CHAPTER 5

FINDINGS, SUGGESTIONS AND RECOMMENDATIONS

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5.1. INTRODUCTION

After the interpretation of data using different tests and associations to prove/disprove the hypotheses, there were certain findings recorded. Also, there were a few suggestions that could be implemented after this research.

5.2. FINDINGS FROM HOTELS

After data analysis of the Hotel questionnaires and carrying out association tests, the data was interpreted. The findings of the Hotel data interpretation are listed out below-

5.2.1. FINDINGS OF THE HOTEL DATA INTERPRETATION

1. Whether the hotel is a part of any chain is related to if the hotel has a written policy document on green practices

More of the chain hotels (48.39%) have a written policy document as compared to the independent hotels (20%).
51.61% of the chain hotels do not have a written policy document on green practices, while 80% of the independent ones do not have it.

So it can be said that having a written policy document is dependent on whether the hotel is a part of any chain, since chain hotels tend to have more systems in place, as policies and procedures need to be uniform across all the properties belonging to that particular chain.

**2. Whether the hotel is a part of any chain is related to if the hotel groups have specific programme for implementation of green practices in the hotels**

54.84% of chain hotels have specific programmes for implementation of green practices in the hotels, while 75% of the independent hotels have specific programmes for implementation of green practices in the hotels.

45.16% of chain hotels do not have specific programmes for implementation of green practices in the hotels, while 25% of the independent hotels do not have specific programmes for implementation of green practices in the hotels.

So, it can be said that there is a relation between whether the hotel is a part of any chain and if the hotel groups have specific programme for implementation of green practices in the hotels, independent hotels have more specific programmes as compared to chain hotels.

**3. Whether the hotel is a part of any chain is related to if the overall performance of the hotel has consistently improved due to the implementation of green practices**

After analysis and interpretation of data, it is seen that 70.97% of the chain hotels have said that the overall performance of the hotel has consistently improved due to the implementation of green practices, 19.35% have said no, while 9.68% have responded as not really.

50% of the independent hotels have said that the overall performance of the hotel has consistently improved due to the implementation of green practices, 5% have said no, while 45% have responded as not really.
So, it can be said that there is a relation between whether the hotel is a part of any chain and if the overall performance of the hotel has consistently improved due to the implementation of green practices, as more chain hotels say that the overall performance of the hotel has consistently improved due to the implementation of green practices as compared to independent ones.

4. Whether the hotel is a part of any chain is related to if the overall performance of the hotel has consistently improved due to the implementation of green practices in terms of reduction of operating costs over the past 3 years

After analysis and interpretation of data, it can be seen that 87.10% of the chain hotels said that there is an improvement, while 12.90% said that there is no improvement in overall performance.

60% of the independent hotels said that there is an improvement in the overall performance, while 40% said that there is no improvement in overall performance.

So, it can be said that there is a relation between whether the hotel is a part of any chain and if the overall performance of the hotel has consistently improved due to the implementation of green practices in terms of reduction of operating costs over the past 3 years.

More of the chain hotels show improvement as compared to the independent hotels. This is because as said earlier, chain hotels have more structured implementation, in order to have uniformity across all the properties belonging to that chain.

5. Whether guests who consider green hotels as an important factor in booking rooms or venues for banquet functions or meals is related to whether are ready to pay extra for these initiatives

After analysis and interpretation of data, it is seen that 52.94% of the guests who consider green hotels as an important factor in booking rooms or venues for banquet functions or meals are ready to pay extra for these initiatives, while 47.06% are not ready to pay extra.
5.88% of the guests who do not consider green hotels as an important factor in booking rooms or venues for banquet functions are, ready to pay extra while 94.12% are not ready to pay extra.

So, it can be said that only those guests who consider green hotels as an important factor in booking rooms or venues for banquet functions or meals are ready to pay extra for these green initiatives.

Guests who do not consider green hotels as an important factor in booking rooms or venues for banquet functions or meals are not ready to pay extra for these green initiatives.

6. There is an association between year of commencement of operations and awareness about eco-friendly practices carried out in the hospitality industry

After analysis and interpretation of data, it is seen that 83.33% of the hotels that commenced operations before the year 2000 are aware about eco-friendly practices carried out in the hospitality industry, while 16.67% are not aware.

On the other hand 100% of the hotels that commenced operations before the year 2000 are aware about eco-friendly practices carried out in the hospitality industry.

So it can be said that hotels that commenced operations after the year 2000, are more aware of eco-friendly practices in the hospitality industry, as compared to those that commenced operations before the year 2000, are more aware of eco-friendly practices in the hospitality industry.

7. There is an association between whether the staff is given some specific training inputs by the hotel regarding implementation of green practices and the year of commencement of operations of the hotel

After analysis and interpretation of data it is seen that 57.58% of the hotels which commenced operations before the year 2000 give specific training inputs to their staff regarding implementation of green practices, 42.42% do not give any specific training inputs.
On the other hand 27.78% of the hotels which commenced operations after the year 2000 give specific training inputs to their staff regarding implementation of green practices, 72.22% do not give any specific training inputs.

So, it can be said that whether the staff is given some specific training inputs by the hotel regarding implementation of these practices is related to year of commencement of operations of the hotel, more hotels which started operations prior to the year 2000 give specific training inputs to their staff regarding implementation of green practices, as compared to the hotels which commenced operation after the year 2000. This is because the newer hotels already have their systems related to implementation of green practices in place.

5.2.2 VARIOUS GREEN PRACTICES CARRIED OUT AT THE HOTELS SURVEYED

Out of the five hotels surveyed, most of the five star and four star category ones were a lot more conscious of green or environment-friendly practices and had specific programmes for promoting green practices in their organizations as compared to the two star ones. Most of them stressed on the importance of involving guests in the implementation of these practices, as that also led increased savings.

Written below are the green practices followed in the 51 hotels surveyed. The names of the hotels have not been mentioned, instead, they have been identified as Hotel no 1, Hotel no 2 and so on.

**Hotel No 1 – 5 Star**

This hotel undertakes recycling of sewage water, linen reuse, recycling of paper, no bin day in cafeteria to reduce wastage of resources. Energy efficient equipment and devices are installed in the hotel energy efficient lighting system is installed in the hotel. The hotel is certified under LEEDS Gold certification conforming to eco-friendly norms. Earth hour is followed in which guests are involved.
Hotel No 2 - 5 Star

In this hotel the hotel manager is delegated with the responsibility of managing the environment related issues. The hotel uses energy-efficient lights to reduce energy consumption. Proper practices are followed to reduce water and fuel consumption. Guests are involved in implementing green practices by the ways of minimizing the changeover of room linen. Staff of this property undergoes specific training program for reducing energy consumption and cost.

Hotel No 3 - 5 Star

Eco-friendly practices are carried out to prevent environment degradation. The hotel recycles the water and waste via biodegradable plants. The Executive housekeeper is responsible for managing environment-related issues. Energy efficient lights are used. A biogas plant is installed; garbage is segregated as well as recycled if possible. Guests are involved in following green practices but no specific training is given to the staff. The hotel takes initiatives to popularize environment-friendly ways through web promotion.

Hotel No 4 - 5 Star

The Housekeeping Manager is in charge of managing environmental related issues. The hotel is aware of all the eco-friendly practices carried out in the industry and all departments are involved. There is a periodic training conducted for the staff on following eco-friendly practices. The hotel has a fixed budget for implementing environmental practices. The hotel uses solar energy panel and energy efficient lighting system. Guests are involved in practicing eco-friendly practices by placing tent cards informing them of linen reuse programme.

Hotel No 5-- 5 Star

This hotel has Green team that consists of representatives from all the departments regulated by the Human Resource Manager to look after the environmental issues.
The hotel is certified under LEEDS certification. Staff is trained periodically for following green practices. The hotel has invested in sewage treatment plant, uses energy efficient bulbs, and segregates waste before disposing it.

**Hotel No 6 - 5 Star**

This hotel belongs to one of the oldest chain of hotels in India, and one of the most well-known. This group has its own programme for implementation of green practices. All the employees have to undergo environmental training. The hotel group conducts energy audits every three years. There are a lot of green practices that are in use such as recycling one-sided printed paper for use as writing pads; conversion of old bed sheets that have outlived their wash factor into dusters and dust sheets; sewage treatment plant (STP) etc. CFL lights, which consume less energy, are used throughout the property. This hotel is certified under the Green Globe, a well-known international certification for the travel and tourism industry which is based on the standards of sustainable development.

**Hotel No 7 - 5 Star**

Routine training is conducted for staff regarding environmental practices. Solar panels are used for conservation of energy and the hotel is authorized by LEEDS.

**Hotel No 8 - 5 Star**

The hotel is actively involved in reducing energy consumption by using energy efficient lights. Guests are not involved in following green practices.

**Hotel No 9 - 5 Star**

There is awareness about green practices followed. Energy efficient lights are used in the hotel and there are large open spaces with garden suites and water bodies, but this is mostly from an aesthetic point.
Hotel No 10 - 5 Star

The hotel is aware of green practices followed in the industry. Papers are recycled and reused. Old linen is reused by converting into dusters. Guests are involved in following green practices by organizing bicycle tours for them.

Hotel No 11 -5 Star

There is a lot of importance given to the incorporation of green practices in daily operations. Waste management, responsible purchasing, water conservation, energy saving measures, are strictly followed. Garbage is segregated and disposed correctly, organic composting is done. There is a Sewage treatment plant which recycles the water, which is then used for flushing and watering of plants. There is a hotel level Green Council established, which monitors the implementation of these practices. Recycling of one-side used paper is followed in all offices. Only Ecolab cleaning agents (that are environment-friendly) are used in the Housekeeping department and the On Premise laundry. There are no cut flowers in the guest rooms, only bamboo plants in transparent vases. Moreover, long-lasting flowers like anthuriums, calum lilies, bird of paradise etc. are in public areas. No huge elaborate flower arrangements are made with unnecessary foliage, instead these long lasting flowers are placed in transparent vases and stay for 8-10 days. The hotel promotes Sustainable meetings. It has a specific programme for involving guests in green practices. If the guests agree for reuse of linen in their rooms, they get certain points that give them discounts during their next stay at any hotel belonging to the group. This programme has encouraged many guests to be a part of it, more than half the guests who stay are seen to participate, if for the personal benefits they get.

Hotel No 12 -5 Star

The hotel has a special committee which looks after the responsibility of managing environmental issues, with enthusiastic participation of all employees. Training is conducted for eco-friendly practices for the employees. Moreover, there is maximum use of natural light in guest bathrooms. The hotel uses motion sensors for the lighting
system. Guests are involved in eco-friendly practices by keeping tent cards in their rooms, encouraging them to save water and electricity during their stay at the hotel. The hotel is involved in tree plantation drives, cleaning surrounding areas and also distributes homemade paper carry bags to medical shops.

**Hotel No 13 – 4 Star**

The hotel has a fixed budget for following green practices and conducts training programs regarding reusing resources and maintaining profitability. The hotel involves guests in green practices by encouraging them to reuse the linen in their rooms.

**Hotel No 14 – 4 Star**

This hotel has fixed budget for executing green practices. The hotel uses eco-friendly cleaning agents. Solar water panels are used for hot water supply to the guest rooms and departments. Front office recycles one sided printed paper. Vermi culture pits are used for kitchen waste disposal.

**Hotel No 15 - 4 Star**

This hotel follows many eco-friendly practices. The staff is trained in segregating waste, recycling paper etc. The hotel processes its wet garbage by mincing machining and converts it into fertilizers. Solar water system and energy efficient lights are used. Air conditioning of the hotel is controlled by a computerized system. During low occupancy period vacant guest floors are completely shut down to conserve energy and cost. The hotel follows Earth hour.

**Hotel No 16 - 4 Star**

There are not too many green practices followed apart from solar panels to reduce costs and garbage segregation.
Hotel No 17 - 4 Star

The hotel is well aware of eco-friendly practices followed in the industry and implements the same. Garbage is segregated at the initial stage before disposing it also water is treated before letting it into the sewage system. The staff is trained for following water conservation and electricity conservation practices. The hotel holds a valid pollution control license. The guests in the hotel are not involved in following green practices.

Hotel No 18 - 4 Star

This is one of the oldest hotels in Pune. There is no specific programme for implementation of green practices. They do have solar panels for heating water and segregation of garbage, as per PMC norms. Guests are not involved in these practices.

Hotel No 19 - 4 Star

This hotel is located in the heart of the city. The hotel is aware about the eco-friendly practices followed in the industry and has its share in following the same. The hotel uses solar energy and energy efficient bulbs in the hotel. Guests are not involved in following green practices.

Hotel No 20 - 4 Star

There are no green practices followed, apart from solar panels to save energy costs.

Hotel No 21 - 3 Star

All departments are involved in following green practices. The hotel reuses the stationery and bed linens. Employees are given training for following green practices.
Hotel No 22 - 3 Star

The hotel is aware of the environmental practices which are followed in the industry. The garbage is identified and segregated before disposing it. There is no specific training given to the employees. Hotel tries to conserve water and electricity by following the government norms and conditions. Guests are not involved in following the green practices.

Hotel No 23 - 3 Star

This hotel is aware of the green practices followed in the industry. There is no specific training conducted for the hotel staff. Hotel reduces its cost and energy consumption by using energy efficient bulbs. Periodic energy audits are conducted. Guests are involved in implementing eco-friendly practices by encouraging them to recycle their linen.

Hotel No 24 - 3 Star

The hotel is aware of and follows eco-friendly practices. The hotel segregates its garbage at the initial stage and has vermi compost pits for garbage disposal. The hotel monitors its electricity and water consumption daily. Guests are involved in following eco-friendly practices by recycling linen. The hotel takes initiative in organizing rallies and awareness drives regarding green practices.

Hotel No 25 - 3 Star

There are no specific green practices followed in this hotel.

Hotel No 26 - 3 Star

This property belongs to Suson hotels Pvt. Ltd. Group. There is absolutely no awareness about green practices followed neither training is done nor guests are involved in following eco-friendly practices.
Hotel No 27 - 2 Star

There was practically no awareness about green practices, or the need for such practices. Hence, there were no such practices implemented.

Hotel No 28 - 2 Star

Hotel uses energy saving lights but otherwise there is absolutely no awareness about following ecofriendly practices in the hotel.

Hotel No 29 - 2 Star

The hotel follows eco-friendly practices such as use of LED lights and, solar panels. The Human resource manager is responsible for managing all issues related to the environment.

Hotel No 30 - 2 Star

The management of this hotel only said that they were aware of the concept of green practices to be followed. However, there was no specific programme of the hotel meant for implementation of these practices. Although they do have solar panels for heating of water, this system was not put in place specifically for environmental reasons, but because it is more economical and convenient. Also, guests were not specifically asked to participate in any environment-friendly practices as yet. They were however open to implementing green practices in their daily operations, provided it did not involve major investments.

Hotel No 31 - 2 Star

There are no green practices followed as there is lack of infrastructure and awareness about the same.
**Hotel No 32 - 5 Star**

There are strict norms to ensure compliance with environment-friendly practices, with there being regular internal audits for the same. Energy conservation, water conservation, waste management, use of eco-friendly guest room supplies like paper coasters, hangers made of sawdust, paper bags, coverings for pens etc. are just a few of the things done. There are no flowers kept in the public areas, they are replaced by the environment-friendly potted plants. The group encourages green meetings and also offers free pick-up for a group of six or more guests who would like to come for a meal. There are large open lawns surrounding the hotel and substantial greenery all around. Also, there is a small water body with aquatic plants, to further incorporate the green touch. The emphasis on these practices is for all the departments of the hotel.

**Hotel No 33 - 5 Star**

This hotel is aware of all the eco-friendly practices followed in the industry. This property reduces the cost of stationary by using E-folios, recycling one sided printed papers and reducing food wastage by displaying daily food wastage chart in the cafeteria. The Training Manager and Human Resource Manager are delegated with the responsibility of managing environmental related issues. The hotel has a specific program for implementing green practices in the hotel. Regular training sessions are held for the employees. There is a regular food committee check implemented for reducing food wastage. The hotel has fixed annual budget for implementation of green practices. The hotel has scheduled lighting facility, regular energy audits and closing of floors during low occupancy. Guests are involved in following green practices by placing ‘save water’ tent cards or supplying fruits on request etc.

**Hotel No 34 - 4 Star**

The hotel follows some eco-friendly practices like garbage segregation and use of natural lighting. No specific training is conducted for the staff regarding creating awareness about following green practices.
Hotel No 35 -3 Star

This hotel is part of a chain that promotes a lot of eco-friendly processes for preservation of energy and water. They have specific guidelines for waste management and try to minimize water, noise and environmental pollution. With CFL lighting and Variable Refrigerant Volume (VRV) technology for air-conditioning along with key tag energy saver system and use of natural lighting in the design of their properties, a lot of energy is saved. Rain water harvesting, auto-flush system for public urinals and flow restrictors help to save water. Generators used are noiseless. Paper bags are used for delivery of guest laundry. This hotel chain has a structured system for implementation of green practices.

Hotel No 36 -3 Star

This hotel has written policy for implementing green practices. The hotel has specific program for implementing green practices by using soft copies for reports, reuse of one-sided paper etc. the hotel conducts specific training program to prevent environment degradation. The hotel has invested in installing Sewage Treatment Plant; it is maintained and used all the time. Maximum use of LED bulb and control on usage of energy is taken care of.

Hotel No 37 -3 Star

This hotel follows eco-friendly practices. A separate committee looks after the management of environmental issues. A program is run to promote awareness of eco-friendly practices and their impact. Hotel employees undergo training programs about green practices. The hotel contributes in preventing environment degradation by proper waste management, water treatment, and proper energy consumption etc. There is energy efficient lighting installed in the hotel. Hotel carries out initiatives like tree plantation, plastic reduction etc. in which the guests are involved as well.

Hotel No 38 -3 Star
Employees of this hotel are aware of the eco-friendly practices followed in the industry. This hotel does not have any written policy regarding implementation of green practices. No specific training for the same is conducted for the employees. The hotel has invested in planting green trees during the construction period. There are no specific measures taken for following other eco-friendly practices.

**Hotel No 39- 3 Star**

This hotel is aware of and follows green practices. Solar panels, water conservation system, reuse of stationery and reduction of use of paper are implemented. However, the hotel does not have any specific program for implementing green practices. Employees are not specifically trained to follow eco-friendly practices. Guests are not involved in following ecofriendly practices.

**Hotel No 40 -3 Star**

In this hotel the General Manager is responsible for dealing with environment related issues. Hotel does not have any specific training program for the employees in following green practices. The hotel uses energy efficient lights and solar system for conserving environment. Guests are involved by linen reuse program.

**Hotel No 41-3 Star**

Hotel does not have any specific training program for the employees in following green practices. The hotel uses energy efficient lights, electronic key cards and solar system for conserving environment. Guests are not involved.

**Hotel No 42 -5 Star**

The rooms have been constructed to have a lot of natural light, to reduce energy. There is a lot of greenery around the hotel. There are solar water heating panels and
segregation of garbage. Electronic key cards are used. However, there is no active programme for the implementation of green practices.

**Hotel No 43 - 5 Star**

This hotel is beautifully located at a height and has a lot of greenery with lush gardens. Use of electronic key cards and solar panels for heating water helps in conservation of energy. Segregation of garbage is done on a daily basis. However there is no specific programme for green practices.

**Hotel No 44 – 3 Star**

This resort calls itself an eco-friendly resort. There is maximum use of natural light so that it is not necessary to switch on most lights during the day. Although there is an artificially created lagoon, it does not adversely affect the environment by avoiding diesel boats. Segregation of garbage is done and energy is conserved with the help of solar heating panels. Due to the large scale presence of water bodies, there are a lot of birds which come for a sip of water and to the charm of the resort.

**Hotel No 45 -3 Star**

This hotel is located amidst a lot of greenery. The guest rooms have large floor to ceiling windows, which gives plenty of natural light and saves energy. Garbage segregation is done. However they have no specific programme for green practices.

**Hotel No 46 - 3 Star**

This resort is unique as it has a Fresh air system which takes fresh air from outside, filters it and then distributes it through ducts to every guest room, so that the guests get to breathe fresh air. There is a solar powered hot water system which saves on the electricity. There is no guest involvement in green practices.
Hotel No 47- 3 Star

This resort is surrounded by large open spaces and there is a lot of greenery around. However, there are no specific green practices followed.

Hotel No 48-4 Star

All departments of this hotel are involved in following eco-friendly practices. The Chief Engineer and Executive Housekeeper are responsible for handling environment related issues. This hotel has a fixed annual budget for implementation of eco-friendly practices. The hotel has invested in landscaping; installing big windows for enhancing the natural light and a Sewage Treatment Plant. The hotel has light sensors in corridors and prevents usage of lights in the day time. This hotel is certified under the ‘Green Building Council’. Guests are involved in this practice by linen reuse program and using remote controlled lights.

Hotel No 49- 3 Star

This hotel works to save the environment by using one sided papers, not using cut flowers in the guest rooms, etc. Guests are not directly involved in following environmental practices.

Hotel No 50- 3 Star

This resort is situated has great natural surroundings. They have a solar water heating system for the conservation of energy. There are large open spaces and lawns, and water bodies add to the visual appeal. However there is no specific practice to involve guests in eco-friendly practices.

Hotel No 51- 5 Star

This property is well aware of eco-friendly practices carried out in the industry. There are tent cards kept in the room for recycling the linen to reduce water consumption. It has waste segregation unit and a vermi culture pit. Rainwater harvesting is carried out.
Special training sessions are conducted for the employees of this hotel. The hotel has installed the solar energy system, sewage treatment plant, energy efficient lights to promote eco-friendly environment. The fort has large fields in its vicinity, where vegetables are grown that are used to make staff meals. Guests are involved in following green practices like linen reuse.
5.3. FINDINGS FROM GUESTS

It was found that most of the guests were aware of the concept of green practices in the hotel industry. The degree of awareness changed with respect to their profession and educational qualifications. Also, a majority of the guests in an older age group were not very willing to participate in these endeavors as compared to the younger professionals as they felt that they would have to compromise on their comfort levels.

5.3.1. FINDINGS OF THE GUEST DATA INTERPRETATION

After data analysis of the Guest questionnaires and carrying out association tests, the data was interpreted. The findings of the Guest data interpretation are listed out below-

1. Awareness about eco-friendly practices carried out in the hospitality industry is related to the age of the respondents.

As per the analysis and interpretation of data, it is found that 78.57% respondents in the age group below 30 years were found to be aware of these practices, while 21.43% were not aware. 85.35% respondents in the age group of 30 to 40 years, while 14.65% were not aware. 92% respondents in the age group of 40 to 50 years were aware, while 8% were not aware; and 75% of guests above 50 years were found to be aware of such practices, while 25% were not aware.

So, it can be said that Awareness about eco-friendly practices carried out in the hospitality industry is related to the age of the respondents.

Most guests across all age-groups are aware of these practices; however, only 75% of guests in the age group above 50 are found to be aware which is slightly lesser than in the other age-groups.

2. Awareness about Ecotels is related on the age of the respondents

As per the analysis and interpretation of data, it is found that 53.57% respondents in the age group below 30 years were found to be aware of Ecotels, while 46.43% were not aware. 59.6% respondents in the age group of 30 to 40 years while 40.4% were not aware. 74% respondents in the age group of 40 to 50 years were found to be
aware of such practices and 56.25 % of guests above 50 years were found to be aware of such practices.

So, it can be said that Awareness about Ecotels is related to the age of the respondents, more respondents in the 30 to 50 years of age were found to be aware of Ecotels as compared to the respondents in the other age groups.

3. Participation in green initiatives is related to the frequency of travel of the respondent.

As per the analysis and interpretation of data, it is found that of the total respondents who participated in green initiatives, 84.81% respondents travelled once a year, 75.89% respondents travelled once in six months, 89.34% respondents travelled once in three months. 89.89% of the respondents travelled once a month or week.

So, it can be said that Participation in green initiatives is related to the frequency of travel of the respondent, frequent travellers i.e. those that travelled once a week/once a month and once in three months participate more in green initiatives as compared to those that travelled once in six months or a year.

4. Willingness of respondents to pay extra charges in order to be able to experience green hotels is related to the frequency of travel of the respondent.

As per the analysis and interpretation of data, it is found that of the total respondents who were willing to pay extra charges in order to be able to stay in green hotels, 8.86 % respondents travelled once a year, 23.85 % respondents travelled once in six months, 25.96 % respondents travelled once in three months, 25.84% travelled once a month or week.

So, it can be said that respondents who travel less frequently are not as willing to pay extra charges in order to be able to stay in green hotels as compared to those respondents that travelled once in a week or month, three months, or six months.

5. Whether the respondent has stayed in a hotel which follows green practices is related to the purpose of travel of the respondent.

As per the analysis and interpretation of data, it is found that of the total respondents, 84.25% of business travellers have stayed in a hotel which follows green practices,
while only 68.99% of leisure travellers have stayed in a hotel which follows green practices.

So, it can be said that respondents who travel for the purpose of business are more likely to have stayed in a hotel which follows green practices as compared to those respondents who have travelled for leisure.

6. Whether the respondent is participating in green initiatives carried out in hotels is related to the purpose of travel of the respondent

As per the analysis and interpretation of data, it is seen that out of the total respondents, 52.01% of the business travellers (more than half the respondents) have participated in green initiatives carried out in hotels, as compared to only 32.56% to the leisure travellers.

So, it can be said that business travellers participate more in green initiatives carried out in hotels, as compared to leisure travellers.

7. Whether the respondents feel that green hotels are expensive is related to the purpose of travel of the respondent

As per the analysis and interpretation of data, it is seen that out of the total respondents, 67.77% of business travellers feel that green hotels are expensive, as compared to 54.26% of leisure travellers.

So it can be said that more business travellers feel that green hotels are expensive, as compared to leisure travellers.

8. Awareness of Ecotels is dependent on highest educational qualifications of the respondent

As per the analysis and interpretation of data, it is found that less than half the undergraduates (41.18 %) were found to be aware of Ecotels. More than half (58.68 %) of the graduates were aware of Ecotels, more than half (58.59%) of the post-graduates were aware of Ecotels. Maximum (70.59%) of the professionally qualified/doctorate respondents were aware of Ecotels.
So, it can be said that awareness about Ecotels is related to the educational qualification of the respondents, highly qualified respondents are found to be more aware of Ecotels as compared to the others.

9. Whether guests have stayed in hotels which follow green practices depends on the highest educational qualification of the respondent

As per the analysis and interpretation of data, it is found that majority of the professionally qualified/doctorate respondents (88.24%) have stayed in hotels which follow green practices. 77.34% post graduate respondents, 73.55% graduates and 64.71% of the undergraduate respondents have stayed at hotels which follow green practices.

So, it can be said that whether guests have stayed at green hotels is related to the educational qualification of the respondents, more highly qualified respondents are found to have stayed at green hotels as compared to the others.

10. Whether respondents have participated in green initiatives undertaken by the hotel depends on the highest educational qualification of the respondent

As per the analysis and interpretation of data, it is found that hardly one third of the (33.06%) of the graduate respondents have participated in green initiatives undertaken by the hotel they were staying in. 58.82% under graduates and 52.94% professionally qualified/doctorate respondents. Slightly less than half the post graduate respondents (48.44%) have participated in green initiatives undertaken by the hotel that they were staying in.

So, it can be said that overall half the guests across all categories have participated in green initiatives undertaken by the hotel that they were staying in.

In fact, it is seen that more undergraduates (58.82%) have participated in green initiatives undertaken by the hotel that they were staying in, some of which were students.
11. Whether respondents feel the necessity of having environment-friendly practices in the hotel depends on the highest educational qualification of the respondent

As per the analysis and interpretation of data, it is found that 97.06% of the Professionally qualified or Doctorate respondents felt the necessity of having environment-friendly practices in the hotel. 88.28% of the Post graduates felt the necessity of having environment-friendly practices in the hotel. This is followed by 88.24% of the undergraduates, some of which are students. 82.64% of the Graduates felt the necessity of having environment-friendly practices in the hotel.

So it can be said that whether respondents feel the necessity of having environment-friendly practices in the hotel depends on their Highest educational qualification. Undergraduates show a slightly higher percentage as compared to graduates, some of the respondents of this category are still students.

12. Whether respondents are willing to pay extra charges in order to be able to stay in such hotels depends on the highest educational qualification of the respondent.

As per the analysis and interpretation of data, it is found that less than one third of the respondents from all the categories were ready to pay extra charges in order to be able to stay in green hotels- 27.21% professionally qualified or doctorate, 25% of post-graduates, 14.88% graduates and 5.88% of under graduates. So overall it can be said that very few respondents from all categories are willing to pay extra charges in order to be able to stay in such hotels, least amongst them the undergraduate respondents.

13. Awareness of eco-friendly practices and awareness of Ecotels

After analysis and interpretation of the data, it is found that only those respondents aware of eco-friendly practices followed in hotels are aware of Ecotels.

14. Awareness of eco-friendly practices and whether the respondents had stayed at a hotel which follows green practices

After analysis and interpretation of the data, it is found that only those respondents aware of eco-friendly practices followed in hotels can say that they have stayed at a hotel which follows green practices.
15. Awareness of eco-friendly practices and whether the respondents feel the necessity of having environment-friendly practices in hotels

After analysis and interpretation of the data, it is found that only those respondents aware of eco-friendly practices followed in hotels feel the necessity of having environment-friendly practices in hotels.

16. Awareness of eco-friendly practices and whether respondents prefer to stay in a hotel which follows such practices

After analysis and interpretation of the data, it is found that only those respondents aware of eco-friendly practices followed in hotels prefer to stay in a hotel which follows such practices.

17. Respondents think that such hotels might be more expensive as compared to those which do not follow or implement such practices and if they are willing to pay extra charges in order to be able to experience such hotels

After analysis and interpretation of the data, it is found that those respondents who think that such hotels might be more expensive as compared to those which do not follow or implement such practices are not willing to pay extra charges in order to be able to experience such hotels.

18. Whether respondents have stayed in a hotel which follows green practices in its day to day operations and if they feel that the hotel they are staying in at the moment is following green practices in its operations

After analysis and interpretation of the data, it is found that only those respondents who have earlier stayed in a hotel which follows green practices in its day to day operations can judge whether the hotel they are staying in at the moment is following green practices.

19. Whether respondents are more aware of eco-friendly practices depends on place of residence of the respondents

More respondents from outside India (93.54%) are aware of eco-friendly practices followed in the hospitality industry as compared to those respondents from India (84.09%). However, there is not much significant difference in the awareness levels of respondents from within Maharashtra & those from outside Maharashtra.
5.4. FINDINGS FROM TRAVEL AGENCIES

1. Majority of the travel agencies surveyed during this research were aware of eco-friendly practices carried out in hotels.

2. However, less than half of the respondents were aware of the various green certifications that are available. Amongst those that were aware, there were only 3 main certifications that they knew of.

3. When asked to rate client preferences while making hotel bookings, it was found that clients gave maximum importance to their budget i.e. the hotel’s rates, then location of the hotel, then facilities offered by the hotel, with eco-friendly practices followed in the hotel getting the least preference. During personal interviews, a few travel agencies did say that some clients do ask about sustainable hotels, that they find advertised on travel portals like expedia.co.in or tripadvisor.com.

4. During personal interviews for data collection, some respondents revealed that a few clients specifically request for homestay accommodation, in the middle of plantations or forests to be close to nature and experience green surroundings and authentic local food. This particular observation had no bearing on the research conducted, as the sample selected here is two to five star hotels and resorts.

5. However, not all clients for whom travel agencies booked hotels were specifically looking out for green hotels, or eco-friendly hotels. In fact, significantly, none of the respondents reported more than 10 bookings for eco-friendly hotels in a month.

6. Majority of the travel agencies did not feel the need to promote eco-friendly hotels.

7. All the respondents unanimously declared that there is no support from the State Government for eco-friendly hotels.
5.5. SUGGESTIONS AND RECOMMENDATIONS

After carrying out this research, the researcher would like to make the following suggestions. These are applicable at the pan-India level.

1. It is suggested that the State government takes up the challenge of promoting green hotels aggressively and offer incentives to hotel properties that incorporate such practices in their day to day operations in the form of investment aid or subsidies.

2. Travel agencies too should be offered support to market these hotels by the government.

3. Hotel associations should get involved in increasing awareness about green practices as well as advise existing and upcoming hotels on how to incorporate these practices.

4. Hotels should take up green procurement on a ground level and create awareness about it. This is the basic need of green hotels. It will have two advantages- it will not only help the hotels in their endeavor of further implementing green practices, but also be useful in increasing the market for green products. There will be an increase in the employment of green ventures, thus creating new job opportunities, which will help the economy.

5. Green marketing and green branding should be aggressively followed by hotels that are really keen to implement environment-friendly practices in their daily operations.

6. More hotels should offer incentives to guests who participate in green practices, like the certain hotel groups do. The guests will feel encouraged to take part, as they will get personal benefits like discounts on their next bill or a complimentary facility during the current stay. Thus more and more guests will participate in the implementation of eco-friendly practices in the hotel where they stay.

7. Also Mahratta Chamber of Commerce and Industries, with its large number of members across various industries can help promote green hotels amongst its members, thereby increase their awareness for the environment and increase the market for such hotels. So, this body should be involved in promoting of green hotels.