great amount of energy, water, and produce a high volume of waste. Since the revolution of sustainable development or environmental protection; hotels are making strategies to conserve the environment that also helps to be a competitor in the market due to the change in customer preference for green hotels. Findings of the study stated that 74 percent of Indian guests have a positive attitude to pay extra money for sustainable green practices. The study also stated that consumer attitude is changing for the environment but still some of them are not ready to pay for green services due to lack of quality.

Mohinderet. al. (2017)The authors determined the eco-friendly practices followed by the hotels and related agencies, and stated that in the industries like hotel and tourism natural resources are exploited to a great extent and it is the duty of the promoters to safeguard the same. They also stated that ground staff is in direct touch with the customers hence if they are

trained for the same then it is obvious that the image of the hotels will improve and the same will add value to the branding and profit as well.

Objective

The main objectives of the study are:

- To study the impact of green practices on the business of selected star hotels in Jaipur
- Perception of employees regarding impact of green practices followed in the respective hotels.

Hypothesis

H1: Green practices have no significant impact on the perception of employees working in the hotel.

H2: Green practices have significant impact on the perception of employees working in the hotel.

Research Methodology

Data Collection

The nature of this study is descriptive and generally includes primary data, as the study is based on the impact evaluation of green practices on the selected hotels of Jaipur, Rajasthan.

Total sample of the study appeared to be 200 employees (ground staff and middle management). Researcher has prepared a detailed questionnaire to contact the respondents and the mode of contact was face to face. In order to save the time and get precise responses, most of the questions were based on 5-point likert scale.

The hotels that were selected for the study are:

1. Apex Intercontinental
2. Arya Niwas Jaipur
3. Four Boutique
4. Four Points
5. Hawa Mahal Jaipur
6. Holiday Inn Jaipur
7. Hotel Kanchandeeep
8. Hotel LMB
9. Maharani Palace Jaipur
10. Mansingh Towers
11. Maurya Palace
12. Milestone 251
13. Om Tower Jaipur
14. Park Inn Jaipur
15. Raya Inn

Along with the primary data some of the secondary data was also referred to get the concept of capital market and structure of the same, the different sources of the same were newspaper articles, journals, internet sources, etc.

Sample Size

Data of 200 employees (ground staff and middle management) were considered for the study.

Statistical Measure

- Chi Square test.

Data Analysis, Interpretation and Results

Results

Green Practices of Hotels

Below given table states that most of the respondents were agreed to the point in question i.e. the points related to positive impact of green practices on the selected hotels. All the 10 variables were having the mean ranging from 3.03 to 3.64 and standard deviation ranging from 0.59 to 0.76. The average mean of the same was 3.42 and a standard deviation of 0.68, this states that most of the respondents agree to the selected components i.e. the reuse of linen, recycling of related items and even conservation of energy. Even the respondents were having positive response for other selected variables, total 8 such variables were included for evaluation.

Table1: *Green Practices of Selected hotels in Jaipur*

Green practices	X	SD
Towel/Linen Reuse Program	3.64	0.63
Offering recycling for some of the most common materials, including paper, aluminium and plastic	3.57	0.62
Conserve energy	3.55	0.59
Limited resources will be required to meet customer's need if green practices are adopted by the hotels	3.43	0.74
Allowing guests to control the temperature in their rooms	3.42	0.75
Equip staff with eco-friendly cleaning suppliers	3.42	0.65
Offer conventional products alongside organic fruits, salads and packaged products	3.39	0.76
Limit water waste	3.39	0.64
The hotels that gear towards green practices are referred to as environmentally friendly.	3.39	0.69
The hotels that gear towards green practices are referred to as environmentally friendly	3.34	0.76
Clean towels upon request only	3.03	0.68

The above given table states that most preferred green practices by the staff are reuse program, recycling for common materials, including paper, aluminum and plastic containers

and conserve energy, etc.

Training to Employees

Below given tables states the responses of the sample units i.e. to their agreement on points related to green training; mean ranging from 3.27 to 3.44 and also states that the respondents strongly agree to training of employees regarding policy matter (water and energy conservation).

Table2: *Green training (ground staff and middle management)*

Green training	X	SD
Policy for water-consumption by the tourists	3.65	0.80
Movement detectors for controlling lights in public areas.	3.61	0.70
Use of recycled paper for administrative purposes	3.32	0.70
Hotel employees are to be trained to prevent water wastage.	3.23	0.77
Policy for energy saving by the employees	3.19	0.81
Cleaning with bio-degradable substances	3.30	0.81
Hotel employees need to be trained on proper waste disposal to prevent environmental pollution	3.22	0.80
Employees green training can influence guest patronage	2.18	0.90
Hotel employees are to be trained on proper disposal to enhance hotel efficiency	3.17	0.83
The employees should be trained on how to conserve energy for efficiency of the hotel	3.16	0.76

The above given table 2 states that most of the respondents were agreed to the points related to green training and the respective mean ranges from 3.27 to 3.44 and presents that the agreement of the respondents was strong enough as far as policy matter related to water/energy conservation and controlling lights is concerned, here the standard deviation ranges from 0.70 to 0.90. It can also be inferred from the results that the selected hotels use to provide training to their staff in the respective areas of water/energy conservation and other related matters.

Hypothesis Testing

The researcher has used correlation to find the degree and direction of association between the selected variables, some of such variables are mentioned below:

- Green practices (Independent Variable)
- Hotels sustainability (Dependent Variable)
- o Water/energy conservation
- o Controlling of Lights
- o Recycle of containers and related materials

Data Interpretation

Green Practices and Hotel Sustainability-I

Descriptive Statistics			
	Mean	Std. Deviation	N
Training	6834250.00	277796.538	199
Water/Energy Conservation	1498075.00	127027.051	199

Correlations			
	Training	Water/Energy Conservation	
Training	Pearson Correlation	1	.472
	Sig. (2-tailed)		.528
	Sum of Squares and Cross-products	231512750000.000	49964701000.000
	Covariance	77170916666.667	16654900333.333
	N	199	199
Water/Energy Conservation	Pearson Correlation	.472	1
	Sig. (2-tailed)	.528	
	Sum of Squares and Cross-products	49964701000.000	48407614802.000
	Covariance	16654900333.333	16135871600.667
	N	199	199

As can be seen from the above output of the correlation between the Training and Water/Energy Conservation, there is a moderate degree of positive correlation which shows that considering the training of green practices as the independent factor and the Water/Energy Conservation as the dependent factor, we can say that direction and degree of the (Increase or decrease) dependent variable is moderately dependent on the independent variable.

Green Practices and Hotel Sustainability-II

Descriptive Statistics			
	Mean	Std. Deviation	N
Training	13972500.00	771772.635	4
Controlling of Lights	1929201.25	567570.743	4

Correlations			
		Training	Controlling of Lights
Training	Pearson Correlation	1	.963*
	Sig. (2-tailed)		.037
	Sum of Squares and Cross-products	1786899000000.000	1265943296500.000
	Covariance	595633000000.000	421981098833.333
	N	199	199
Controlling of Lights	Pearson Correlation	-.963*	1
	Sig. (2-tailed)	.037	
	Sum of Squares and Cross-products	-1265943296500.000	966409645904.750
	Covariance	-421981098833.333	322136548634.917
	N	199	199

*. Correlation is significant at the 0.05 level (2-tailed).

As can be seen from the above output of the correlation between the green practices (Training) and controlling of lights, there is a high degree of positive correlation between the green practices (training) and controlling of lights, which shows that considering the training as the independent factor and the controlling of lights as the dependent factor, we can say that direction and degree of the independent variable is dependent on the training of the same.

Green Practices and Hotel Sustainability-III			
Descriptive Statistics			
	Mean	Std. Deviation	N
Training	16235500.00	179565.216	4
Recycle of containers and related materials	2628808.50	174220.836	4

Correlations			
		Training	Recycle of containers and related materials
Training	Pearson Correlation	1	.690
	Sig. (2-tailed)		.810
	Sum of Squares and Cross-products	96731000000.000	17871417000.000
	Covariance	32243666666.667	5957139000.000
	N	4	4
Recycle of containers and related materials	Pearson Correlation	.190	1
	Sig. (2-tailed)	.810	
	Sum of Squares and Cross-products	17871417000.000	91058699581.000
	Covariance	5957139000.000	30352899860.333
	N	4	4

As can be seen from the above output of the correlation between the training and Recycle of containers and related materials, there is a moderate degree of positive correlation between the training and Recycle of containers and related materials, which shows that

considering the training as the independent factor and the Recycle of containers and related materials as the dependent factor, we can say that direction and degree of the dependent factor is dependent on the independent factor to a moderate degree.

Combined Correlation for all variables

Descriptive Statistics			
	Mean	Std. Deviation	N
Green Practices	11373150.00	3579570.281	199
Hotel Sustainability	1822692.10	539482.085	199

Correlations			
		Circulation	Readership
Circulation	Pearson Correlation	1	.755**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	243453144550000.000	27696519147700.000
	Covariance	12813323397368.422	1457711534089.474
	N	199	199
Readership	Pearson Correlation	.755**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	27696519147700.000	5529777478959.800
	Covariance	1457711534089.474	291040919945.253
	N	199	199

** . Correlation is significant at the 0.01 level (2-tailed).

As can be seen from the above output of the correlation between the green practices and hotel sustainability for all the selected variables into consideration, there is a high degree of positive correlation between the same, which shows that considering the green practices as the independent factor and the hotel sustainability as the dependent factor, we can say that direction and degree of the hotel sustainability is dependent on the green practices followed in the hotels.

Findings

Some general observations of the researchers are presented in the form of findings, as stated below:

- Training on green practices has significant influence on employees' perceptions and sustainability of the respective hotel. As stated in the review of literature given above, that green training has been designed for pro-environmental values and behaviors among employees can be utilized to implement sustainable strategies. Providing training to the staff of hotel can be viewed as an opportunity by the hotels as well as by the staff, and a good marketing strategy can be yielded as a competitive advantage by the management of the hotels.
- Such green practices are liable to provide motivation to staff and attract the customers to stay and repeat stay in the hotel; this can be stated as a healthy practice for the hotel i.e. image is improved and revenue is increased.
- Proper green training practices like energy conservation, cleaning with

environmentally friendly detergents, use of recycled paper for administrative purposes as well as the adoption of some popular quality parameters by employees can have positive impact on the branding of the hotel.

- Hotel employees are to be trained on proper waste disposal which can enhance hotel efficiency and sustainability.

Conclusions and Recommendations

Green practices are the utmost requirement in the present times, along with other industries hotel industry is one such industry that needs the green practices for long term sustainability and their contribution to the drive of environment protection. In this present study the researcher had considered some of the star hotels of Jaipur, Rajasthan and tried to find the impact of green practices in the same. Findings of the study stated that in case of hotel industry training of staff for implementing green practices is very important as they are the face of hotel in front of customers and application of green practices can provide positivity to the image of the hotel and branding of the same. It was also observed that the selected hotels in Jaipur are facing the same challenges like in the other states and countries, this could be a good idea to organize green training to the staff as this can be a cost savior and image builder for the hotel. Rather it can also be done that the governing agencies and stakeholders of hotel industry can combined work towards the implementation of green practices and improve the overall impact on environment.

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