

## Ecotels are the future of Hotel Industries

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### ABSTRACT

*Ecotel is an inn or convenience that has influenced vital natural upgrades to its structure with a specific end goal to limit its effect on the earth. The fundamental meaning of an inn is an ecologically capable hotel that takes after the acts of green living. The goal of the present study is to explore the importance of ectoles in this present era, and highlighting the importance of increasing ecotels in the country. The expansion in ecological mindfulness in the course of the most recent decade has prompted the dynamic greening of purchasers in all divisions. Recycling and waste management are the approaches to preserve the ecological system. The purpose behind this article is to separate the use by lodgings while propelling the green practices put forward by the associations to express their characteristic concern. Ecotel is another idea in accommodation that cases to work for environment security and safeguarding. All eco-ensured lodgings must pass a point by point investigation and fulfill stringent criteria composed by natural specialists. The ecotel accreditation process requires covert assessments and staff interviews. This would revolutionise the future of hotel industry and give a new scope to this industry and would contribute towards ecological system.*

**Keywords:** Ecotels, hospitality industry, green practice.

### INTRODUCTION:

India as of now has more than 200,000 lodging rooms spread crosswise over inn classifications and visitor houses is as yet confronting a shortage of more than 100,000 rooms (source: FHRAI). The nation is seeing a remarkable development in lodging developments and will include very nearly 114,000 inn visitor rooms to its stock throughout the following five years. (source: HVS). The current scenario

- Existing hotel rooms in India: 202,963, source FHRAI
- Revenue of the Indian hotel industry FY 2009-10: US\$ 137.36 (INR 47,889.03 crore)
- 30% of this revenue i.e. US\$ 41.2 million (INR 14,366.7 crore) went back into the market in FY 2008-09 as operating expenses

### Number of hotels and restaurants in India:

Hotel category	No. of Hotels	No. of Rooms
5 star deluxe/ 5 star	165	43,965
4 Star	134	20,770
3 Star	505	30,100
2 star	495	22,950
1 star	260	10,900
Heritage	70	4,200
Uncategorised	7,078	-
<b>Total</b>	<b>8,707</b>	<b>1,32,885</b>
Restaurants	12,750	

Inns are the idea began as motels. A Hotel can be characterized as "An inn is a foundation that gives paid cabin, as a rule on a fleeting premise". In India, the word may likewise allude to an eatery since the best eateries were constantly arranged beside a decent lodging. The cost and nature of lodgings are generally characteristic of the range and kind of administrations accessible. Because of the tremendous increment in tourism worldwide amid the most recent many years of the twentieth century, have enhanced significantly. Lodgings are freely evaluated in customary frameworks and these depend vigorously on the facilities given.

Hence we have expressed above about the lodgings yet there are inns which are condition amicable and it doesn't make much damage to the earth which are otherwise called Ecotel Hotels. Over here the Ecotel Hotels are characterized as "an inn or settlement that has influenced critical ecological upgrades to its structure keeping in mind the end goal to minimize its effect on the earth". These inns are additionally named as Eco-Friendly inns.

The reason for finding out about Ecotel is that in this age where an Earth-wide temperature boost has been a reason for worry on the planet. This can be an answer/measure taken up by hotel industry to come in conditions with nature. Ecotel lodgings are additionally said as sign of surroundings insightful hotels." ECOTEL is an extraordinary idea that any Hotel ought to be following. Ecotel is another idea in cordiality that cases to work for eco safety and safeguarding. All eco - endorsed lodgings must pass an itemized assessment and fulfill stringent criteria outlined by ecological specialists. The Ecotel affirmation process requires covert assessments and staff interviews. The primary Ecotel ensured inn was inn NEW YORK VISTA in the year 1994. MR VITHAL KAMAT of IMAT GROUP OF HOTELS conveyed the idea of ecotel to INDIA through his lodging known as Hotel Orchid. Hotel Orchid was the principal Ecotel confirmed inn in MUMBAI and INDIA as well as in ASIA.

#### **LITERATURE REVIEW:**

The increase in environmental awareness over the last decade has led to the progressive greening of consumers in all sectors. The rise of environmental consumerism has forced all types of businesses and industries to promote products and services which are eco – friendly. Given the consolidated effects of the greening processes on the tourism industry, the hospitality sector, in particular, is making an efforts to persuade tourists of their environmental responsibility. The purpose of this article is to analyze the discourse used by hotels when promoting the green practices put forth by the companies to express their environmental concern. The analysis conducted on comparable corpora of British and Italian hotel websites highlights the companies' attempt to promote their ecological awareness by adapting different linguistic strategies which are influenced by the dominating cultural orientations. (Ida Ruffolo 2015)

The foodservice industry can negatively impact the environment through the construction of restaurant facilities that destroy the natural environment; excessive usage of resources such as water; electricity and gas; usage of non-recyclable products and ineffective recycling procedures; usage of harmful chemical products; and contribution to carbon emissions through the daily delivery of supplies as well as transportation of employees and guests to and from the restaurant locations (Schubert et al., 2010)

However, if a hotel guest is confused about what the hotel's green practices are, this may reduce his or her perceived trust toward the green products and services (Chen and Chang, 2013).

Many green hotels encourage guests to participate in their green practices, such as reusing towels, but do not explain what their green practices are. To deliver a green image to hotel guests, some green hotels use terms such as "eco-", "environmentally friendly", "green" or "sustainability" without giving clear definitions, so these terms may not make the green practices clear to guests (Millar and Baloglu, 2011; Chen and Chang, 2013)

In the hotel management field, most previous studies have focused on investigating guests' green behavior and the influence of green hotels. But to the authors' knowledge, there is a lack of research on hotel guests' perceptions of green practices, as well as management responses on social media platforms. To motivate guests to go green, hotels should pay more attention to guests' perceptions of green practices. Social media can be an effective tool for motivating guests to go green. Third-party websites, such as TripAdvisor, which have already created the GreenLeaders program and participated in leading green practices (UNEP, 2013),

Currently tourism is moving towards sustainable tourism because this industry poses negative impacts on the environment. Tourism industry consumes and produces many resources such as water, energy and waste. The purpose of this research is to determine the rate of participation in green approaches of Malaysia green hospitality industry. The methodology used was in depth interviews and observations. This research finding shows that the operators adopt greener approaches in three common areas such as energy, waste and water. Less participation in indoor air quality, sustainable management of the site, renewable energy and rainwater harvesting system. ( Zeenat et al., 2013). As far as "sustainable/green/environmental" is concerned, hotel

companies are preparing their own action plans and relevant supporting programs in relation to energy conservation and environmental protection strategies (Bohdanowicz 2005).

The hospitality and tourism industry is important not only in terms of its positive economic impacts but also with regards to its negative environmental and social impacts. Since hospitality/ tourism is a resource-intensive industry, a significant ecological footprint has resulted (Bohdanowicz, 2005). Green hospitality industry begins because of financial benefits and the changing attitudes of the tourists towards sustainable tourism (Bhat, 1999; Wahab.S, Pigram.JJ, 1997). Numerous studies were conducted in the area of green hospitality industry in terms of perception and the green practices of the operation. In terms of perception, many studies are conducted on the perception of the managers towards environmental management by (Kirk, 1998; Prayag,G et al., 2010; Sunday I. Okeiyi et al., 2005). Despite the growing interest in green initiatives in the hospitality research literature, there has been a lack of studies related to customers' perceptions of green practices specifically in restaurants (Hu et al., 2010; Jang et al., 2011)

The Ecotel certification done by "ECTOEL (R) The Hallmark of Environmentally Sensitive Hotels". Ecotel certified hotels under the CHPL wing

- The Uppal Hotel - New Delhi
- Cabbana Hotel- phagwara Punjab
- Rodas Hotel – Mumbai
- The Fern Hotel – Jaipur
- Meluha The Fern Hotel – Mumbai
- The Fern Residency Hotel – Gurgaon

## **METHODOLOGY:**

The expansion in ecological mindfulness in the course of the most recent decade has prompted the dynamic greening of purchasers in all divisions. Recycling and waste management are the approaches to preserve the ecological system. The study is been done using secondary data. Understanding the certification process.

The Ecotel certification is based on certain criteria of environment. They are five components

### **I. Energy Conversation**

This requires the presence of a formalized structure to really lessen the power utilization of the inn. For example, regardless of whether the inn has been outlined and built remembering most extreme power preservation. Segments like whether minimum lighting is being used, the level of commitment of the visitors and also the representatives et cetera in like manner have any sort of disparity to the last score.

### **II. Water conversation**

Evaluates the convincing security of water in all divisions of the hotel, over all levels. How much water is reused and utilized is moreover seen as a fundamental factor. Afresh, all agents are depended upon to be proficient with the water assurance tasks of the cabin. Water is an inexorably rare asset in many parts of the world and the United Nations evaluates that the greater part the total populace could live in seriously water stressed zones by 2032.

### **III. Solid waste management**

The inns ought to sufficiently reuse and regulate squander wherever made. Honest to goodness structures for social event, reusing and exchange of these misfortunes in all divisions of the cabin are a verifiable prerequisite for the Ecotel attestation. Also, all laborers of the hotel must experience planning in the fundamental solid waste organization systems.

### **IV. Worker ecological instruction**

Surveys how included the representatives are in the diligent work of the motel to contribute towards nature. The hotel should have getting ready modules set up for laborers at all levels to familiarize them with the eco-pleasing exercises of the motel.

### **V. Ecological responsibility**

The cabin/resort/motel must show the nearness of a formalized duty towards the security and change of nature. It must, through all activities, practices and formed decrees, pass on its feeling of obligation with respect to the earth. For e.g. the mission statement of the hotel/resort must determine its environmental dedication. Also,

every lodging ought to have a green group headed by an individual from the best administration guaranteeing that all offices are working in consonance with the inn's main goal of ecological obligation.

### **FINDINGS:**

The purpose behind this article is to separate the use by lodgings while propelling the green practices put forward by the associations to express their characteristic concern. Ecotel is another idea in accommodation that cases to work for environment security and safeguarding.

### **Food waste:**

Reliably, 475 pounds of nourishment discard is created by the ordinary individual connoting in excess of 70 million tons in our landfills. Not solely does the waste attract bothers, it exudes fragrances and liquids that are noxious to the earth. Consequently, the methane gas created from the waste is 20 to 25 times more serious than carbon dioxide. Sustenance abuse has transformed into a noteworthy issue in an extensive variety of associations.

This is especially legitimate in the lodging business. Haute cooking, all that you can eat buffets, and in room nourishment benefit are every one of the vital bit of the settlement benefit. In any case, the end result for each one of the remaining parts once guests are done eating? Its dominant part will be dragged away to landfills at a colossal cost to the establishment and a considerably more bigger cost to the earth.

Our report will present and give estimations on the aftereffects of nourishment scraps, open entryways for advancement and the constructive outcome revealing a change can have in our city. We'll in like manner evaluate the structures and frameworks of inns are by and by using to fight this consistent issue. By reusing and treating the dirt nourishment scraps it won't simply decrease the measure of green house gasses and upgrade our air quality, yet it would grow general incomes, raise surroundings rating levels and reveal a change for a greener inn industry while making care in our general public and unobtrusive condition.

There are various ways that sustenance squander impacts the earth. Understanding the effects is the underlying stage in having any sort of impact. Immediately, there is age. The age of sustenance is costly to the earth only autonomous from any other individual. A great deal of grounds are cleared for plants and items to create and have the ability to energize a country. The land, once part of the natural group, is by and by supplanted with segments of place where there is creation workplaces. The damage doesn't stop there, as excrements and pesticides are used to help the creating method. Regardless of the way that there may not be any sort of incite impact on the land, a social occasion of developing years will provoke the whole deal hurting and naughtiness of the earth and water systems. Additionally, the waste made in the midst of age and use ought to be disposed of in some sort of way. The isolating of these sustenance scraps realizes the age of methane gas, a pernicious supporter of an overall temperature change. Moreover, making sustenance misuse impacts the world's water resources. Since it causes in the usage of synthetic substances in fertilizers and pesticides, which hence decreases the positive parts of compound compost use. These synthetic concoctions can get into the dilute supply and can bring the idea of the water. Another way it can hurt the world's water supply is through water framework systems. Water framework requires that water be moved from regular sources, for instance, streams and lakes, to districts where water isn't ordinarily found. By making water framework dispose of and using it to sprinkle over harvests, we are depleting these normal water resources. This causes a diminishment in the basic resource that couple of animals depend upon to stay alive. Taking perpetually this major resource from them places them in peril for survival and will clearly devastate their general surroundings.

### **Waste and Hotels:**

While staying at hotels, the typical guest will make 1 kilogram of waste for each night of remain. Increment that by the amount of lodgings and guests around the world and the total aggregate of waste is overwhelming. One should similarly consider the basic space this all prerequisites for securing and organizing. Not a straightforward task to oversee, considering how a few lodgings are organized in a heart of the city, where space is confined. In the midst of the framework and improvement time of motels, most of room is for the most part appropriated to open and guest domains including the passage, restaurants, supper passageways, a prosperity club and the greenery fenced in areas. In like manner, the small extraordinary zones are gone out staff to mastermind and sort refuse. Adding to this, is the prospect of prosperity and security and the sound made when compacting and assembling. Costs are another tremendous factor for motels. This is in light of the fact that they pay twice for squander – once for the packaging and essential conveyance and again for the exchange and pickup process. From a business perspective, it looks good for motels to make as less waste as

could be permitted or make reusing philosophy to keep the misfortune on property. It would lessen costs and do great to the earth at a similar minute.

Recognizing the issue and stepping up with regards to roll out improvements is the inn's initial phase in decreasing nourishment squander. The subsequent stage is to create and set up frameworks that will be gainful to both the inn and the earth. A framework could be something as basic as distributing proper canisters for plastics, nourishment, paper and sustenance scraps in all offices to help with the gathering and transfer process. The Fairmont Pacific Rim, in downtown Vancouver, uses, for example, framework in the greater part of their areas of expertise, on each floor of the lodging and in the associate lounge area. All waste is gathered toward the finish of every day where it is brought down to an assigned territory close to the stacking dock for arranging and compacting. Shading coded receptacles are utilized to help with the detachment of all the lodging's recyclable things. These classes and assigned containers incorporate sustenance squander, oil, paper bundling, paper, plastics, glass, hardware, lights, and junk. From that point, sustenance scraps are treated the soil and kitchen oil is reused. Both are then gathered by outsourced organizations to be utilized as manure and creature sustain. Once per month, the inn's Environmental Committee direct a review of different floors to check whether appropriate reusing methodology are taken after. They investigate all containers and give an answer to the offices requiring consideration while granting the others with prizes for their dedication.

### **Practical implications:**

All eco-ensured lodgings must pass a point by point investigation and fulfil stringent criteria composed by natural specialists. The ecotel accreditation process requires covert assessments.

### **Steps to reduce waste:**

#### **1. Complete a waste review**

Recognize where the inn is making waste and measure the recyclable materials that are at present disposed of. For every office, list every one of the things you discard, the transfer strategy, the cost and the amounts included.

#### **2. Set needs and objectives**

Once you've recognized where to focus your labour, set needs and objectives, for example, requesting fewer supplies, decreasing transfer costs or producing income from waste materials.

#### **3. Execute the program**

Incorporate staff at all stages with the goal that they comprehend and bolster the plan. Give motivators and prizes to people who offer waste-sparing thoughts or make a critical commitment to the program. Teach visitors about your reusing and ecological strategies and convey your needs to providers.

#### **4. Screen, assess and calibrate**

Set criteria for checking and assessing the program, and choose how habitually to quantify development. Zones you might need to assess include:

- Reserve funds in purchases;
- Increase in working expenses;
- Reduction in dumping and reusing costs;
- Increment in reused content purchase;
- Increment in yield; and
- Decrease in whole waste and recyclable materials.

### **Present reusing canisters in guest rooms:**

Put two compartments in guestrooms, one for general waste and one for reusing. The reusing one should be greater and demonstrate which things can be set in it. Housekeeping trolleys must be fitted with discrete compartments for social occasion recyclable material.

### **Reuse old material, towels and robes:**

Change old materials into material sacks or's cook's garments, and recolored towels or robes into cleaning textures, or give these things to close-by foundations.

### **Lessen day by day paper scattering:**

Give every day papers in central zones, for instance, the hall, and demand that guests request one at enrolment in case they require it passed on to their room. A year back, Marriott International quit passing on day by day

papers to every guest room, and this normal methodology is saving a normal 8m day by day papers each year. Purchase in mass and utilize eco-accommodating options

Purchase non-lethal cleaning items in amass and in mass to lessen bundling and costs, and pick providers who utilize reusable and refillable holders.

For toiletries, change to dispensers and buy mass compartments. The Scandic inn chain found that exclusive 15% of its cleansers, shampoos and conditioners were utilized, with the adjust discarded. By replacing conventional amenities with mass things, Scandic has decreased its waste volume by 40% and bundling waste by 11 tons yearly. On the off chance that individual toiletries are offered, urge visitors to take away their half-utilized cleanser, or give toiletries to nearby charities; there might be tax breaks accessible, as well. Consolidating social and natural duty with practical and dependable tourism, US establishment Clean the World picks shampoo and soap from inns, reusing them to give out around the world.

**Diminish paper use:**

Supplant tissues in bathrooms exactly when distributors are for all intents and purposes depleted. If the course of action is to supplant half latrine moves, save them for use in labourer bathrooms. Consider using twofold moves, which give twice as much paper per roll. Present hand dryers set up of paper towels in toilets out in the general population zones. In the working environment, reuse record coordinators and authority envelopes, use the two sides of paper while copying, and send messages not letters.

**Furniture and Mattresses:**

Lodging renovation produces enormous measures of massive waste, quite a bit of which can be reused. Furniture can be sold to staff, gave to charity or taken to a furniture-reusing plan. On the other hand, an accomplished furniture restoring organization can reupholster and repurpose your furniture. Many organizations gather and reuse old beds, beddings and furniture.

Where	What	What can be done differently
Guest room	half used soap and shampoo	send used bars and bottles to homeless shelter
	Brouchers and pamphlets	provide bulk dispensers to eliminate individual bottles
	Newspaper	Offer to collect newspapers in a recycling program
Main office and Front desk	Holiday cards	Save time and money by sending postcards
	Memos and Photocopies	Photocopy front and back route memos instead of copying everyone Use e – mail
	Used computers and equipment	Donate to schools charities or religious groups
Shipping and Cardboard boxes	Bubble wrap and foam	Reuse for shipping
		Use shredded paper instead
		Reliable and reuse for shipments recycle
Guest Services Housekeeping	plastic clothes wrap	return dry cleaning without plastic bags
	old linen	Make into aprons or cleanings rags
	Paper towels	Use rags
	Plastic collection bags	use canvas or cloth bags
Landscaping and maintaince	trimmings paint	composite or much
		Use a hazardous waste collection system
Kitchen and restaurant	Buckets	donate to schools or employees for storages
	Beverage containers	dispense drinks from tap or fountain
	Banquets order forms	Provide recycling bins for glass and aluminium
	Food leftovers	copy front and back
	Plastic or foam cups	set up a program with local food shelter
		use washable cups , dishes, and utensils

## CONCLUSION:

Ecotel is a new concept in hospitality that claims to work for environment protection and preservation. This would revolutionise the future of hotel industry and give a new scope to this industry and would contribute towards ecological system. This aim of this study is to uncover the environment concern, and how hotels which are happening and fast growing industry. And even hotel industry threatening the nature by using natural resources and producing waste. By taking few steps and getting certified as Ecotels would preserve the environment and the future generation. Encouraging hotels and guest to follow few eco friendly habits and maintain good relationship with nature.

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