CHAPTER – IV
CHAPTER IV
GREEN IMAGE OF ECO HOTELS UNDER STUDY

4.1 GREEN IMAGE OF ECOTEL’S: A CONCEPT

With the growing consciousness and demand for eco friendly products and services, many industry experts have engaged in developing and promoting ecologically sustainable products and services while determined to reinforce their business commitment to sustainability (Earthshare, 2012). In order to meet the ever increasing demand for eco friendly products and services, marketers throughout all industries invest enormous efforts into developing and promoting green goods. The focus on green has advocated the hotel and restaurant industry to amend their services as well in order to meet the changing expectations of the customers.

Implementing green practices allow organizations to save long term operational cost whilst gaining a competitive advantage by developing a positive image and reputation (Chen, 2008). According to a survey (Environmental Leader, 2007) conducted by BDO Seidman, LLP, two thirds of CFOs at the top 100 retail companies indicated that their greatest motive for pursuing eco-friendly practices was to improve the company’s image, which enable companies to establish and maintain relationships with customers. On the other hand, few researchers have pointed the disadvantages of going green. For example, the preliminary cost of implementing green attributes is expensive, and the savings obtained from implementing green attributes do not compensate for initial investment (Joseph, 2012). Even with these potential disadvantages, organisations believe that green practices are beneficial and, thus, consistently pursue environmental friendly practices.

With the intangible element of the hotel industry, the critical linkage among green practices, company image, and customer behavior has an even greater impact on the hotel business. Customers may depend considerably on the image of a hotel when making decisions regarding their stay. They are most likely to choose a hotel with a stronger positive image (Namkung and Jang, 2013).
In contrast with the customers of green products or for the consumers of green services, the relationship between their perceived benefit and purchasing action is not clearly recognizable. It is difficult to practically observe the relationship between green attributes and purchase decisions because unlike green products, green hotel attributes hardly give any direct benefit to the consumer. However, previous researches in the area have indicated that practicing green might provide intangible benefits, such as satisfying guests’ emotional and psychological needs for self-esteem, which in turn influence the customer’s overall attitude toward a hotel property (Manaktola and Jauhari, 2007).

Studies (Miles & Covin, 2000; Schwaiger, 2004) in corporate social responsibility and marketing have made it apparent that corporate image and corporate reputation are greatly affected by the green practices. Such practices also significantly affect the evaluation of a company’s image, reputation, and even customer loyalty (Dutta et al., 2008). Chen (2010) defined green image in the context of brand equity management as “a set of perceptions of a brand in a consumer’s mind that is linked to environmental commitments and environmental concerns.” Similarly, a hotel’s green image can be defined as guest’s mental definitions of a particular hotel that are linked to environmental concerns.

Theoretically, green practices may not be considered as the major component of overall image of any organization. But taking into consideration the current social scenario in which customers are increasingly becoming more green centric and demanding products and services that are designed to be less harmful to the environment, organizations are making intensive efforts going green. Companies have also been confronted with the need to become more sensitive to the current state of the environment. As a result of the growing social sensitivity towards this issue, a company’s image can be significantly affected by lack of interest in environmental concerns. According to Graci & Dodds (2008), implementing environmental friendly practices has been seen as the strategy for gaining competitive advantage that includes elevating brand’s green image, price premiums etc. As per the definitions in the literature green brands are the one that offers environmental advantages over their similar counterparts. Such brands appeals to those customers for whom being green is a high priority. Green
brands have a set of benefits. According to Hartmann & Ibáñez (2006), it is crucial to strengthen the customer’s perception of individual benefits from going green as it strengthens the emotional value of green brands. According to Chen (2009) a green brand image includes green practices into brand to create a set of favourable perceptions related to brand in the customer’s mind that are linked to environmental concerns and commitment. Organisation’s image and goodwill is intangible yet priceless asset, and the literature supports a positive association between green practices and green brand image. Penny (2007) found that 65% of respondents believe that good green management can contribute to a hotel’s image and competitiveness. In the hotel industry, Han, Hsu, and Lee (2009) found that customers who have a positive image of green hotels are willing to stay at a green hotel, recommend it, and pay more. Lee, Hsu, Han, and Kim (2010) found that a green hotel’s overall image can contribute to more favorable behavioral intentions including word-of-mouth, willingness to pay a premium, and revisit intention. According Tan & Yeap (2012), the adoption of green practices help build a good organisation image.

4.2 BENEFITS TO HOTELS ADOPTING GREEN PRACTICES

From the business point of view, it could be argued that why a hotel should turn green or eco friendly. How does it affect the hotel’s image and grossly its revenue? Following are the advantages or reasons why hotel should go green:

4.2.1 Adds to the Goodwill of the hotel

In the long term, green efforts extensively impact the value of the hotel property, with the focus on sustainable development for the future and reduction of wear and tear. As discussed by Oliver Kahf, General Manager, Renaissance Mumbai Convention Centre in his interview with Express Hospitality (2010, June), “The image and brand perspective that comes with such initiatives are immensely beneficial to the hotel property in the long run. It also has a dual prolonged effect – the property has inculcated a sense of responsibility not only amongst its employees and processes, but it is also promoting the cause to others”. This earned goodwill is immensely beneficial for the hotel for retaining the present customers and approaching the potential customers in the future.
4.2.2 Increase Savings on Cost

According to Brebbia and Pineda (2004), one of the most significant factors that makes the hotel implement various environmental initiatives is its financial benefits. This is especially applicable in the hotel industry that operate in a highly competitive market where the cost of energy, water, and waste disposal are very high. Reduction of energy use, conservation of water, solid waste management are all low risk investment initiatives that ensure high returns as the savings are significant. The capital expenses are higher for hotels that implement green initiatives while operational expenses are greatly reduced, the monthly savings on operational costs helps boost the overall profitability. The initiatives should not be just limited to conserving the resources but educating all the stakeholders, from employees to guests and suppliers. Most hotels are not constructed as per green norms but can easily adopt eco practices.

Shamsher Singh Mann, Associate Director, HVS global hospitality services states (Dev, 2010), “every hotel is different in nature and the solutions for making it green have to be customized keeping in mind its limitations.” With new innovations, cost of constructing environment friendly projects has been reduced significantly. He further added that building an environment friendly construction is little more expensive than constructing a regular building and returns on investment materializes within the next couple of years. He acknowledged that constant monitoring is ensured to comply with certification norms and streamline the processes. The environment management system (ISO 14001) certification initiated proactive, forward thinking activities to save use of electricity and water, minimizes the use of chemicals and paper. This resulted in changes in work habits by training and effective cost cutting.

4.2.3 Helps to Increase Customer Loyalty

According to the study by Graci & Kuehnel (2010), over the past few years there has been a significant shift in the expectations and demands of consumers. The hotel guests are now more sophisticated and to varying degrees is sensitized about environmental issues such as recycling Paper, cans and bottles etc as well as making greener lifestyle choices, such as organic food or fuel-efficient vehicles. The study further
discussed that guests make their decision to stay at a hotel facility based on location, amenities, and service. Hotels that implement pro environment initiatives may play a smaller role in a guest's choice of a property. Despite first-time, guests base their decisions on location, amenities and service, guest loyalty may increase for a property which has demonstrated a level of environmental commitment.

### 4.2.4 Engineering Cost Control

Life and efficiency of the machines can be increased by implying with green initiatives. For example, regular descaling of boilers and air conditioners increase the life of the machine and also saves energy.

According to Shirish Wagh, Chief engineer, Taj Mahal Palace and Tower Mumbai (Dev, 2010), “We have seen from our experience that we can save 15 to 20 per cent of energy cost by implementing energy saving ideas, which include installing energy saving lights, water saving reducers and other initiatives which will improve the efficiency of equipments.” Further he added that while implementing green initiatives in Taj Lands End he had witnessed the return on investment for replacing LED, rain water harvesting coming in 6 to 18 months, while other green initiatives such as solar energy for electrical use or chilled out water may come in 6-10 years.

While a few areas of cost control are discussed as reducing the wastage and ordering less as per actual requirement; Inventory should be kept low and if the parts are available straight off the shelf then there is no need to keep excessive inventory; Shutting down some equipment during non peak hours; Replacing spare with local parts leads to cost control but in turn reduces the efficiency of equipments and reduces the life.

### 4.2.5 Helps in Developing the Brand Image of the Hotel

The brand values of such green initiatives cannot be underestimated in hospitality sector, with informed customers naturally opting to stay in an environment friendly hotel. Khatri claims that it positively impacts the brand equity as all stakeholders are looking for sustainable development initiatives for organizations. The organizations which are at the forefront of sustainable development become market leaders. It also
gives them a competitive edge over others in the market. Creating a product which is able to change the mindset by providing a more responsible luxury is a competitive advantage very few hotels have thought of leveraging. Luxury shall become more and more understated as we go forward and being a social responsible brand ties up very well with this philosophy.

4.3 FEW EXAMPLES OF HOTELS THAT IMPLEMENT GREEN INITIATIVES

There are many hotels which are adopting green practices and are significantly getting benefited from the same. Few popular examples are discussed as under

4.3.1

Hospitality Valuation Services which is a US based certification agency offering consultation and valuation services for the lodging industry did a study of the 36 roomed, The Rodas Mumbai to demonstrate that even a small & medium scale hotel can adopt green practices and get benefited. It was observed that hotel saved approximately two lakh rupees per year per room by implementing various environment friendly practices and by reducing waste at source. In 2009, the hotel saved approximately 1.8 percent of total electricity bills by using the excess heat generated by the air conditioners to heat water instead of using boilers to heat water for kitchen and bathrooms. In addition to this, the hotel innovatively reused the chilled water dispensed by air conditioners by circulating through hotel’s central water purifying unit, in order to cool water which is otherwise fit for consumption.

4.3.2

The Park Hyderabad, India’s first LEED gold certification green hotel has been able to save 33% of energy with the help of various green initiatives. The hotel saves the huge expense incurred on managing wastes through recycling and avoiding wasteful packaging products. To reduce environmental impact resulting from transportation, the hotel procured material from within the radius of 500 miles.
As per the above mentioned benefits and success stories, it is beneficial for the hotel to implement green practices. Acting as an initiator, Delhi Pollution Control committee in its board meeting has decided that the five star hotels are advised to take suitable eco-friendly measures viz Waste reduction measures, Water conservation measures, Energy conservation measures & follow Environmentally responsible purchasing practices as envisaged in the Guidelines for Green Hotels mentioned as under.

a) Eco Friendly measures

Prefer biological method for treatment over chemical treatment of domestic and organic content waste water, reduction of sludge as well as use of sludge as manure; Composting of bio degradable organic waste through waste converter and reuse as manure; Developing green zone to create buffer areas from main roads; Treatment of waste water for reuse of water for cleaning, flush washing and horticulture purpose to save money as well as water etc.

b) Waste Reduction Measures

Buy refillable soap, hair rinse and hand lotion dispensers for guest rooms; Obtain towels and sheets made from 100% natural cotton, containing no chemical, dyes or bleaches; Encourage the guest to reuse their towels and linens and reduce the frequency of changing and washing linens; Donate used linens to local shelters or other charities; To reduce wastage of food, offer guests the option of ordering half portions; Buy supplies from vendors who accept returned containers used for shipping products; Use refillable pump spray bottles rather than single-use aerosol cans; Fill smaller reusable containers with cleaning products from larger containers; Substitute single-use items with reusable items such as napkins, tablecloths and hand towels. When they are worn, use them as cleaning rags; Store glasses upside down on trays, rather than using disposable paper covers; Provide guest rooms with unwrapped, reusable drinking glasses and coffee mugs; Do not replace half filled toilet paper rolls and tissue boxes until they are completely used; Donate partially-used product etc.
c) **Water Conservation Measures**

Use low flow shower heads, bath and sink faucet aerators and low flow toilets; Operate clothes and dishwashers only with full loads and promptly repair all leakages; Wash linens and clothes in the coolest water, hot water is usually only necessary for heavily soiled loads; Restrict lawn watering to evening hours for maximize effectiveness; Use soaker hoses instead of sprinklers on your lawns to minimize evaporation.

d) **Energy Conservation Measures**

Cover all windows, especially west and south-facing windows, from sunlight with curtain, shades or shutters; All unnecessary lighting should be turned off. Encourage guests to do the same with signboards in the guestrooms; Set room thermostats to the highest comfortable temperature in summer (at or over 78 Fahrenheit) and the lowest comfortable in winter (at or below 58 Fahrenheit) especially in empty rooms; To close the air gaps around windows and doors use weather stripping; Replace bulbs with low-watt fluorescent light in place of bulbs; Use fluorescent lighting as much as possible. They are initially more expensive, but use less energy and last longer and save money; Installation of solar water heating/ parabolic concentrator for cooking/ solar lighting/ solar AC; Use of inverters instead of Diesel generator sets.

e) **Eco Friendly Purchasing Practices**

Purchase recycled products. Buy toilet tissue, facial tissues and paper towels made from recycled paper; Buy cleaning products that are biodegradable; Use recycled paper for letterhead, guest room stationery etc; Use of pollution free electric vehicles.

4.4 **GREEN PRACTICES FOLLOWED BY THE HOTELS UNDER STUDY**

4.4.1 **The Uppal, New Delhi**

The Uppal New Delhi is an environmental sensitive hotel managed by concept hospitality private limited (a Mumbai based team of hotel consultants and experts). Concept hospitality private limited has signed memorandum of understand with Hospitality Valuation Services (the certifying agency for environmentally sensitive
hotels). It is a five star facility hotel located close to Delhi and Gurgaon. The luxury, facilities and satisfaction are not compromised in this environment friendly hotel property. The hotel claims to be one of the best hotels in Delhi and a well known wedding venue. The 48 rooms and suites in the hotel are elegantly designed and have a range of facilities to make their guest feel comfortable. Luxuriant feel is maintained throughout the hotel and everything is well kept. A specialty restaurant with bar, fully equipped business center, swimming pool, lawn tennis court, jogging track, large banqueting facilities are some of the other features incorporated in the hotel.

Following are the few initiatives taken by the hotel:-

a) Green Design Building

The building of the hotel is designed in such a way that the natural resources such as air, sunlight and water are used to the maximum. The designing allow the natural light to minimize the requirements of lighting in the day time. Rain water is harvested and treated before it is used in gardens and for cleaning water closet. The designing is done keeping in mind the summer and winter angle of the sun, which resulted that the building is naturally cozy in winter and airy in summer. The solar panels on the roof allow the hotel to use solar energy for lighting and heating purposes, which supplement the need of power during power failure.

b) Guest Involvement

The guests are involved in these activities by various polite gestures. For example guest room is planted with tag on the mirror to close the tap while shaving and brushing. Linen and towel reuse programs typically allow guests to choose whether or not to have their linens and towels laundered every day. By asking guests to choose to use their towels and linens more than once, the hotel achieve considerable annual financial savings with minimal costs. And an added advantage to this is that hotel’s linen and towel lifespan can be expanded, thereby decreasing replacement costs. Hotels communicate this among their guests using in–room materials including table brochures, door hangers or pillow cards and towel program door hangers. It has been seen that once the guests are aware of this program, most of them participate in it.
In order to involve guest and make them feel connected to the hotel property, The Orchids Delhi on its first Anniversary made all their guests plant a sapling in their garden with the name tag of the guest. It has been observed that most of the guest returned to the same property to see the sapling planted by them, which means that green practices followed by the property resulted in the guest revisiting the same hotel. Also for few, contributing towards environment adds to their prestige and status.

c) Controlling Waste

In Orchid, the bio-degradable waste is treated through land filling and not by burning. Another alternate way the hotel implies is through Vermicomposting. In this process a pit is dug in the ground which is of 8 feet wide and 8 feet long and waste material is put between the two layers of soil along with earthworms and is closed for 28-30 days. After the completion of the period, the waste is decomposed in the form of manure which is used in the hotel gardens and the excess is sold in the market.

d) Use of Eco friendly chemicals

The swimming pool of the hotel is cleaned through Ozone and not through chlorine. Chlorine cause skin allergy among few people and is not regarded good for environment while there is no such problems with the use of ozone. The hotels also use certified green cleaning chemicals which do not create any skin allergy or problem among guests; a very little amount is required for the cleaning purposes and they do not harm the environment in any way.

e) Optimum use of technology

The hotel does not issue its vouchers on paper and the hotel staff is strictly asked to use paper only where it is absolutely required. Beside this only recycled paper is used wherever required. The hotel also encourages its guests to use their smart phones and e-mails for the necessary purposes which automatically save cost and environment. Guests can choose to receive emailed proposals and final folio statements rather than physical ones. Guests can choose if they really require an envelope for their final bill. Use of less paper leads to the cutting of less tress.
In addition to this Amadeus and Galileo, global distribution systems are used for all necessary transactions. The hotel offers the facility to book all its services online without the need of taking any print out of the transactions.

f) **Green Purchasing**

The hotel purchase department, purchase electric appliance labeled by Bureau of Energy Efficiency which has a two way benefit; one, it uses less energy. Thereby, increasing the savings and on the other hand, it conserves energy, which is helping the environment in an indirect way. In many western countries loan, rebate, and tax incentive programs exist for the purchase of energy-efficient equipment, as well as the installation of renewable energy equipment.

4.4.2 **Hotel Cabbana, Phagwara**

Hotel Cabbana is a 5 star category ecotel captivatingly positioned on the Phagwara-Jalandhar Highway. The Cabbana has the right mix of recreation, beauty, comfort and peace and is a known brand in the Jalandhar, Punjab. The hotel is rightly placed in the vicinity of the city, yet away from the hustle bustle of the town. The hotel has incorporated the best of facilities and luxuries like Gym, sauna facilities, therapy rooms and Jacuzzis etc to make their guest feel delighted. The hotel also offer a good number of bar and restaurants, spa and various sports and recreational facilities to enhance stay experience and make holidays memorable.

**Green Initiatives taken by the hotel property are as under :-**

- The hotel believes in making difference through small things. Various guestroom supplies which normally comes in use and throw packing, like body lotions, hand wash, shampoo etc. are given in refillable bottles.

- Water goblets in the guestrooms which are normally covered with disposable paper covers are kept in the tray upside down, without any cover.

- Dry Vacuum cleaners are used for cleaning guestroom and corridors. Wet mop is used, whenever required to save water.
• The hotel has installed low flow showerheads in all guestroom baths and employee shower area and is an excellent way to generate savings. Hotel achieves these savings by reducing water consumption, generating less hot water, and reducing the sludge.

• Rain water is harvested and reused for watering plants and cleaning toilets.

• They have a special section of organic food dishes in the menu, which uses only organically grown vegetables and spices.

• In place of fluorescent lights, LED lights are used to save electricity and protect environment. (Except Lobby area)

• Leftover food is distributed among shelter dwellers instead of dumping or decomposing it.

• The hotel use the two-sided printing option on printers and copying machines whenever possible

• Instead of using traditional chopping boards made of teakwood or walnut wood synthetic fiber chopping boards are used, which do not lead to the cutting of trees.

• The hotel has a small pool which is cleaned through the process of electrolysis instead of conventional chlorine while the used pool water is use to wash pathways.

• Granite stone is used for flooring which does not require much water for its upkeep.

• In order to control cost and solid waste the hotel has replaced paper tissue dispensers in wash rooms with energy-saving hot air blowers

• The guest can choose to reuse their towels and linen and thereby earn green points.
4.4.3 The Fern Residency, Chandigarh

Many hotel chains in India have started to follow the norms and designing the hotels, to safeguard the environment. The Fern Residency, Chandigarh is a fine three star deluxe environment sensitive hotel, with environment friendly rooms and amenities that not only help save environment but at the same time provide comfort & luxury to its guests. The hotel offers modern-day accommodation to its guests with all latest facilities. Besides, the hotel offer a variety of cuisines through its on site and multi cuisine restaurants, coffee shop and a well stocked bar.

The hotel focus more on saving aspect of going green and is implementing the following practices:-

I) Save Water

Water is that rare resource which can be recycled indefinitely. The hotel’s water management therefore embodies the 3 R’s i.e. Reduce, Recycle, Reuse. The hotel aims to reduce the use of water as much as we can and then recycle it to make it reusable, which further reduces our need to take new water from the local system.

In order to save water, the hotel is running a guest sensitization drives, the guests are requested not to waste water during brushing or shaving, through tags and stickers. The guests are given choice to use linen and towels. The hotel timely service and replace the various equipments including laundry equipments, dishwashers etc for better service. The restrooms are periodically checked for any leakage. The hotel maintains a small garden which is watered through rain gauge using rain water.

II) Save energy

The hotel reduces its general lighting during day time and make sure that exterior lighting is switched on only at night. The hotel reduces the number of lifts that are operated during lean hours. The hotel use solar panels to heat water for the guest rooms (saving 35% on the energy costs of the hotel.) The hotel has installed modern LED lights, which uses less power and gives more brightness. All guestrooms, meeting area, restaurant, back house areas are installed with occupancy sensor controls, which
minimize lighting if the place is not occupied. In order to avoid loss of hot or cool air, all doors and windows have seals for energy conservation.

III) Waste Management

All garbage is segregated into 4 colour-coded bins. Green Bin: for recyclable waste; Red Bin: for non-recyclable waste; White Bin: for dry garbage, and the Black Bin: for wet garbage. Hotel even has two bins in every guest room to segregate at source. In meeting rooms, the hotel offers to install water dispenser unless the client request for individually packed water bottles so as to reduce plastic waste. The bio degradables like vegetable & fruit peels is donated as cattle feed. The hotel does not encourage the use of disposable cups and dishes for meetings areas wherever possible. The hotel uses the old worn out linen for making laundry bags and rags. The hotel staff avoids printing wherever possible and uses the blank side of the used paper for rough work or as scrap paper. It has identified few suppliers that have already implemented eco efficiency measures and who agree to deliver products with little packaging and that use single-material packaging (homogenous and polystyrene-free). The Fern, Chandigarh has also installed refillable soap and shampoo dispensers to reduce packing waste. Composting pits are maintained at the hotel that decomposes all wet waste into manure. This is then used in various gardens both in and outside the hotel.

IV) Reduce Chemicals

Popular detergents, cleaning agents add chemicals to water that have a long-term negative effect on the environment. The hotel have minimized their use and continue to invest in newer technology that eliminates the harmful chemicals altogether. The cleaning chemicals used by The Fern properties are certified, eco-labeled products.

V) Dual Flush

The Fern, Chandigarh uses latest dual flush system in the guest bathroom which has an option of upper flush and lower flush. The average hotel flush consumes 10 liters per use. In dual flush system, the upper flush uses 3 liters while the lower flush uses 7 liters. The hotel saves upto 70% of water per use with this technology.
VI) Sewage Treatment Plant

The hotel takes a leap ahead to treat the waste water and reduce the tremendous burden it puts on the local environment. Sewage or black water is treated and cleansed to improve it to grey quality i.e. usable for gardening and outdoor cleaning.

4.4.4 Mantra Amaltas, New Delhi

Mantra Amaltas is an exclusive boutique hotel in the national capital which is actively committed towards environment preservation. The hotel operates in harmony with nature and practice the principal of reduce, recycle and reuse. Guest staying in the hotel can be assured that their stay will have the minimal impact on the environment. From creating awareness among employees and focus on sustainable use of resources through energy saving tools, eco friendly materials and other green practices which are listed as under:-

a) Such as use of Low energy consumption lights, which automatically lower down the power expenses.

b) The hotel has installed low flow showerheads which lead to save water and has lowered the hotel’s cost on water.

c) The hotel try and procure raw materials from the nearby farms cutting down on pollution and empowering the rural agriculturists.

d) Use of recycled paper as it costs cheaper.

e) The hotel does not buy energy efficient appliances but try and control their appliances in an efficient way. Like all the lights in the non occupied rooms are kept switched off.

f) The hotel has maintained very serene garden which is watered in the evenings to prevent unnecessary evaporation.

g) Rain water is also harvested.

h) The hotel use only eco friendly chemicals for cleaning of floor, toilets and basins.

i) Electricity system in guest room is controlled by keycard.
4.4.5 The Fern Residency, Gurgaon

The Fern Residency, Gurgaon is a newborn in the fern family which was thrown open to guests in January 2013. The hotel represents delightful Indian hospitality in the industrial city of Gurgaon. The Fern Residency, Gurgaon is a well-known boutique hotel among other hotels in the city and is ideally suited for business travelers. With all the latest amenities, the hotel is appreciated for its environment friendly initiatives. The hotel follows the principle of sustainable hospitality that integrates innovative green practices with present-day design elements to deliver the best of luxury in the most responsible manner.

As hoteliers, creating the best experience for guests is paramount. The hotel has maintained this commitment and thanks its guests for responding positively by actively taking part in various green initiatives. Some of them are discussed as under:-

- The hotel uses ayurvedic toiletries which are harmless to skin and go easy with environment.
- The hotel strictly follows the use of cloth bags in place of plastic shopping bags.
- Eco-friendly baskets are used for guest’s laundry and newspapers.
- Low flow water-friendly tap and flushes are installed in the hotel so as to save 50% of water.
- Plastic hangers are replaced with pressed particle board hangers.
- The hotel deliberately made an effort towards environment conservation and use stationary which is either handmade or made from recycled paper.
- The complimentary in-room slippers are handcrafted with rubber sole or jute.
- No flowers are cut for decoration. Instead, potted plants are used to decorate the room and keep it green. Besides hotel keep on organizing plantation drives in the nearby areas to sensitize general masses.
- Garbage segregation is practiced to practice the principal of 3Rs i.e. reduce, recycle and reuse.

- Rooms are provided with recycle bins for guests to deposit recyclable material.

**Green Time**

The hotel oftenly organise an extension of the Earth Hour where, the hotel invite guests, staff and local community members to participate. The hotel’s electric lights are shut off for a 15 min long session. The guest’s response to such initiatives has been very positive and such initiatives continue to evolve. People from top to bottom level management are involved in such activities and include sharing green tips and initiatives.

**Green Team**

This is a group of volunteers from staff and is a driving force behind green initiatives. The team initiates and monitors all environment initiatives done in-house. The Green team authorizes the staff far beyond the property’s set-up. Professional hierarchy is also set-aside in this unique team.

**4.4.6 Ashok Country Resort, New Delhi**

Far from the concrete building blocks, Ashok Country Resort is an eco friendly boutique hotel enclosed by the lush green lawns and beautiful surrounds. The resort aims to rejuvenate mind, body and soul. Elegantly designed rooms with all modern facilities, well equipped business center and a multi cuisine restaurant that serves the guests with organic vegetables are few of the features of this tranquil resort.

- The resort has installed heat resistant glasses and thermostat in the guestrooms to reduce energy consumption and save on electricity costs.

- The resort use harvested rain water for watering garden and washing pathways.

- The resort put a tag on the bedside, giving guest an option to reuse towel and linen and contribute towards environment.

- The resort has requested its regular suppliers to use fewer plastics in packaging.
• The resort has replaced regular room supplies with the eco friendly counterparts.

• The resort use solar energy as an alternate mean of energy and reducing electricity consumption.

• The hotel has replaced its appliances with energy efficient appliances certified by bureau of energy efficiency.

• The resort gardens are watered in the evenings so as to avoid evaporation.

• The resort guestrooms have refillable soap and shampoo dispensers.

Implementing green practices in hotels have significantly gained importance in the last few years. Growing number of green hotels in India reconfirm the same. A study by Jeong et al. (2014) says that current social conditions in which customers have concern for environment and demand products and services designed to be less deteriorating to the environment, green practices have a significant effect in shaping the hotel’s public image. There are hotels that make shallow changes like changing their bulbs to CFL, putting notes in bathrooms asking guests to use the towels twice etc and then call them green hotels, green initiatives should be sincere and should come from a sincere space of making a real difference to the environment. It is only then a hotel can reap the benefits of going green.
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