



# GREEN HOSPITALITY: IMPLEMENTING SUSTAINABLE PRACTICES IN HOTEL INDUSTRY

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## INTRODUCTION

The green hotel is alternatively known as “sustainable” because of the eco friendly or environmental friendly practices done in the hotels.

Green hotel practices are one of the environmentally friendly initiatives that aim to eliminate negative impact on the environment.

Green practices are the actions that hotels take to minimize their negative effects on the environment such as “reducing energy and water consumption, using renewable sources, recycling waste and sourcing locally”.





# LITERATURE REVIEW



The hospitality industry faces increase pressure to reduce negative impact on environment. As per the economic standpoint, 'Greening' has been defined as an organisations responsibility performance in meeting investors expectation. Therefore, implementation of sustainable practices within hotels is no longer just a trend.

Green practices have been evolving for decades in the hospitality industry, gaining substantial momentum in the 1990s (Buckley, 2012) and continuing to grow in importance and significance (Nicholls and Kang, 2012).

The subject of green practices has become a research topic of interest in the hospitality literature(Mensah, 2006).

## OBJECTIVES

- 1.To assess the current level of environmental sustainability practices in hotels.
- 2.To investigate the challenges and barriers faced by hotels in implementing sustainable initiatives.
- 3.To propose practical strategies for hotels to improve their environmental sustainability performance.

## SCOPE

The study has narrow focus, investigating maximum 40 hotel industries within the Mangalore city. It's objective is to asses and propose green sustainable practices and to record challenges of the same in implementation in hotel industries.

## LIMITATIONS

- 1.The survey is limited to mangalore city.
- 2.The survey received 40 responses, indicating a limited sample size.
- 3.Sustainable hotels' eco-friendly amenities can be expensive to maintain.



# RESEARCH METHODOLOGY

## Data:

- 1) Primary Data  
(For pure outcome)
- 2) Secondary Data  
(For better understanding of  
research topic)

## Approaches :

- 1) Qualitative Approach
- 2) Quantitative Approach

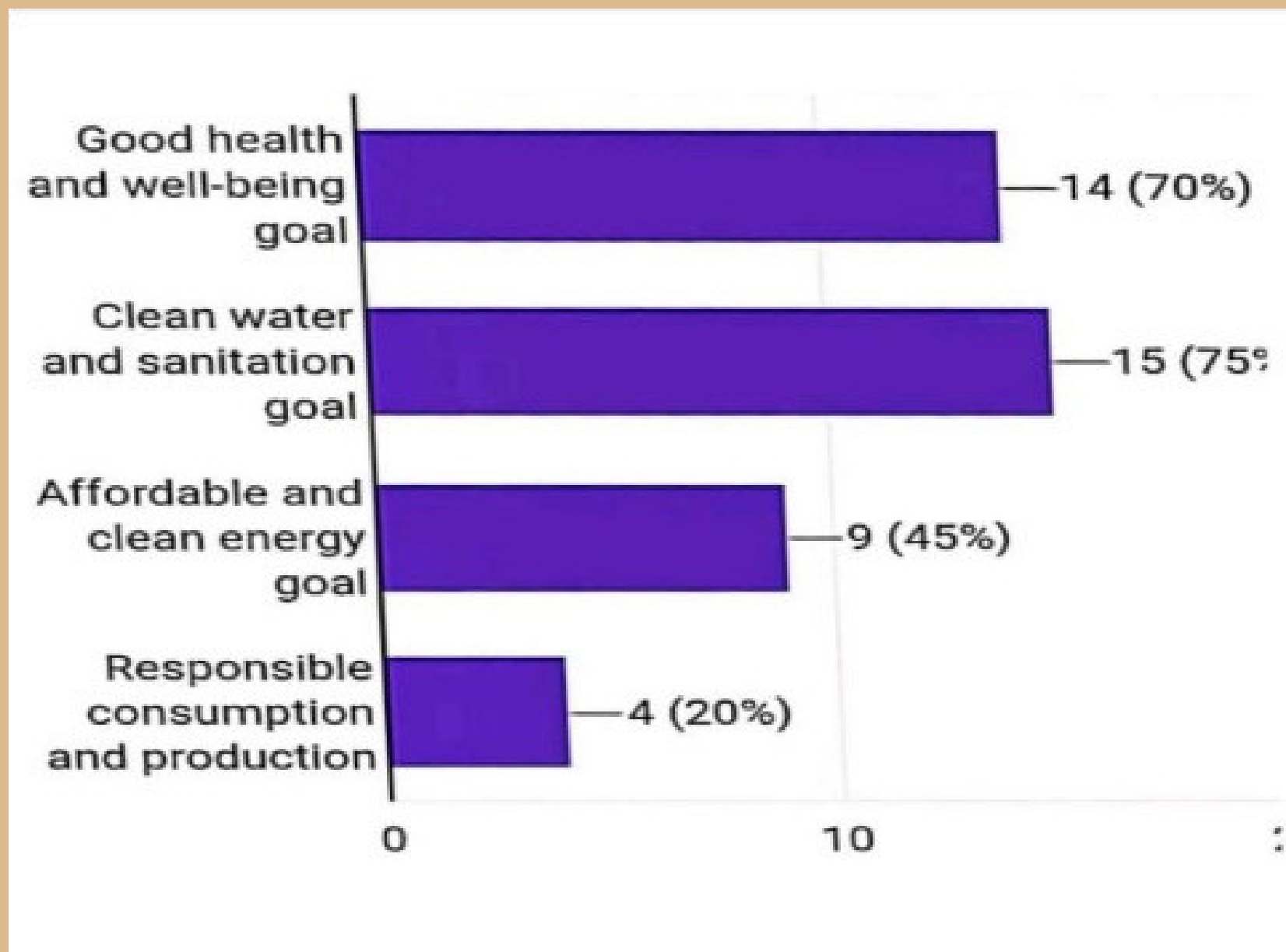


**Table No 3: Table showing Awareness of UN's sustainable goals, concept, implementation, and importance of green hospitality**

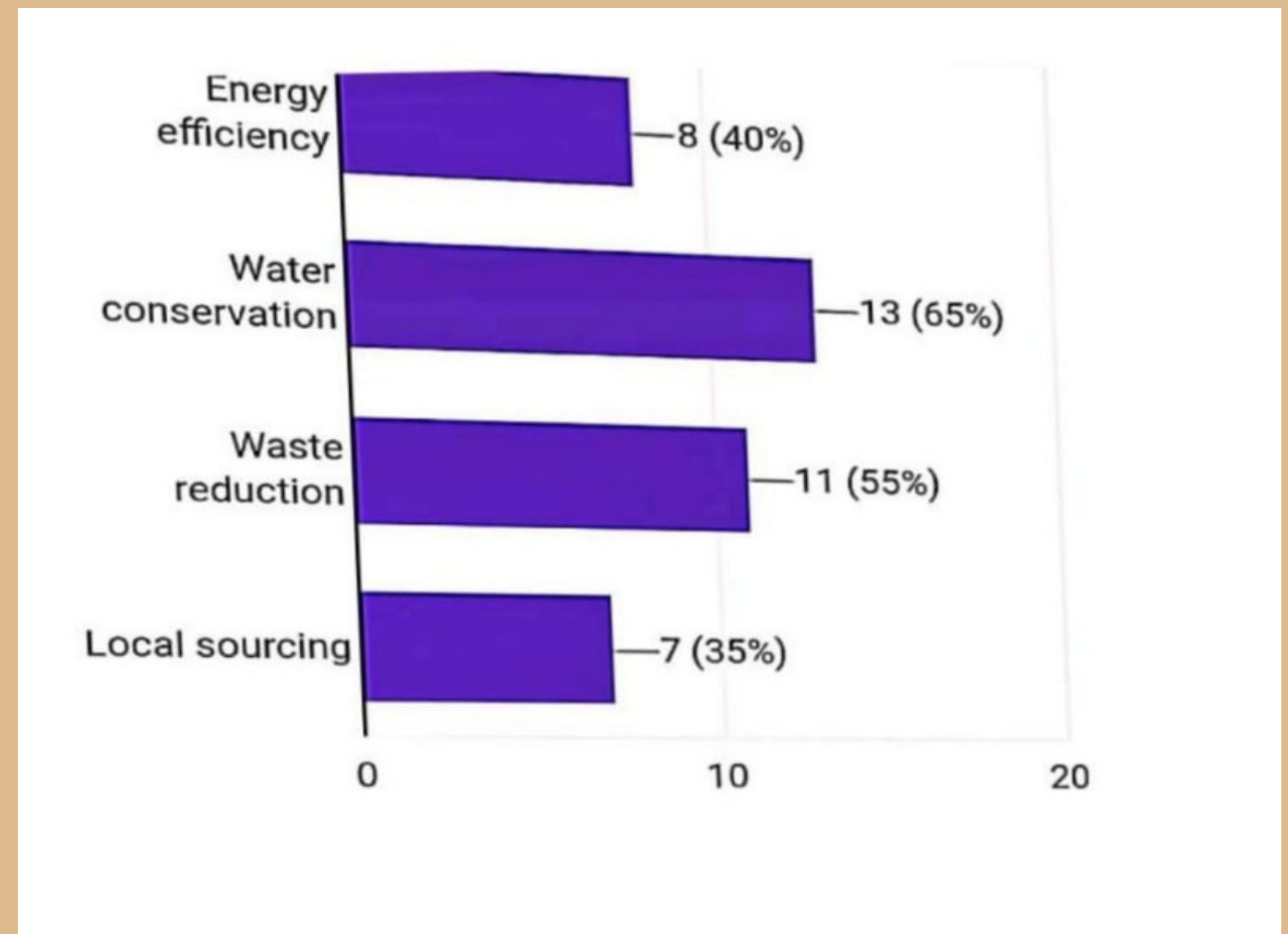
Sl. No	Basis	Responses	No of Respondents	Total	Percentage
1	Awareness of UN's sustainable goals	Very well	12	40	30%
		Quite Aware	22		55%
		Some Goals	6		15%
2	Familiarity of the concept	Very Familiar	20	40	50%
		Familiar	18		45%
		Not at all familiar	2		5%
3	Current Practices	Many Practices	10	40	25%
		Some Practices	22		55%
		Few Practices	4		10%
		No Practices	4		10%
4	Importance	Extremely important	14	40	35%
		Notably significant	10		25%
		Important	16		40%
		Not at all important	0		0%
5	Effectiveness	Very effective	12	40	30%
		Effective	28		70%
		Not at all effective	0		0%



Graph Showing the practices of UN's sustainable goals.



Graph Showing the green practices in hotel business.





# FINDINGS

- 1) As per the study, 90% of hotels practice sustainability, only 25% implement many practices.
- 2) Social responsibility and environmental ethics drive sustainability, but cost and lack of knowledge are major hurdles.
- 3) 90% consider becoming more sustainable important, with focus on solar energy, water conservation, and composting.
- 4) Most common actions are energy efficiency, water conservation, and waste reduction. Local sourcing is less prevalent.
- 5) Hotels prioritize clean water, sanitation, and well-being goals, but lag in areas like clean energy and responsible consumption.

# SUGGESTIONS

1. Cutting pani.
- 2 Partner with sustainability experts.
3. Training the employees.
4. Highlight long-term savings.
5. Water reclamation plant can be installed.



# Conclusion

According to our study only a quarter of hotels are implementing Sustainability initiatives. This is because of the cost and knowledge gaps as challenge. This research highlights the importance of social responsibility and environmental ethics. To improve Hotels should focus on long term savings from sustainable practices, and proper training to staff. The hotels needs proper guidance, well Sustainable plans and most important is the funding.





# Thank You!