

Green Initiatives in Hospitality: Evaluating Awareness and Adoption Rates Among Hotels

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Abstract

The hospitality industry plays a significant role in global environmental impact, prompting a growing emphasis on green initiatives to reduce its ecological footprint. This paper investigates the current state of awareness and adoption rates of green practices among hotels, aiming to identify key factors influencing sustainability efforts within the industry. A comprehensive literature review establishes the importance of sustainability in hospitality, highlighting benefits such as cost savings, enhanced brand reputation, and environmental stewardship. The research methodology encompasses surveys, interviews, and case studies to assess hoteliers' awareness levels, adoption rates of green practices, and the barriers they face in implementation. Factors influencing adoption include financial considerations, operational challenges, regulatory pressures, and customer expectations. The study identifies best practices and success stories, offering recommendations for improving awareness and fostering a culture of sustainability in hotels. The findings contribute to advancing sustainability efforts in the hospitality sector and suggest avenues for future research and industry collaboration.

Keywords: Green initiatives, Sustainability, Hospitality industry, Environmental impact, Awareness, Adoption rates

Introduction

The hospitality industry, encompassing hotels, resorts, restaurants, and other lodging establishments, stands as a significant contributor to environmental impact globally. As the sector continues to expand, concerns about its sustainability practices have become increasingly prominent. Green initiatives within hospitality are crucial not only for mitigating the industry's ecological footprint but also for aligning with evolving consumer preferences and regulatory expectations. "Sustainability in hospitality encompasses a wide range of practices, including energy efficiency, waste reduction, water conservation, and responsible sourcing of materials. These initiatives not only benefit the environment but also offer tangible

advantages to businesses, such as cost savings through reduced resource consumption and operational efficiencies. Moreover, adopting sustainable practices can enhance a hotel's brand reputation, attracting environmentally conscious travelers and fostering loyalty among guests who prioritize eco-friendly accommodations. In recent years, there has been a noticeable shift in consumer behavior, with more travelers seeking out hotels and resorts that demonstrate a commitment to sustainability". This shift has prompted many hospitality businesses to invest in green technologies, implement eco-friendly policies, and obtain certifications that validate their environmental efforts. However, despite these advancements, challenges remain in terms of awareness and adoption rates of green practices across the industry. Factors such as high initial costs, lack of standardized guidelines, and limited awareness among hoteliers can hinder widespread implementation of sustainability initiatives. Therefore, there is a critical need to assess the current landscape of green initiatives in hospitality, identify barriers to adoption, and propose strategies to accelerate the transition towards a more sustainable future for the industry.

Literature Review

(Punitha & Mohd Rasdi, 2013) studied "Corporate Social Responsibility: Adoption of Green Marketing by Hotel Industry" and said that Hotel green marketing for CSR purposes is the focus of this research, which also details the environmental protection role and difficulties faced by Malaysia and stresses the significance of avoiding greenwashing in order to maintain public confidence.

(Singh et al., 2014) studied "Green strategies for hotels: Estimation of recycling benefits" and said that The financial advantages of recycling for the hotel sector are the primary topic of this research, which examines recycling's function in the Green Economy. In order to quantify possible environmental implications, it employs a waste-audit approach on five properties. Based on the results, hotels should recycle more often and encourage guests to do the same for better financial and environmental results.

(Chen, 2015) studied "From sustainability to customer loyalty: A case of full service hotels' guests" and said that A study that aimed to shed light on the increasing trend towards eco-friendly practices in hotels examined the effects of sustainable efforts, innovative technologies, and eco-friendly practices on customer perceptions, selection decisions, experience, and post-experience. The study was carried out on more than 1200 guests in southeastern United States.

(Okumus et al., 2019) studied “How do hotel employees' environmental attitudes and intentions to implement green practices relate to their ecological behavior” and said that There are substantial correlations between hotel workers' ecological behavior and their environmental views and willingness to adopt green practices, as shown in this research. According to the results, the correlation between environmental consciousness, care, and understanding is moderated by workers' intentions to adopt environmentally friendly actions.

(Asadi et al., 2020) studied “Investigating influence of green innovation on sustainability performance: A case on Malaysian hotel industry” and said that The research delves into the elements that impact the hotel industry's adoption of green innovations. Using the partial least squares approach, it analyzes 183 hotels in Malaysia. Green innovation techniques are most affected by economic and environmental performance, according to the results. Policymakers and hotel managers may use the study's findings to better understand the factors that are driving the adoption of green innovation and its significance in boosting sustainable performance in the hotel sector.

(Chung, 2020) studied “Green marketing orientation: achieving sustainable development in green hotel management” and said that In order to promote environmentally responsible consumer habits, this research investigates the advantages of green hotel management. It analyzes 836 client answers using stress cognitive theory and clever partial least squares algorithm. According to the results, hotels with a focus on corporate social responsibility and other stakeholders may indirectly boost customer loyalty via environmentally conscious advertising.

(Darvishmotevali & Altinay, 2022) studied “Green HRM, environmental awareness and green behaviors: The moderating role of servant leadership” and said that In the hospitality sector, this research looks at the connections between green HRM, P-EP (pro-environmental performance), environmental consciousness, and servant leadership. We gathered our data in Almaty, Kazakhstan. Environmental consciousness acts as a mediator between green HRM and proactive P-EP, but has no effect on task-related P-EP, according to the results. When it comes to green HRM and task-related issues, servant leadership is also ineffective.

Awareness of Green Initiatives

Assessing green initiatives among hoteliers is crucial for understanding sustainability in the hospitality industry. This includes knowledge of energy conservation, waste management,

water efficiency, sustainable sourcing, and community engagement. Factors influencing awareness include industry trends, peer influence, educational programs, and information dissemination channels. Hoteliers should recognize the potential cost savings, positive impact on brand reputation, guest satisfaction, and employee morale. However, challenges exist in smaller establishments or regions with limited access to sustainability resources. Targeted educational campaigns, accessible information resources, and tailored support mechanisms can help overcome these challenges. Improving awareness is essential for driving meaningful change and fostering a sustainable hospitality sector.

Adoption Rates of Green Practices

Adoption rates of green practices among hotels are crucial for understanding the industry's commitment to sustainability and its ability to implement environmentally friendly initiatives. These rates measure the integration of green practices into daily operations, facilities management, and guest services. Factors influencing adoption include financial considerations, technological barriers, regulatory compliance requirements, customer preferences, and organizational commitment. Financial considerations can deter hotels, while technological barriers can incentivize adoption. Regulatory compliance and industry standards can set benchmarks, while customer preferences and market demand for eco-friendly accommodations can also influence adoption rates. By measuring and benchmarking adoption rates, hotels can track progress, identify areas for improvement, and showcase their commitment to sustainability to stakeholders.

Factors Influencing Adoption

Several factors influence the adoption of green practices in the hospitality industry, shaping how hotels integrate sustainability into their operations. These factors span financial considerations, technological feasibility, regulatory pressures, customer expectations, and organizational culture, each playing a crucial role in determining the extent and success of sustainability initiatives.

Financial Considerations: The initial investment and ongoing costs associated with adopting green practices can significantly influence a hotel's decision-making. While some sustainable technologies and practices may lead to long-term cost savings through reduced resource consumption (e.g., energy-efficient lighting, water-saving fixtures), the upfront costs can be a

barrier, particularly for smaller hotels with limited budgets. Financial incentives, grants, or financing options can encourage adoption by mitigating these financial barriers.

Technological Feasibility: The availability, accessibility, and suitability of sustainable technologies play a crucial role in adoption rates. Hotels may face challenges in identifying the right solutions for their specific needs, evaluating the effectiveness of technologies, and ensuring compatibility with existing infrastructure. Technological advancements, industry partnerships, and access to expert advice and support can facilitate adoption by providing guidance on selecting and implementing sustainable technologies.

Regulatory Pressures: Government regulations, environmental policies, and industry standards can influence hotels' adoption of green practices. Compliance with environmental laws, energy efficiency mandates, waste management regulations, and sustainability certifications may drive adoption by creating incentives or penalties based on environmental performance. Keeping abreast of regulatory requirements and leveraging compliance as a competitive advantage can motivate hotels to adopt sustainable practices.

Customer Expectations: Changing consumer preferences and increasing awareness of environmental issues have heightened customer expectations regarding sustainable accommodations and experiences. Guests increasingly prioritize eco-friendly amenities, green certifications, and responsible business practices when choosing hotels. Meeting these expectations can enhance customer satisfaction, loyalty, and brand reputation, driving hotels to adopt green initiatives to remain competitive and attract environmentally conscious travelers.

Organizational Culture: The internal culture, values, and leadership within hotels play a significant role in influencing adoption rates. A strong commitment to sustainability at the executive level, employee engagement, and training programs can foster a culture of environmental responsibility. Empowering employees to champion green initiatives, incorporating sustainability into performance metrics, and celebrating successes can create a positive environment for adoption and innovation.

Market Differentiation and Competitive Advantage: Adopting green practices can also serve as a strategic differentiator, helping hotels stand out in a crowded market. Green certifications (e.g., LEED, Green Key, EarthCheck) and sustainability awards can showcase a hotel's commitment to environmental stewardship, attracting environmentally conscious guests and business partners. Leveraging sustainability as a competitive advantage can drive adoption by aligning with market trends and enhancing brand value.

Supply Chain and Stakeholder Collaboration: Collaboration with suppliers, industry partners, and stakeholders can influence adoption rates by facilitating access to sustainable products, services, and best practices. Engaging with supply chain partners committed to sustainability, participating in industry initiatives, and sharing knowledge and resources can accelerate adoption and drive continuous improvement across the hospitality sector.

Best Practices and Success Stories

As part of their efforts to become more environmentally conscious and save money, hotels are launching a number of sustainability programs. Some examples of these initiatives include certifications for green buildings, education and involvement with guests, reduction and recycling of trash, conservation of water, energy efficiency improvements, and sustainable sourcing and local collaborations. After implementing a thorough energy efficiency program, the MGM Grand Hotel & Casino in Las Vegas achieved LEED Gold accreditation. Water conservation measures were put in place by the Hotel Verde in Cape Town, South Africa. These methods included collecting rainfall and reusing greywater. As part of its "Serve 360: Doing Good in Every Direction" sustainability initiative, Marriott International has begun collecting food donations and composting leftovers in an effort to cut down on food waste. Sustainable sourcing techniques are a top priority for the Banyan Tree Group. They promote community-based projects and get organic goods from local farmers. Numerous Hilton Worldwide locations will go for LEED certification. Finally, visitors are encouraged to take an active role in sustainability at the Four Seasons Resort Costa Rica via a variety of green-themed activities, educational events, and interactive experiences. These projects showcase the many ways in which hotels are adopting sustainable practices and reducing their environmental footprint via green initiatives.

Conclusion

The hospitality industry is embracing green initiatives and promoting sustainability, despite challenges like high initial costs and regulatory complexities. These initiatives include energy-efficient technologies, water conservation, waste reduction strategies, sustainable sourcing practices, and green building design principles. Hotels are also engaging guests through educational programs and responsible behavior campaigns. To continue progress, the industry must address remaining challenges, leverage emerging technologies, and embrace continuous

improvement. A holistic approach integrating economic, environmental, and social considerations can lead to long-term success and a more resilient future for the sector and the planet.

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