

Environmental Reporting in the Hospitality Industry

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Abstract

The rapid growth of the hospitality business in India is growing at an alarming rate. It is sad to note that most of these investors have little or no knowledge of the impact their investments have had on the environment. This is because most investors are only doing research on the potential for profit that loses the sustainability of an environmentally friendly business. Today India's tourist investors are reluctant to answer the question "are hospitality business environmentally friendly? At this point it is worth noting that the sustainability of any hospitality business is particularly environmentally friendly. In other words, every hospitality business needs an environment to fight for. As a result of the above, the paper obtained criticism of the activities of various tourist organizations in terms of environmental sustainability. Its main purpose is to identify the impact of the hotel on nearby areas. In conclusion, this paper recommends sustainable ways to reduce the activities of the hospitality business in the environment.

Keywords: Hospitality, Hotel, Environment, Sustainability.

Introduction

Tourism and international tourism are an important factor in the economies of many developing countries. Tourism is a lucrative business, making it an economically attractive industry in many lands. However, the benefits of tourism are often accompanied by many negative environmental and social impacts. Tourism and tourism are the basis for climate change, accounting for about 5 percent of carbon dioxide worldwide. The tourism industry offers a wide range of natural resources, depending on the activity, which can have a significant impact on the environment. Its users use resources such as energy and water on a daily basis and produce large amounts of waste and debris.

Purpose of Study

The study highlights the environmental issues associated with the hotel industry, which are currently unaware of green conservation efforts made worldwide. It takes an hour to look forward to the bright future of a sustainable environment. Stable management practices have been included in this paper for the purpose that Indian hotel managers will understand and follow them.

Methodology

This is a review paper in which data has been collected from Various international reports, journals, books and internet sources.

Tourism, Hospitality and the Environment

An environmental impact is the negative aspect of human activity on the biophysical environment. Increasingly consumer attitudes are favouring environmentally responsible businesses. This has extended to travelling where consumers are considering environmental issues when making travel plans and purchases. The concept of sustainable development has been expanded to cover seven key aspects. They are futurity, inter-generation equality, participation, the balancing of economic and environmental factors, environmental capacities, emphasis on quality as well as quantity and compatibility. Environmental pressures have affected a much wider range of industries. Initially the concern was related only to the industries which caused direct pollution of the environment. But now it has become a wider issue and relates not only to the outputs but also to the whole operation. The hospitality industry also becomes a core industry to be discussed in this issue of environmental factors, as it exposes many of the conflicts which arise in implementing environmental policies. Many hotels and restaurants are situated in the areas of outstanding natural beauty, in historic cities and in regions with a delicate ecological balance. So there might be a question whether this addition of new facilities will destroy the uniqueness or its habitat which is already suffering from too much of development and tourism. But the hospitality industry is linked with various other industry which cooperates to bring in a successful business which is mainly focused on profit. The hospitality industry is also a major customer-oriented industry. So we must also consider customers, many of whom seek as part of the hospitality experience to be pampered with lashing of hot water, high pressure showers, freshly laundered linen, an ample supply of towels, copious supplies of food and drink, the availability of swimming pools and saunas and the limousine to take them to the airport. Whatever we do to reduce the environmental impact of hotels can only be either with the consent of customers or taking the main consideration as customer satisfaction. Many hospitality organisations are situated on a location were that is suitable for the customer or according to the customer needs. And it is therefore not situated in a place where there will be minimal effects from traffic, cooking smells and the noise of the disco and other adverse outputs. This kind of local pollution is not considered to be a big issue, but it does affect people's attitudes towards the industry.

The hospitality industry does not cause gross environmental pollution, nor it consume vast amounts of non-renewable resources and therefore it may not be in the front line of environmental concern. The industry is made of relatively large number of small operations, each of which consumes relatively small amounts of energy, water, food, paper and other resources, and which add only a small amount of pollution to the environment in terms of smoke, smell,

noise and chemical pollutants. The industry employs 10% of the population and can have a major impact in developing awareness and good practice.

According to the Annual report of the world travel and tourism environmental review “there is a recognition that environmental issues will become much more prominent as a factor which influences consumers, regulators, pressure groups and destinations and that the tourism industry will need to show increasing concern for these issues.

Environmental impacts of the hospitality industries

Positive impacts

- It sometimes educates the public about the local environment and the importance of protecting the environment.
- The tourism and hospitality industries often create employment and business opportunities in an area, contributing to the local economy.
- Hospitality and tourism buildings and venues are being designed and/or redesigned so that their impact on the environment is reduced and they merge in with the local environment better.
- Many enterprises are now employing more sustainable practices in order to promote a green image that appeals to consumers, e.g. using organic products, recycling, using less toxic chemicals and using more energy and water efficient fittings.

Negative impacts

- The presence of buildings and tourists may destroy the local environment and habitat of native animals.
- The hospitality industry contributes to waste issues, e.g. food scraps, oil and chemical disposal.
- Many hospitality venues are noisy.
- The hospitality and tourism industries consume a lot of energy and water, eg electricity for air conditioning, refrigeration.

The environmental impact :Aesthetic impact - causing destructive image of a surrounding by various factors such as development etc. The image of a destination possesses importance from a practical marketing perspective for many reasons.

Often hospitality industry fails to integrate its structures with the natural features and indigenous architectural of the destination. Large, dominating resorts of different design can look out of place in any natural environment and may clash with the indigenous structural design. A lack of land-use planning and building regulations in many destinations has facilitated sprawling developments along coastlines, valleys and scenic routes. The sprawl includes tourism facilities themselves and supporting infrastructure such as roads, employee housing, parking, service areas, and waste disposal.

Issues in Hospitality

There are a number of sustainability and environmental issues that plague the hospitality industry.

- **Water usage** -- This is a big one! Many resorts and hotels have a lot of water waste from long guest showers and huge pools. In restaurants, they use water for dishes and often the machines are not efficient at saving water.
- **Energy usage** -- This impacts all organizations in the hospitality industry. This includes the electricity of restaurants, hotels, and resorts, as well as the gas used by tourism, ski resorts, and more.
- **Food waste** -- Often times foods are not reusable and are then thrown away. This creates problems for the environment, both in the action of throwing out the food and the demand it places on the environment to produce more.
- **Pollution** -- This is an issue anytime there are high outputs of oil, natural gas, gasoline, or coal. Whether these are used for energy or they are used for transportation, the amount of pollution caused by organizations in hospitality can be a big problem.
- **Garbage/waste** -- This becomes important because items that are not recyclable will eventually clog up the environment and create trash. Anything from cups to the way a company prints agendas and maps, can either increase or decrease the trash produced, which can litter the environment.

All of these issues have become important in all facets of the hospitality industry. A global push for sustainability and 'green' operations by customers, pressure is placed on organizations, like Environmental Resorts, to invest in more environmentally friendly operations.

Suggestions to overcome the environmental issues regards to hotel sector

1. Install Energy Saving Technologies

It has been estimated that 75% of hotels' environmental impacts can be directly related to excessive consumption-including energy consumption. Installing energy-efficient technologies such as appliances, lighting, and heating and cooling systems can make a difference for both the environment and your hotel's bottom line.

2. Embrace Recycling

Another huge impact the hospitality industry has on the environment is due to the amount of waste hotels create. It's time to embrace recycling, and we're not just talking about using cloth napkins instead of paper.

3. Encourage Guests to be Green

Put cards in each room asking guests to turn out the lights when they leave, or reuse towels if possible. Make recycling bins readily available to guests and be sure that they are aware of your

green programs. When guests see that your hotel is making an effort to help the environment, they will generally want to do their part as well.

For those hotels looking to do even more, consider loaning or renting bicycles to guests, or look into installing a bike-sharing station.

4. Start Composting

An increasing number of hotels are realising the benefits of composting food waste rather than throwing it out. Not only is it a popular and well-known green initiative that will impress your guests, it can save your hotel money on landscaping since composted waste can be used as organic fertiliser.

5. Save Water

There are so many ways hotels can save water: Installing toilet tank fill diverters in older toilets can save about 3/4 of a gallon of water per flush. Transitioning to low water laundry machines can save up to 80% of hotel water usage. Making water stations available to guests can discourage the use of bottled water. Follow the examples from other hotels that have implemented water-saving initiatives.

6. Plant a Garden

If you're considering expanding your outdoor offerings for guests, consider adding a garden rather than simply extending your patio or pool area. Now you don't have to go that far, but even a small garden (perhaps even on the rooftop for those of you with city properties) can help counteract your hotel's carbon footprint. Raised beds can be installed almost anywhere, and placing benches—made from recycled materials—around a garden can make for a wonderful guest experience.

7. Support Local, Sustainable Businesses

Hotels can help reduce their environmental impact by making smart purchasing choices as well. A hotel can reduce waste generation by making an effort to only purchase environmentally-friendly products, and purchasing locally can also reduce the impact on the environment and benefit the community.

You may also want to consider promoting other environmentally-friendly businesses to guests, such as local farm-to-table restaurants.

8. Implement Alternative Energy Sources

A number of hotels have switched at least portions of their energy usage to alternative sources, with great results. Other hotels, particularly those in warmer climates, are making use of solar

energy for signage and water heating. And as the market for alternative energy increases, more solutions will arise.

9. Taking Care of Linens

As already mentioned recycling linens as a way to limit waste, but what about extending the life of those linens in the first place? Using laundry processes that limit the wear and tear on your linens can keep replacement costs, and your hotel's environmental impact, down.

10. Practice What You Preach

As you implement green initiatives at your hotel, make sure you're keeping all employees informed about the changes and what they can do to help. Approach these efforts as a team, and perhaps the green practices will carry over into your staff's personal lives as well making an even bigger difference for our planet.

Conclusion

This article has summarized the way in which the hospitality industry particularly has responded to some of the local, national and global issues concerning the environment. The slogan “think globally, act locally” has been around for a long time but it is still very relevant. Problems are created at a local level through the business, leisure and domestic activities of individuals, therefore can be overcome by simple measures as suggested in this paper.

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