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A STUDY OF GUEST ATTITUDES REGARDING ECO-FRIENDLY PRACTICES ADOPTED BY FIVE-STAR HOTELS IN DELHI AND THE NATIONAL CAPITAL REGION

Abstract

Tourism has been defined as travelling for pleasure or business purposes to a different location. Approximately a million dollars and growing company alone is of value to the hotel industry. Modern hotels offer their guests refined services. The environmental concerns of hotel professionals need to be addressed. Inns do not affect the climate individually. However, they consume a great deal of natural resources. Studies have shown that Eco efficiency, alluded to as 'green' implies that more products and products are delivered while utilizing less assets and less contamination and waste. Modern day tourists are more aware of their carbon emissions and fulfil some of their environmental and ecological responsibility. The present study is also focussing on the eco-friendly practices followed in hotels with the title "Attitude of Guests regarding Eco - Friendly Practices Followed By Five-Star Hotels Of Delhi-NCR". This study is unique in nature as no extensive study has been found on eco-friendly practices relating with five-star hotels and no study have been found associating eco-friendly practices of five star hotels of Delhi and NCR.

Keywords: Guest Attitudes, Eco-Friendly Practices, Five Star Hotels, Tourism, Environmental and Ecological Responsibilities

Introduction

Tourism has been defined as travelling for pleasure or business purposes to a different location. Nevertheless, for business or leisure activities for a minimum time duration of 24 hours and not exceeding a calendar year, the most acceptable definition of tourism is to travel to another place. A tourist usually stays in a place where he or she travels in at least overnight accommodation. In the area where the resources are already scarce, development of tourism puts pressure on natural resources by increasing their consumption. The movement business can apply tremendous tension on nearby assets like food, energy and other crude items, which may as of now be shy of arrangement. Important land resources include fossil fuels, ore, fertile soil, wetlands, the wildlife and forestry. Increased tourism and recreational buildings have brought more pressure to bear on scenic landscapes. The hotel industry is regarded as a major tourism sector. Approximately a million dollars and growing company alone is of value to the hotel industry. Modern hotels offer their guests refined services. The environmental concerns of hotel professionals need to be addressed. Inns do not affect the climate individually. However, they consume a great deal of natural resources. The 5% worldwide emissions of CO₂ from the transport industry contributes 2% to lodgings and various kinds of convenience. In

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order to describe achievements in this area, more environmentally responsible practises are also often used. Water, energy and waste are three key areas of environmental impact. Where the infrastructure and systems necessary to manage these impacts do not exist, serious environmental degradation and damage may occur. Greening is often referred to as a way to minimise and resolve these issues.

Today we hear a ton about climate investment funds, the conservation of regular assets, green practices executed in our day-to-day existences, and so forth. The significance of saving normal assets, establishing trees, isolating waste and reusing is educated to kids even right from school. To be environmentally friendly, every customer has become the new mantra for showing environmental awareness and concern. Different industries do their best to show themselves to be environmentally friendly so that loyal consumer groups are created. There's no difference in the hotel industry. In their daily operations, most hotels promote green practises to address these consumers. Hotels also follow these practises in order to long-term savings and to obtain approval from independent auditing bodies. A couple of years prior, it involved spots tent cards in the washrooms that mentioned Hotel visitors reuse their bed material and shower towels as opposed to requesting the difference in bed and restrooms in the wake of utilizing them on occasion, to perceive ecological concern and mindfulness in the set of experiences industry all throughout the planet. Otherwise, recycled paper, journal bags and cardboard were used in vogue. In India, as most hotels limit their services to these basic and simple ways of demonstrate their environmental consciousness, the situation was no different. Most hotels did not have a well-designed action plan. But today we are seeing a global trend towards greening hotels in every aspects and in as many areas as possible, in other words exercising green practises. Green practise in hotels includes solar energy, wind energy, waste management, harvesting of rainwater, organic farming, building green buildings, use of local products, etc. This change is mainly because the hotel industry realises that greening properties at hotels and resorts not only saves costs, but also fulfils the needs of the environmentally-conscious and

discerning traveller today. Such a hotel guest would like to participate by taking environmental measures in saving Earth's natural resources and supporting the environment. Those customers prefer to stay with rooms, food and other amenities in hotels that take these eco-friendly measures.

Studies have shown that Eco efficiency, alluded to as 'green' implies that more products and products are delivered while utilizing less assets and less contamination and waste. Modern day tourists are more aware of their carbon emissions and fulfil some of their environmental and ecological responsibility. So today we find that many lodging units join green practises in their daily activities to take into account, as well as to do their part, the climate's need for these passengers. Vacationer anticipates that the hotel industry should be worried for the climate and to work economically. With these worries, advertisers detecting the green changes in conduct of customers, the significance of advancing eco-accommodating items/administrations, proactive administration, and executing naturally cognizant practices to further develop market intensity. Ecological concern is one's anxieties about shifted natural issues like ecological debasement, exhaustion of natural resources, climatic change, and so on. Ecological concern is perhaps the most essential establishments of inspiration for economical conduct, as it urges individuals to teach an individual standard and carry a feeling of obligation to turn out to be earth cognizant. Consumers settle on decisions for items and administrations which best address their issues dependent on worth, cost and earlier fulfilment. Different green practices are being executed in the inns, for example, certificate program, reusing programs, having energy saving lights in the rooms, towel reuse program, reuse receptacles in the visitor room, sheets changed on demands, and so on Purchasers' choices might be affected by eco-accommodating acts of inns like reuse canisters, energy-efficient lights, washing bed covers when mentioned. The present study is also focusing on the eco-friendly practices followed in hotels with the title "Attitude of Guests regarding Eco - Friendly Practices Followed By Five-Star Hotels Of Delhi-NCR". This study is unique in nature as no extensive study has been found on eco-friendly practices relating with five-star hotels and no study

have been found associating eco-friendly practices of five star hotels of Delhi and NCR.

Review of Literature

A. Concept of Eco-Tourism

Rahmawati et al. (2021) stated that Ecotourism can also be described as "responsible journeys to environmentally friendly and environmentally sustainable nature areas, supporting local community well-being and education and interpretations. In addition, ecotourism is a visit to natural regions, which is a tourism based on the experience of nature, enables the social and economic development of local communities to learn, to carry out activities that are environmentally friendly or to study. Nugroho et al. (2016) and Fennel (2015) in their respective studies stated that Ecotourism is a tourism of small impact based on the nature, contributing to the preservation of species and habitats by contributing to preservation or delivering income to local people. According to Global Eco-tourism network (2016), Ecotourism is a touristic form that encompasses responsible travel in natural areas, environmental protection and the improvement of people's health. Hawkins (2004) mentioned in their research paper that the concept of ecotourism was based on the idea that all stakeholders working together in a tourist destination were to improve the competitiveness of a destination.

B. Concept of Eco-Friendly Hotels

Sadiq et al. (2022) In their exploration referenced that the natural concern and the wellbeing concern are significant variables in deciding travelers' eco-accommodating way of behaving. Furthermore, administration quality arose as a critical calculate crossing over the demeanor conduct hole in the eco-accommodating inn setting. Gupta et al. (2019); Lee and Cheng (2018) and Chen and Tung (2014); stated in their respective studies, the green movement between companies and their consumers has shown that number of hotels are encouraged to focus more on environmentally friendly business procedures and then to make further efforts to engage in actions including waste management, energy conservation, education and training of people, material recycling and involvement. Merli et al. (2019) and

Manaktola and Jauhari (2007) in their respective studies explained that most lodgings have started different inventive practices to expand the "green" of their day-by-day activities to take out their contamination just as perceive developing shopper ecological issues. Green Hotel Association (2018) gave the definition of green hotel and stated that "A green inn is a climate cordial lodging foundation that activities green standards and projects like energy saving and water investment funds or the decrease of strong waste and discharges to help save the climate just as to work on the inn's viability by lessening their functional expenses.

C. Consumer Behaviour Towards Eco-Friendly Hotel Selection

Eid et al. (2021); Nimri et al. (2020); Hou and Wu (2021) in their respective study stated that over the past five years, eco-friendly consumer behaviour has got a considerable attention. Yarimoglu and Gunay (2020) and Nimri et al., (2020); in their respective studies worked to understand the consumer behaviour to select the eco-friendly hotels. Tanford et al. (2020) in their study on consumer behaviour towards eco-friendly hotel concluded that customers staying in eco-friendly hotels have satisfaction level and it add to their word-of-mouth intention. Casado-Díaz et al. (2020); Choi et al. (2009) in their respective research stated that consumers in eco-friendly hotels are willing to pay higher premium. As per data of Booking.com (2019), in the case of a visit to other destinations, 73% of the visitors expressed their intention to stay in eco-friendly hotels and this booking intention was 5% higher than in the last year. Yadav and Pathak (2016) In their respective research it has been stated that the green consumerism concept has become popular and acceptable in the developed countries, although this concept also develops in emerging economies such as India with the development of consumer knowledge about green practise and environmental protection. Lee et al. (2011) in their study on consumer behaviour towards eco-friendly hotels stated that consumers are more concerned towards environmental practices and they also expect hotels to be environmentally friendly. Ball and Taleb (2011) in their research paper expressed that the hospitality sector,

especially hotel industry, It consumes huge quantities of natural resources, such as water and energy to operate, and thus generates large amounts of waste. This situation has led to the adoption of eco-friendly practices in hotels which reflect consumer concerns and sustainability awareness (Han & Yoon, 2015) and accordingly inns work in a greater climate cordial way that incorporates drives and projects to secure the indigenous habitat (Green Hotel Association, 2018 : Adholiya et al., 2011).

D. Attitude of Consumers Towards Eco-Friendly Hotels

Ibnou-Laaroussi et al. (2020) further stated that a significant contributor to pollution is believed in hotels using large quantities of natural resources, energy and non-recyclable products. Sdrolia and Zarotiadis (2019) mentioned that Green items are named unmistakable and theoretical items which limit their effect either straightforwardly or in a roundabout way on the climate for the duration of the existence cycle. Joshi and Rahman (2015) concluded in their study that environmental concern influence consumers purchase intentions and changes the consumers' purchasing intentions towards green products. Barber (2014) concluded in his research that Guests in the eco-friendly hotel feel their choice to stay in the environment will have an impact on other guests. Barber (2014) analysed the benefits of eco-friendly hotel residence for consumers. Han et al. (2013) stated that People have multi-dimensional eco-friendly behaviour. Barber et al. (2012) in their research suggested that there is an incoherence between consumer attitudes and the actual behaviour of their environment. Darnall et al. (2012) opined Consumer environmental awareness improves their attitude to green products.

Chou et al. (2012) stated that no concern to save resources and environment might be harmful, but consumers are increasingly working to minimise the consumption of resources and to cut emissions and reach out to the community in ensuring a safe and environment free of pollution. Peter (2011) stated green products that meet the needs

and necessity of customers without damage to the environment. Kim et al. (2011) and Lee et al. (2011) in their study opined that in the customer selection of green hotels, healthy food quality, perceived value and intention to return plays a moderating role. Not only will the use of non-toxic materials, the disposal of materials from plastic products with glassware or the display of natural nutritional materials minimise pollution of the atmosphere, they will also provide a safe and healthy environment for consumers. Lee et al. (2010) in their research found that despite consumer concerns and environmental awareness, their buying decision is not always influenced by this concern, since such purchasing decisions do not offer an immediate benefit. Han et al. (2009) and Han et al. (2011) in their respective studies revealed that Environmentally friendly consumers have more intentions to visit environmentally friendly hotels. Fu and Hu (2011) investigated the impact on the way guests sensed green products of the low carbon utilisation at a green hotel.

Objectives of The Study

- 1) To study the attitude of guest regarding eco - friendly practices followed by five-star hotels.
- 2) To analyse the difference created by demographic factors on attitude of guests towards eco-friendly practices.

Research Methodology

The questionnaire for the present research was developed using primary and secondary data. Open ended questions were asked to the consumers of star category hotels. The Present research also utilized previous research papers and theses to formulate the various parts of the questionnaire. To develop the questionnaire, suggestions from academicians of Hotel Management Institutes were also included. Data was collected from guests of hotels from the month of October 2020 to June 2021. To calculate sample size the given formula was used.

$$n = \frac{N \cdot X}{(X + N - 1)}$$

Data Analysis and Interpretation

Table 1 : Demographic Profile of Customers

DEMOGRAPHIC VARIABLE	VALUES	FREQUENCY	PERCENTAGE
Gender	Femal	125	37.4
	eMale	209	62.6
Age	<20 Years	34	10.2
	21-30 Years	118	35.3
	31-40 Years	105	31.4
	41-50 Years	51	15.3
	51 -60 Years	20	6
	Above60Years	6	1.8
Income	<30000	83	24.9
	30001- 40000	36	10.8
	40001- 50000	43	13.8
	50001- 60000	99	29.6
	>60000	70	21
Profession	Student	57	17.1
	Business	92	27.5
	PrivateJob	126	37.7
	Govt Job	55	16.5
	HouseWife	4	1.2
AwareofEcoFriendly Practices	Yes	19	5.7
	No	315	94.3
PurposeofStay	Business	136	40.7
	Leisure	198	59.3
TimesVisited	OneNight	43	12.9
	2 -3 Nights	198	59.3
	4 -6 Nights	58	17.4
	1 WeekorOver	35	10.5

Source : Primary Data

Objective 1: To study the attitude of guest regarding eco - friendly practices followed by five-star hotels.

To fulfill the first objective factor analysis (Exploratory Factor Analysis) EFA was conducted to identify the factors

Factor analysis

For studying the impact of eco-friendly practices in hotels responses were collected from guests and employees.

The questionnaire for guests had three major parameters Attitude towards eco-friendly

practices, Satisfaction towards eco-friendly practices, Perception towards eco-friendly practices.

Attitude of Guests Towards Eco Friendly Practices

There are 34 items to check the attitude of the guests towards eco-friendly practices.

The researcher performed factor investigation to diminish discrete things into a smaller number of boundaries. As we realize that Factor investigation is a method for contracting the information from numerous factors into an only a couple of factors and the most widely recognized strategy is known as Principal Component Analysis (PCA). Thus the analyst utilized PCA to work on information or for Data Reduction. In the present study factor analysis came out with 3 factors. The questions were framed in such a way that the responses were recorded on a five-point Likert scale concerning attitude on different aspects. It is important to keep a harmony between finding the most un-number of elements that can make sense of a variable while guaranteeing the greatest difference in scores to be made sense of.

The specialist moved the most important move towards speculation testing by applying KMO and Bartlett's test, Kaiser-Meyer-Olkin (KMO) test (Table 2) is a proportion of how fit that information is for Factor Analysis. The test estimates examining sufficiency for every variable in the model and the total model. The measurement is a proportion of the extent of fluctuation among factors that may be normal difference. The Bartlett's trial of sphericity is the test for invalid speculation that the connection framework has a character network. Thinking about this these tests give the base norm to continue for factor investigation and test

speculation. The worth of KMO test (.980) showed that it was appropriate for factor investigation.

Kaiser's criterion analysis was used to identify the salient factors which were all expected to have an Eigen value of 1 or more.

Eigen value: It is the most generally involved file for deciding the number of elements to take from factor investigation. The thumb rule expresses factors with an Eigen esteem more prominent than 1 ought to be picked. Hence in this review, just those things are viewed as who have Eigen esteem more noteworthy than 1.

Variance: The historical backdrop of the inferred part is framed by the absolute fluctuation made sense of significant worth. Here the distinguished five parts together record for 72.32% change.

Scree Plot : Helps with choosing the number of variables (parts) to choose. It plots the given qualities on the upward pivot and component number on the level hub. It shows a change from an enormous Eigen worth to a more modest worth. In the ongoing review, the chart demonstrated a reasonable three-factor arrangement. **Iterations:** Assists with determining the greatest number of steps the calculation can take to play out the pivot. In the ongoing review, the quantity of iterations was 25.

Principal component analysis: This is the most well-known technique utilized by scientists. PCA begins extricating the most extreme fluctuation and places them into the principal factor. From that point forward, it eliminates that fluctuation made sense of by the primary factors and afterward begins removing greatest difference for the subsequent element. This cycle goes to the last component. The Details of PCA and SSL, in Attitude towards Eco Friendly Practices related items

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.980
Approx. Chi-Square	12057.055
Df	561
Sig.	.000

Source : Primary Data

Table 3: Details of PCA

PCA	Values	Component
Eigen Value	>1	C1: Green Awareness
Variance	72.32%	C2: Resource Conservation
Scree Plot	3 components	C3: Wastage Optimisation
Iterations	25 iteration	

Source : Primary Data

Factor Scoring

This segment gives subtleties of parts of Attitude Towards Eco Friendly Practices and their component scores. The element score is additionally called the part score. This score is of all lines and segments, which can be utilized as a record of all factors and can be utilized for additional investigation. The specialist can normalize this score by duplicating a typical term. With this component score, anything investigation is finished, will expect that all factors

will act as element scores and will move. For computing the specific element score of Attitude Towards Eco Friendly Practices part in the poll each normalized variable score was duplicated by the comparing normalized scoring coefficient, as given underneath.

$$F^{\wedge}=XBF^{\wedge}$$

The name for each factor was considered as per various literature used for measuring Attitude Towards Eco Friendly Practices.

Table 4: The factor score Attitude Towards Eco Friendly practices

Factors	1	2	3
Cultural history resource	0.741	0.397	0.267
Bed spread change on request	0.732	0.348	0.209
Using recycle bin	0.73	0.495	0.094
Environment education	0.721	0.4	0.35
Inform guest environment policies	0.716	0.37	0.307
Protection animals	0.709	0.404	0.25
Inform guest local flora fauna	0.704	0.343	0.378
Guest educate sustainable practices	0.679	0.37	0.39
Visible communication green practice	0.665	0.398	0.389
Energy saving room keys	0.646	0.422	0.328
Emphasis local org produce	0.638	0.395	0.459
Prefer non packed food item	0.603	0.243	0.473
Workshop sustainability ideas	0.581	0.485	0.4
Eco sustainable infrastructure	0.565	0.462	0.424
Involve managers monitor eco-friendly practice	0.538	0.466	0.466
Participate voluntary activity	0.527	0.428	0.487
Rain water harvesting	0.37	0.769	0.262

Food portion control reduce wastage	0.379	0.727	0.208
Reusing grey water	0.23	0.721	0.325
Compost organic kitchen waste	0.472	0.7	0.214
Encourage eco friendly supplier	0.296	0.691	0.283
Compost organic garden waste	0.48	0.678	0.237
Water efficient devices	0.285	0.673	0.403
Planting local species low water consumption	0.457	0.672	0.291
Installation solar panel	0.492	0.648	0.246
Lawn water sprinkler	0.368	0.605	0.324
Star rated equipment	0.487	0.6	0.275
Staff training water mgmt.	0.442	0.591	0.36
Switching al ternate lights	0.286	0.58	0.495
Full load washer dryer	0.241	0.756	0.756
Maintenance exhausts	0.335	0.391	0.692
Providing bulk soap Dispenser	0.543	0.166	0.599
Ac vent maintenance	0.398	0.521	0.577

Source : Primary Data**Component 1: Green Awareness**

1. Cultural history environment resource
2. Bed spread change on request
3. Using recycle bin
4. Environment educ action
5. Inform guest env policies
6. Protection animals
7. Inform guest local flora fauna
8. Guest educate sustainable practices
9. Visible communication green practice
10. Energy saving room keys
11. Emphasis local org produce
12. Prefer non packed food item
13. Workshop sustainability ideas
14. Eco sustainable infrastructure
15. Involve managers monitor eco friendly practice
16. Participate voluntary activity

Component 2: Resource Conservation rain water harvesting

1. Food portion control reduce wastage

2. Reusing grey water
3. Compost organic kitchen waste
4. Encourage eco friendly supplier
5. Compost organic garden waste
6. Water efficient devices
7. Planting local species low water consumption
8. Installation solar panel
9. Lawn water sprinkler
10. Star rated equipment
11. Staff training water mgmt.
12. Switching al ternate lights

Component 3: Wastage Optimization

1. Full load washer dryer
2. Maintenance exhausts
3. Providing bulk soap dispenser
4. Ac vent maintenance

Objective 2: To analyse the difference created by demographic factors on attitude of guests towards eco-friendly practices.

To prove this hypothesis Mann Whitney U test was conducted on demographic variables with two

groups and Kruskal Wallis test was conducted on demographic variables with more than two groups. Kruskal Wallis test is equivalent to ANOVA for non-normal data.

The results reveal that out of all demographic variables only Income creates difference on attitude of guests towards eco-friendly practices, and Time of Stay creates difference only on factor3 _attitude_wastage_optimisation (Table 5)

variables of attitude of guests towards eco-friendly practices are cultural history environment resource, Bed spread change on request, Using recycle bin, Environment education and Inform guest env policies. The second objective of the study is to analyse the difference created by demographic factors on attitude of guests towards eco-friendly practices and the findings of the study revealed that Gender, Age,

Table 5: Kruskal Wallis Test

Grouping Variable -	Income			Time of Stay
	factor1_attitude_green_awareness	factor2_attitude_resource_conservation	factor3_attitude_wastage_optimisation	
Chi-Square	9.296	9.547	9.363	9.805
Asymp. Sig.	.050	.049	.048	.020
Mean Rank of grouping Variable group	50001-60000 (188.98)	50001-60000 (188.90)	50001-60000 (188.33)	4 - 6 Nights (199.54)

Source : Primary Data

Gender, Age, Profession, Awareness of Eco friendly practices, Purpose of Stay does not create any difference on attitude of guests towards eco-friendly practices.

Out of seven demographic variables only Income and Time of Stay creates difference on attitude of guests towards eco-friendly practices.

Conclusion

The first objective of the research is to study the attitude of guest regarding eco - friendly practices followed by five-star hotels. For fulfilling objective Exploratory Factor Analysis - EFA was conducted to identify the factors for Attitude Towards Eco Friendly Practices, Perception Towards Eco Friendly Practices, Satisfaction Towards Eco Friendly Practices. Three factors extracted for Attitude of guests towards Eco Friendly Practices are Green Awareness, Resource Conservation and Wastage Optimization and the most important

Profession, Awareness of Eco-friendly practices, Purpose of Stay does not create any difference on attitude of guests towards eco-friendly practices. Out of seven demographic variables only Income and Time of Stay creates difference on attitude of guests towards eco-friendly practices.

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