



Eco Friendly Practices in Indian Hotel Industry: An Exploratory Study

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Abstract Today, tourism & hospitality industry has been appreciated as a big giant at global level; India is no exception in this context. Recognising its multifaceted benefits more than two dozen countries have directly and indirectly depended on this fasted growing industry. In fact this industry has become a pivotal sector for any economy for its growth and development in terms of contribution to GDP and employment generation. The direct and induced impacts of travel and tourism contributed UD\$7.6 trillion into global economy and 292 million employment opportunities globally (WTTC, 2017). However, in this competitive era, this industry is forced to rethink / replan its strategies to cope with volatile business environment. Moreover, to remain and sustain in competitive age there is only one choice i.e. eco-friendly practices. Recognizing this very fact, the present paper aims at exploring the eco friendly practices prevailing in the Indian hotel industry. A structured questionnaire was development to collect the information from hotels. Usable responses were (N=265), the data were analysed by applying the factor analysis. The results indicate that there are certain eco friendly practices which prevail in Indian hotel industry and out of those practices there is a specific set of practices which emerged as most important for the future growth of the organisation.

Keywords: Eco-Friendly, Hotel, Industry, Hospitality, India

INTRODUCTION

Recently, Travel and tourism industry has become a very important sector for both developed and developing nations in terms of GDP, poverty eradication, regional development, preservation of national assets and employment generation. The travel and tourism industry has directly contributed US\$2.3 trillion to global economy and 109 million employment opportunities globally in 2016. According to World Travel & Tourism Council (WTTC) the direct and induced impacts of travel and tourism contributed UD\$7.6 trillion into global economy and 292 million employment opportunities globally in 2017 (WTTC, 2017). However, the tourism industry's growth through the years has created an increasing amount of stress on the environment such as developers built several hotels vis-à-vis infrastructure. These unhealthy planned structures have poised vital nuisance in many tourist destinations where tourism runs into the limits

of natural resources. The resultant of this, eco-tourism, that is nature-oriented and environmental friendly have emerged as a new form of tourism.

Many studies (Rollin Bell, 2016; Forbes, 2013 and Bruns-Smith et. al, 2015) indicate that in the United States alone, 43 million tourists consider themselves to be eco-tourists. Similarly, numerous eco-friendly tourism markets have also come up in European as well as Asian countries. To capture such markets hospitality industry has focused to adopt environmentally responsible business practices. Interestingly, environmentally responsible business practices merge well with the newfound popularity of ecotourism to harmonize tourism with environmental sustainability. As the idea of green hotels and ecotels is gaining quality globally, leading hoteliers in Asian nation square measure springing up with their terribly own environmental friendly hotels and adopting green practices. in line with the Accor Asia Pacific Business mortal Survey 2011, that mapped business travel

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habits within the region, sixty six per cent Indian travellers like environmentally additional acutely aware edifices with sixty two per cent claiming they're even ready to pay an extra ten per cent for hotels with a much better environmental commitment than a comparable hotel. The edifice business has jumped on to the eco-friendly bandwagon, with most future ventures desiring to gain a green tag, and therefore the existing ones attempting to include property practices while not reconstruction from scratch.

With a recent increase in environmental awareness among the general public in the last decade, many industries have seen a growing demand for sustainable products and green marketing. In the last few years, —going green has allegedly been an attractive trait for a business to possess, giving it an additional edge over its competitors. More than two-hundred million visitors come to California each year, causing the hotel industry to play an integral role in tourism and the economic functioning of the state as a whole. Therefore, it is no surprise that the hospitality industry has been interested in joining the eco-certification trend (Nord, 2006).

Moreover, Winds of changes square measure processing across the Indian cordial reception sector, particularly with relation to adoption of property methods. Developers of latest properties square measure realising that whereas a green edifice might price considerably additional, the price advantages that may be accumulated within the long-term from constant, cannot be unheeded. The business enterprise that has bucked trends in recent times and has been continuance healthy growth rates, despite the impact of recent world economic upheavals. Thought of the second quickest growing business enterprise market globally, the entire market is predicted to be over \$400 billion by 2025 (Masterbuilder, 2014). While current literature says that there are a variety of reasons for a hotel to become eco-certified. The hospitality industry is responsible for significant amounts of waste as well as intensive resource consumption (primarily water and energy) each year. Social responsibility suggests that the hospitality sector should be heavily invested in reducing this burden to the environment, yet many hotel managers are wary as to the ways in which customers will react to the implementation of green practices. Thus, considering above discussion, the present paper aims to explore eco-friendly practices in Indian hotel industry.

REVIEW OF LITERATURE AND HYPOTHIS DEVELOPMENT

Recent era has witnessed that in order to enter the market place, to sustain in the market place and to grow in the volatile hospitality market environment a business has no choice other than adoption of eco-friendly practices. During last decade, a numerous studies have been conduct in the field of eco friendly practices in general and specifically in

relation to hotel industry. Recent studies such as Erdogan, etal. (2007) investigated the overall nature of environmental protection, waste management, purchasing, energy use, and conservation practices of hotels in Ankara, Turkey and conjointly explored the extent of environmental protection practices therefore the building trade might assess its position on environmental problems so that alternative interested parties, together with teachers, will acquire contemporary data for a particular a part of the planet. The information were collected by means that of questionnaires and interviews. The study found that the policies and practices of Ankara hotels typically lack attributes relevant to environmental protection and conservation, which building managers principally lack the mandatory environmental data and interest to fulfil the fundamental objectives of social and environmental responsibility. it's so necessary to develop an integrated system of policy and observe that involves not solely the building management and employees, however conjointly all parties involved with environmental protection and property, and to re-evaluate and rethink national, local, and building policies and coaching activities.

Yesawich (2008) discussed on the results of the 2008 National Travel Monitor that indicates that travellers are additional doubtless environmentally aware within the U.S. it's unconcealed that 9 out 10 yankee adults profess to worry regarding the setting. it's additionally indicated that there are gender variations within the behaviours, with girls typically additional committed to environmentally safe practices. Tzschentke, etal. (2004) explored study on environmental deciding within the context of mostly little repaired accommodation centered on the motivations of owner-managers for changing into environmentally concerned and their reasons for connection an environmental enfranchisement theme. The study was conducted in European country victimisation face-to-face in-depth interviews with members of the green business enterprise Business theme, associate degree environmental enfranchisement theme for business enterprise businesses. Initial analysis urged that involvement in environmental activities is also driven by economic similarly as moral issues. The results purpose to the role contend by personal values and beliefs in little firms' deciding and therefore the got to gain a larger understanding of the complexness of motives that drive the tiny welcome business owner.

Ogbeide, etal. (2012) examined the perceptions, attitudes, behaviours, and thoughts of shoppers once it involves "green" hotels (resorts) within the ordinal century. Individuals have, in recent years, shifted their focus towards conserving the environment; therefore, leading a movement to AN expectations of "green" lifestyles. These lifestyles aren't solely within the home, however where the mortal goes resulting in "green" hotels being a serious interest to shoppers. The results of this study indicated that buyers area

unit willing to remain in green hotels. The study conjointly showed that a majority of shoppers thought-about going “green” as a vital think about their building selection.

Bohdanowicz, (2006) investigated the influence of the geo-political, economic and socio-cultural context of a rustic on the environmental attitudes and pro-ecological initiatives incorporated in cordial reception sector. Hotels were targeted and a complete of 349 hoteliers participated in an e-mail-based survey. The study unconcealed that building operators typically acknowledge the necessity for environmental protection and square measure concerned in a very variety of activities. The economic state of affairs and pro-environmental efforts initiated by the govt. were found to own a control on sure aspects of hoteliers’ attitudes and actions. The survey has additionally indicated the 2 major directions that require to be followed once introducing environmental property into the building business. the primary involves incorporating accountable technical and activity practices within the sector. The second highlights the need of initiating bigger demand for “green” practices from the purchasers. Moreover, Bohdanowicz, (2005) found that environmental office has taken a backseat to different operational issues in several cases. Notwithstanding, the surveyed buildingiers recognized that the hotel business would act to be a lot of environmentally acutely aware. Managers in chain-affiliated hotels were typically a lot of seemingly to listen to environmental problems than were freelance operators, several of whom run tiny properties. The respondents noted that few building guests demand that hotels maintain environmental programs. Similarly, Manaktola (2007) explored that the shoppers mistreatment building services area unit acutely aware concerning environmentally friendly practices in Asian country however don’t seem to be willing to pay further for these services, on the opposite hand, the hotels would got to invest in environmentally friendly practices and appearance at long-run gains.

Nadia Tzschentke, etal. (2004) examined environmental deciding within the context of for the most part little repaired accommodation institutions ANd it additionally focuses on the motivations of owner-managers for turning into environmentally concerned and their reasons for connection an environmental enfranchisement theme. FHRAI (2007) In associate degree exclusive with specific cordial reception, the president of FHRAI, Rajesh Mishra, said, “We have planned to grant certification to hotels for adhering to environment-friendly norms.” This may produce awareness among the hoteliers towards higher surroundings practices. To support this cause, FHRAI can introduce a quest manual. Mishra same, “In collaboration with Indo-American touristry, FHRAI is starting with a quest manual, which is able to provide directives towards correct follow of eco-friendly measures.” “This can offer a mechanism for a building or a eating house to control in associate

degree environmentally accountable manner, anticipate and meet growing environmental performance expectations, and guarantee in progress compliance with restrictive and legislative necessities. The ministry of surroundings and forests (MoEF) from time to time conjointly comes out with notifications in varied surroundings acts. This can be in notably necessary just in case wherever CRZ notifications area unit issued. Mishra privy that at the side of Indo-American touristry, a Vishkhapatnam-based organisation, FHRAI is additionally conducting analysis and can initiate with handbooks on many topics, together with touristry policies of the Centre and therefore the states, a manual on the work force demand and provide within the business, and lastly, a cordial reception institute directory to be discharged before the forty third Convention of FHRAI to be command in Oct this year.

Jennifer Laing, etal. (2010) investigated that a number of the problems encompassing the management and staging of a green event. It examines the importance of participating a spread of key stakeholders and considers numerous ways in which within which events area unit greening their operations.

Hotel Association of India (HAI), (2012) The key problems that the Indian cordial reception trade has got to address are known and summarized by HAI’s president by the form “HITES”, that effectively denotes the efforts of the HAI team to make sure that HAI continues, as within the past, scale new “HITES”. The letter E within the form stands for “environmental concerns”. Ishmael (2012) examined the environmentally accountable behavior of international tourists in hotels in national capital and whether or not environmental education by the hotels and gender of tourists has any relationship with environmentally accountable behavior. A sample of 343 international holidaymakers was surveyed at major tourist attraction sites in national capital. The results of the study indicates that concerning three-quarters of respondents were neither up on concerning the environmental programs being undertaken by their hotels nor educated on environmentally accountable behavior, also girls according larger environmentally accountable behavior than men. Hotels in national capital ought to thus maximize environmental education particularly through travel intermediaries and use girls as modification agents for inculcating environmentally accountable behavior.

Rakhi and Rashi (2014) Having evaluated and analyzing the importance of Go green construct and implementation of Green in commercial enterprise and cordial reception sectors in Republic of India the Governments each at central and State levels on with skilled bodies and different very important stakeholders within the construct ought to take effective measures and even create special legislations to ascertain that everybody ought to implement these onerous rules and laws and see that they’re going by the green ideas

and spreading the initiative of GO GREEN INDIA. Finally in the future we {will we are able to} see the traveller and travelers visiting Republic of India will notice happier traveller centers with rich flora and fauna, lush forests, green meadows, wild life, mountains etc. that ar sustaining because the result of Go green mean.

Alexandra et. Al (2015) in their study known that bound property practices may well be thought of nearly universal within the lodging business, supported a study of one hundred resorts within the study area. Moreover, among green practices such as water preserving fixtures and linen-re-use programs are common in the industry. A separate survey of one hundred twenty,000 edifice customers finds that guests area unit typically willing to participate in property programs, however the presence of green operations still don't override concerns of value and convenience in choosing a edifice. to boot, the study finds Associate in Nursing redoubled temperament to participate once hotels supply incentives, like loyalty program points, for collaborating in environmental programs. Though the link between environmentally property programs and improved client satisfaction is weak compared to straightforward drivers like facilities, room, and food and potable quality, hotels area unit more and more expected to keep up property programs as an everyday feature of their business. At a similar time, the study did realize that environmental property programs don't diminish guest satisfaction.

Llorenç et. Al (2016) in their study examined that hotels that voluntarily plan to green policies acquire higher results than alternative hotels. The conclusion is that governments should not solely regulate, however additionally promote awareness actions in little and medium-sized (SME) tourism corporations to boost the setting. SME tourism corporations should perceive that each the setting and they themselves can profit.

Babita Krishnan (2016) opined that the global sustainable policies are being impactful implemented in India, reducing the overall carbon footprint of the industry considerably. Certain property practices are universal within the cordial reception trade, world over. Among the common green practices are energy and water preserving fixtures and linen-reuse programmes. A survey found that guests are typically willing to participate in property programmes there's an redoubled disposition to participate once hotels provide incentives, like loyalty programme points, for collaborating in environmental programmes. Though the link between environmentally property programmes and improved client satisfaction is weak compared to plain drivers like facilities, room, and food and food quality, hotels ar more and more expected to keep up property programmes as a daily feature of their business. At identical time, the study conjointly found that environmental property programmes don't diminish guest satisfaction. Consequently, the choice relating to that

programmes to implement ought to rest on analytic thinking and alternative operative concerns. the majority wholes have their property policies that have garnered not simply the appreciation of their customers however conjointly more to the brand image globally.

The review of literature emanates the fact that eco-friendly practices have undergone a tremendous change over a period of time. The reviews of literature specify that eco-friendly practices have strong bearing upon the hotel performance. The review of literature also reveals that a number of studies have been carried out in context to the eco-friendly practices in general, but less work has been carried forward to study the eco-friendly practices in regard to the hotel operations in general and in specific to Indian context. The above discussion indicates that the present study has been undertaken to explore less researched area i.e eco friendly practices in Indian hotel industry.

The study provides one hypothesis in order to analyse ECO-FRIENDLY PRACTICES in Indian hotel industry.

Hypothesis 1: *There is a set of eco-friendly practices in the Indian hotel industry that is of most importance.*

RESEARCH METHODOLOGY

Sampling and Data Collection

Data were collected from the managers of hotels in India. Prior to data collection, the questionnaire was pre-tested with a sample of 10 managers. Based on the pre-test, several items were revised and some changes were made to the questionnaire format. A survey methodology was chosen because it was deemed to be the most efficient way of reaching a large number of respondents, whereas the data required facilitated the use of a mail-administered questionnaire with close-ended questions. Sample firms were identified from the highly respected directory of the Ministry of Tourism, Govt. of India and FHRAI that serves as a resource centre for business information and maintains relevant databases of hotel firms. To initiate a sample, 500 managers of hotel enterprises were contacted, this procedure resulted in a pool of 400 respondents, all of which were sampled. During the month of January-June 2016, a questionnaire was mailed to each manager. Of the total sample, usable questionnaires were returned by 265(66.25%) respondents. Non-response bias was assessed in accordance to the procedure recommended by Armstrong and Overton (1977).

Methods

In to order test the hypothesis, Factor analysis was computed and interpretation was made accordingly.

RESULTS AND DISCUSSION

Table 1 presents the distribution of the sample organizations according to the controls used in the study. The vast majority of the sample was from 3 star category hotels 26.41% followed by 4 star category hotels 22.64% and 2 star category hotels which is also 22.64%. According to the year of existence majority of the hotels lies between 11-15 years which is 30.18% followed by 6-10 years 20.75% and less than 5 years which is also 20.75%. In terms of capital most of the hotels have capital between 101-200 million rupees which is 33.96% followed by 51-100 million rupees which is 24.52% and less than 50 million rupees which is 20.75%. Only 5.66% hotels have capital of more than 301 million rupees. The table shows that the majority of employees lies between 201-300 which is 30.18% followed by 101-200 which is 26.41%. Only 9.43% hotels have more than 300 employees. It is clear from the table that majority of the sample were chain hotels which is 67.93% and rest were non-chain hotels which is 32.07%.

Table 1: Distribution Of Sample According To Demographic Characteristics (N=265)

	Number	Percentage
Category Of Enterprise		
5* Deluxe	25	09.43
5*	35	13.20
4*	60	22.64
3*	70	26.41
2*	60	22.64
1*	15	05.66
Years Of Existence		
≤ 5	55	20.75
6 – 10	55	20.75
11 – 15	80	30.18
16 – 20	50	18.86
≥ 20	25	09.43
Capital (In Million Rs)		
≤ 50	55	20.75
51 – 100	65	24.52
101 – 200	90	33.96
201 – 300	40	15.09
≥ 301	15	05.66
Employees (Numbers)		
≤ 50	45	16.98
51 – 100	45	16.98

	Number	Percentage
101 – 200	70	26.41
201 – 300	80	30.18
≥ 301	25	09.43
Type Of Business		
Chain	180	67.93
Non-Chain	85	32.07

In order to test the hypothesis formed, Factor analyses with varimax rotation on the 49 individual eco-friendly practices categorized into three groups. The eco-friendly practices were factored into three factors explaining from 79.43 to 88.33 percent of total variation. The cronbach alpha value for all three factors is higher than 0.5 and in this case it ranges from 0.85 to 0.92, which is statistically higher percentage and it shows the higher reliability of the data.

The first factor, we label as '*front office practices*' explained variation percentage is 88.33 which comprises 11 variables as described. The item with the highest factor loading is *front desk employees are encouraged to use regular mugs for coffee and water instead of paper or plastic cups (0.900)*, scanners and e-fax are used instead of fax machines (0.873), video check-out service is also available (0.870), biodegradable key cards are used (0.824), machines settings are default to print double sided (0.817), use of handmade paper for internal communication (0.816), recycled paper is used for printing and copy (0.814), guests are offered paperless check-in service (0.789), scratch paper or internal memos are used for draft prints (0.756), more use of electronic files than paper files (0.708), newspapers are delivered only to guests staying in-house (0.672).

The second factor '*Food and Beverage practices*' (FBP) explained variation percentage is 85.13 which comprises 17 variables as described. The item with the highest factor loading is *employess are motivated to reduce the use of disposable products such as cups, plates and cutlery (0.927)*, leftover food is also donated to the local people in need (0.906), kitchen staff is motivated to turn off ventilation hoods when cooking appliances are off (0.889), menu is localized as per seasonal vegetables and fruits (0.884), water is served only when requested by guest (0.874), all efforts have been made to switch to pitchers for creamers and bowls for sugar (0.866), we work with local farms and vendors to provide fresh ingredients (0.854), appropriate food portion is served to the guest (0.848), we implement and offer reusable items such as cloth napkins, table cloths and ceramic/china for meal service (0.846), adoption and utilization of organic food and beverage ingredients (0.812), innovative and creative beverages are offered so as to make maximum use of ingredients (0.786), our menus offer a healthy and creative selection of food (0.781), fossil fuels are used less in kitchen (0.769), wine is served produced by sustainable wine makers (0.750), sustainable and locally

produced milk and milk products are used (0.750), meat and poultry are purchased from organic supplier (0.719), the hotel incorporates rigorous food composting (0.682).

The third factor 'housekeeping practices' (HKP) explained variation percentage is 79.43 which comprises 21 variables as described. The item with the highest factor loading is *Toilet paper with greater recycled content is now being purchased and in use (0.928)*, *The internal escalator is turned off between the late hours from 11 pm to 6 am (0.900)*, *When meeting rooms are not in use, all lights are turned off including air-conditioning and heating (0.896)*, Use of natural lighting during daytime hours (.855), Recycling bins are also provided in meeting rooms (.844), Partially used shampoo and conditioner bottles are refilled and reused (.838), Hazardous chemicals are stored are stored at

safe and secure place (.833), The hotel use energy efficient appliances (.831), Use of motion sensors in low traffic areas to conserve electricity (.831), Guest bathrooms are designed to avoid wastage of water (.815), Using furniture made of recycled wood (.812), Guest room receptacles are usually sent for recycling (.809), Low flow toilets and low flow showerheads are used in bathrooms (.808), Eco-friendly chemicals are used in hotel (.801), Containers are tightly covered and properly labelled (.794), Automatic faucets in the rest rooms (.761), Rain water is used at appropriate places e.g., flush systems (.750), Traditional bulbs are replaced with CFLs (.729), We have separate bins for plastic, and for aluminium cans (.725), Staff is well informed about environmental policy of hotel (.717), Frequent cleaning of entryways, fixtures and appliances (.703).

Table 2: Factor Analysis Results For Eco-Friendly Practices

	Factor 1	Factor 2	Factor 3
Explained variation (per cent)	88.33	85.13	79.43
Eigen values	2.13	2.45	2.65
1. Front Office Practices (FOP)			
Guests are offered paperless check-in service	.789		
Video check-out service is also offered	.870		
Recycled paper is used for printing and copy	.814		
Machines settings are default to print double-sided	.817		
Newspapers are delivered only to guests staying in-house	.672		
Scratch paper or internal memos are used for draft prints	.756		
Biodegradable key cards are used	.824		
Scanners and eFax are used instead of fax machines	.873		
Front desk employees are encouraged to use regular mugs for coffee and water instead of paper or plastic cups	.900		
More use of electronic files than paper files	.708		
Use of handmade paper for internal communication	.816		
2. Food & Beverage Practices (FBP)			
The hotel incorporates rigorous food composting		.682	
All efforts have been made to switch to pitchers for creamers and bowls for sugar		.866	
Our menus offer a healthy and creative selection of food		.781	
we implement and offer reusable items such as cloth napkins, tablecloths and ceramic/china for meal service		.846	
We work with local farms and vendors to provide fresh ingredients		.854	
Water is served only when requested by guest		.874	
Leftover food is also donated to the local people in need		.906	
Employees are motivated to reduce the use of disposable products such as cups, plates and cutlery		.927	
Fossil fuels are used less in kitchen		.769	
Menu is localized as per seasonal vegetables and fruits		.884	
Meat and poultry are purchased from organic supplier		.719	
Innovative and creative beverages are offered so as to make maximum use of ingredients		.786	

	Factor 1	Factor 2	Factor 3
Wine is served produced by sustainable wine makers		.750	
Appropriate food portion is served to the guest		.848	
Kitchen staff is motivated to turn off ventilation hoods when cooking appliances are off		.889	
Sustainable and locally produced milk and milk products are used		.750	
Adoption and utilization of organic food and beverage ingredients		.812	
3. Housekeeping Practices (HKP)			
Guest bathrooms are designed to avoid wastage of water			.815
Low flow toilets and low flow showerheads are used in bathrooms			.808
Traditional bulbs are replaced with CFLs			.729
Guest room receptacles are usually sent for recycling			.809
Toilet paper with greater recycled content is now being purchased and in use			.928
Partially used shampoo and conditioner bottles are refilled and reused			.838
The internal escalator is turned off between the late hours from 11 pm to 6 am			.900
When meeting rooms are not in use, all lights are turned off including air-conditioning and heating			.896
Recycling bins are also provided in meeting rooms			.844
We have separate bins for plastic, and for aluminum cans			.725
Staff is well informed about environmental policy of hotel			.717
The hotel use energy efficient appliances			.831
Rain water is used at appropriate places e.g., flush systems			.750
Hazardous chemicals are stored are stored at safe and secure place			.833
Eco-friendly chemicals are used in hotel			.801
Automatic faucets in the rest rooms			.761
Using furniture made of recycled wood			.812
Use of motion sensors in low traffic areas to conserve electricity			.831
Frequent cleaning of entryways, fixtures and appliances			.703
Containers are tightly covered and properly labeled			.794
Use of natural lighting during daytime hours			.855
Cronbach alpha value	0.92	0.85	0.89

CONCLUSION

The results of the above study reveals that the vast majority of the sample was from 3 star category hotels 26.41% followed by 4 star category hotels 22.64% and 2 star category hotels which is also 22.64% and majority of the sample were chain hotels which is 67.93% and rest were non-chain hotels which is 32.07%. The results also indicates that among the first factor, 'front office practices' the item with the highest factor loading is *front desk employees are encouraged to use regular mugs for coffee and water instead of paper or plastic cups* (0.900) and the item with the least factor loading is *newspapers are delivered only to guests staying in-house* (0.672). Among second factor 'Food and Beverage practices' (FBP) the item with the highest factor loading is *employees are motivated to reduce the use of disposable*

products such as cups, plates and cutlery (0.927) and the item with the least factor loading is *the hotel incorporates rigorous food composting* (0.682). And finally among third factor 'housekeeping practices' (HKP) the item with the highest factor loading is *Toilet paper with greater recycled content is now being purchased and in use* (0.928) and the item with the least factor loading is *Frequent cleaning of entryways, fixtures and appliances* (.703). Further it can be concluded that there are certain eco friendly practices which have been adopted by Indian hotel industry out of those only few practices emerged as most important. In light of these results H1 may be accepted, supporting that there is a set of eco-friendly practices in the Indian hotel industry that is of most importance. These results may be similar with the findings of previous researches. Further, it is stated that this paper is an attempt to explore eco-friendly practices in

the Indian hotel industry and remaining part of this will be studied in the subsequent papers.

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