

Importance of Garni Activities in the Sustainable Tourism: A Case Study of Hotels

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ABSTRACT

This article provides a broad overview of sustainability in the hospitality and tourist business, as well as content information on sustainability that could be useful in hospitality and tourism education. The study focuses on the following question in particular: What role does sustainability education play in the hospitality and tourism industry? Themes in sustainability education are recognised in the accommodation, meetings and events, and food and beverage sectors, as well as implementations of sustainability principles in hospitality and tourism operations and perspectives on the future direction of sustainability education in this subject.

Keywords-- Hotels, Tourism, Sustainability, Garni

I. INTRODUCTION

The hotel sector appears to be responding to the growing importance of sustainability by implementing a variety of industrial regulations, environmental programmes, eco-labs, and environmental codes of conduct. (Mensah, 2006). Hotels have a number of positive effects in terms of employment, revenue production, and so on, but they also contribute significantly to environmental damage. It is impossible to comprehend the importance of the natural environment for hotels and tourists without engaging in a detailed discussion of sustainable development in the context of the hotel sector (Mensah, 2006).

The environment's main constituents, such as water, air, flora, and fauna, are under threat as a result of the hotel industry's over use of these energy resources. (Bohdanowicz, 2005; Mensah, 2006; Chan, Wang, and Lo, 2009; Bramwell and Alletorp, 2001; Bohdanowicz, 2005; Mensah, 2006; Chan, Wang, and Lo, 2009; Bramwell and Alletorp, 2001). According to previous research studies, sustainable tourism practises in three primary areas, namely energy management, waste management, and water conservation, have become increasingly important. (Bohdanowicz, 2005; Mackie, 1994; Chan, Wang and Lo, 2009; Park, 2009; Mensah, 2006; Middleton and Hawkins, 1993)

These approaches make the greatest impact to the hotel's brand creation and promotion. (Mensah, 2006; Forte, 1994). It has been discovered that a visitor drinks 400 litres of water in a single day, whereas natives only consume 70 litres (Green and Hunter, 1995).

There are number of areas and countries which have engulfed lot of land on the tourism development an resulted in the construction of hotels and concrete buildings, which does not only deplete environment but also created havoc to the natural resources and has finally impacted in the form of landslides, floods and excessive rain. Once the hotel is operational, a large amount of solid and liquid waste is generated, which eventually finds its way into neighbouring water bodies or land, posing several environmental and health risks.

Because so much time has gone since the environment has been ruined, we must preserve nature's gifts. However, the trend is now steadily shifting toward the conservation and protection of natural resources and the environment. Many national and international hotel chains have begun to take environmental issues seriously and have incorporated environmentally sustainable practises into their daily operations, such as recycling products whenever possible, reducing waste through proper waste management techniques, water and energy conservation, environmental programmes, and educating and providing hotel staff with environmental information.

According to the source (Deloitte, 2010), the hospitality industry's environmental stress is undesirable: it has been discovered that the accommodation sector contributes 1/5th of the tourism industry's annual green house gas (GHG) emissions and their reliance on limited natural resources such as water and energy. In light of this, the primary goal of this research is to look into the eco-friendly measures used in hotels.

II. REVIEW OF LITERATURE

Employees in hotels who are involved in various cleaning activities are frequently exposed to hazardous components. Many of the suggestions below are as simple as following the recommendations on the label. Employees are required to be educated on how to protect themselves.

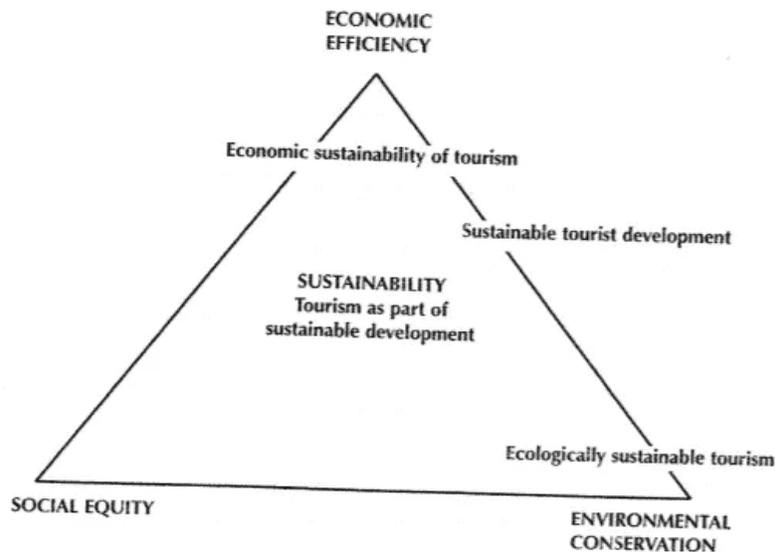
Green-certified products have a number of advantages, including being less hazardous, accumulating less, being less hazardous to various organ systems in our bodies, being non-corrosive, having no effect on the skin or eyes, and being the least allergenic. There has been an increase in global attention about environmental issues. Consumers have begun to recognise that their purchase habits can have a significant environmental impact. (M. Laroche, 2010) As a result, every company that wishes to maintain a competitive advantage in the business world should exercise social responsibility by producing environmentally friendly products and services (Wahid et al., 2011)

The rise of green consumers began in the 1990s, during the so-called "green decade," when environmental activism began to spread over the world (Kirkpatrick, 1990). The growing number of individuals eager to buy ecologically friendly products and eco-friendly cleaning chemicals is the most convincing evidence of consumer involvement in terms of green management, which helps to achieve maximum income at lower costs.

Tourism Industry Initiatives for a More Sustainable Future

Travel and tourism can take numerous forms, ranging from a day vacation a few hours away from home to long-distance international travel. Most travel and tourism is thought to entail huge numbers of visitors from affluent countries flying to destinations in emerging countries. In fact, the domestic tourism market in most nations is larger than the inbound industry. Inbound visitors, of course, have a higher social and cultural impact than domestic tourists. Tourism, whether domestic or international, entails travelling to a location other than one's home and taking advantage of the amenities provided there. As a result, tourists' needs are for travel services to get to their destinations, as well as services like housing, water, food, sanitation, and entertainment once they arrive. As a result, tourism is a highly fragmented and diverse industry, making industry-wide coordination difficult to establish. Travel and tourism demand has an impact much beyond traditional tourism enterprises, extending to upstream suppliers such as aircraft manufacturers and food producers, as well as downstream service providers for travellers such as retail stores.

It's also crucial to note that there are clear connections between the three elements of tourism - environmental, economic, and social – as outlined below:



Environmental Dimension

For many individuals, sustainability means protecting the environment, particularly the natural, physical environment. However, the environment encompasses much more than just the natural terrain.

Economic Dimension

In discussions on sustainable tourism, the economic aspect is frequently overlooked in favour of environmental concerns. Tourism is an economic phenomenon because:

- It is a large business and a source of foreign cash;
- It is the foundation of many transnational firms' growth; and
- It accounts for a considerable amount of annual disposable income.

Social Dimension

In arguments on sustainable tourism, the social dimension of tourism has received less attention than the environmental implications of tourism. This is due to the

fact that tourism's socio-cultural effects are usually gradual and unspectacular. They're also mostly immaterial and invisible.

III. RESEARCH METHODOLOGY

The explorative cum explanatory method has been adopted in this study and the reality has been constructed based on the thematic analysis.

Sampling: The sampling of this study will be having representations of hotels. The sample size of 08 prominent hotels have been taken based on the saturation of theory.

Research Instrument: The self structured interview checklist on the basis of environmental sustainability practices was formulated and same was used for the data collection.

Research Techniques and Tools: Finally, all the collected information was analyzed by the use of qualitative analysis like theme development.

Data: However the secondary data has been collected from various international as well as the national journals and also be obtained by reviewing the articles published on the internet and various business magazines.

IV. ANALYSIS AND DISCUSSION

The main goal of hotels these days is not just to make a profit, but also to retain customers for future business. Nowadays, the hotel sector engages guests in sustainable development by immersing them in various plantation drives and incorporating various eco-friendly products and services in the hotels, which visitors appreciate and enjoy using. As a result, the data was converted to codes and transcribed as follows:

Waste Management Policy

Trash management policies in the hotel business must adhere to stringent implementation that distinguishes organic garbage from non-organic waste, as well as garbage sorting and the establishment of collection stations for glass, aluminium, paper, and organic waste. Only in one case was it discovered that a waste management strategy had been strictly applied. In the rest of the situations, they either have a sewage treatment plant, but it is not in operation on a regular basis.

Segregation of the Garbage

Garbage has almost always been collected by the municipal department. In addition, just a few hotels separate rubbish into dry and moist wastes.

Re Use of Water

Reusing wastewater has been shown to lower the requirement for fresh water by 50%, according to secondary study (Green hotelier, 2006). It has been discovered that reusing water in restrooms is not the best method because it causes allergies and odours in a large

number of guests, as well as a slew of other health and hygiene difficulties. The following sustainable methods for future water use should be adopted for improved water control and usage.

Plantation of Trees

Almost all industries should implement these environmental measures. However, it has been discovered that only a small percentage of the time, this procedure is used to minimise pollutants and improve the hotel's appearance.

Energy Saving Practices

It has been discovered that hotels use a lot of energy in every aspect of their operations; this minimises the hotel's electricity expenses and gives economic benefit to the hotel. The following are the finest energy-saving strategies used by the selected hotels:

- The hotels should replace the florescent lamps with LED lamps, as it consumes less energy and is environment friendly
- There must be installation of solar panels on the roofs of buildings in order to harness the sunlight and get maximum benefit out of it. Because it has been found that solar energy is eco friendly and environment supportive.
- The hotels should use Ecofriendly chemicals which causes less harm to both the individual as well as the environment.
- The hotels should re-use products like bed sheets used for one day can be used for another day, used soaps can be re-used after processing instead of wasting them or throwing them in garbage.

In the same way that hotels replace old shampoo/conditioner bottles for each new visitor, some hotels are now only refilling empty/half-filled bottles. For internal note and internal departmental noting, hotels should use old used paper.

V. CONCLUSION

Following a thorough examination of the data, it was discovered that some environmentally sustainable techniques are still in use at the hotels, but that their execution is irregular. There are several environmentally sustainable techniques that just a few hotels follow. Although hotel managers are familiar with the word "sustainable," these practises have not been fully adopted or implemented. As a result, hoteliers must implement these practises and raise awareness among all hotel stakeholders, particularly guests who are the ultimate users of these services and facilities. In the conversation about the environment, visitor awareness and participation are critical. The main goal of this awareness and preparedness is to tap into the potential of environmental services and amenities in order to preserve some of the clean

environment for future generations. As previously stated, the hotel industry is one of the industries that consumes a lot of energy, uses a lot of water, and generates tonnes of garbage and waste water on a daily basis.

There are also other departments that require attention, such as housekeeping, food and production, front-office, and others, in order to maintain and protect resources. Hoteliers should clean the floors using grey water and flush the toilets with the last rinse of water left over after washing the linen. Other techniques that hotels might employ include storing rainwater and using it to water plants in their own kitchen gardens. Hoteliers should urge their employees to clean their establishments with organic products and environmentally friendly detergents and insecticides.

Managers have a significant role to play in environmental conservation and preservation. So, the first thing a hotel should do is provide in-house training to their employees, followed by in-house training for their visitors, so that guests may easily cooperate with the hotel's environmentally sustainable policies.

Hotels could provide reward programmes for visitors and employees who fully adhere to environmentally sustainable procedures. The following are some best practises that hoteliers can simply incorporate into their daily operations:

1. Managers should only provide water to guests who specifically request it.
2. Glass water bottles should be used instead of plastic water bottles.
3. Instead of replacing empty shampoo bottles and other products with new ones, refill them.
4. Offer discounts in their next or existing bookings to encourage their guests to participate in environmental programmes.
5. In order to preserve water, the bath tub in hotel rooms should be removed.

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