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Research Paper
On
Eco Friendly hotels and their importance in nature
tourism.

Submitted by

Author - Ayush Tahailyani

(Principal, LAL BAHADUR SHASTRI COLLEGE (Hotel Management) Kota

Co Authors – Saumya Saini (Training Placement Coordinator cum hospitality Faculty)

Lal bahadur Shastri College, Kota

2nd March 2025

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Abstract

The global shift towards sustainability has significantly influenced various industries, including tourism. This research explores the concept of **eco-friendly hotels** and their pivotal role in promoting sustainable tourism. Eco-friendly hotels, which implement environmentally responsible practices such as energy conservation, waste reduction, water efficiency, and the use of sustainable materials, have gained prominence as travellers become increasingly aware of their environmental impact. The study highlights what are the traveller's opinion on these eco hotels and how they enhance the overall travel experience. Additionally, the research examines the economic, social, and environmental benefits of eco-friendly accommodations, emphasizing their importance in fostering long-term sustainability in tourism. This research underlines the importance of integrating sustainable practices into the hospitality industry as a critical step towards achieving global environmental goals and ensuring the future of sustainable tourism.

Chapter 1 - Introduction

“Hospitality should have no other nature than love.”

Henrietta Mears

This quote from Henrietta Mears really makes us think what is this vast industry and what values should we keep while working in it. Well, the answer is love. If we have love in our heart while working, while following our passion, while serving the guests then there will be no way that the guest will ever feel discomfort around you, which is ultimately every hotelier's goal.

Well, isn't that hospitality all about to spread joy, a smile, delight to others. Hospitality has other responsibility too other than the guest who they serve, that responsibility is towards the environment. Now a days with the growing concern for the environment everyone is trying their best to save the environment. From planting trees to cleaning oceans, from recycling to banning plastic usage every single being is trying their best to save our planet. Hospitality industry is also trying its best in this initiative to save the planet, and this is where the concept of Eco hotels comes in.

What is an Eco Hotel?

An Eco - friendly hotel is a lodging facility whose top priority other than taking care of the guest is to ensure that the environment which sustains them stays healthy. They give their best to keep the environment of their hotels green. These operations goes beyond the common practices of recycling, reducing and reusing. These establishments have a holistic approach to sustainability, implementing practices that minimize harm to the environment and have a positive impact on local communities. They try to minimize the wastage of valuable resources like water and energy. They try to outsource locally produced goods as it has major benefits like it increases community outreach by supporting local businesses and reduces carbon emission by reducing transportation.

What does it take to be an Eco hotel?

In the current market there is a new trend that travellers mainly like to stay in an hotel which has a green certificate. In simpler terms a green certificate is provided after the inspection which tells that the property or the building generates electricity from renewable energy. It is a legal document which is provided after a system of checking the building to see that they are built and operate in a way that it protects the natural environment.

Eco-Friendly Hotels and Their Importance in Tourism

Eco-friendly hotels, also known as green hotels, are establishments that implement sustainable practices to reduce their carbon footprint while providing high-quality services to guests. These hotels utilize energy-efficient technologies, water conservation techniques, waste management systems, and locally sourced materials. The importance of eco-friendly hotels in tourism lies in their ability to promote environmental sustainability, improve customer satisfaction, and enhance the brand image of hospitality businesses. This research will mainly focus on what is the perspective of an eco-hotel towards travellers and why are they useful to tourism.

1.2 Research Objectives:

1. To analyse the impact of eco-friendly hotel practices on customer satisfaction.
2. What is the guest's opinion on eco-friendly hotels.
3. What practices are considered as green practices which should be incorporated in eco hotels.

Chapter 2: Literature Review

S.No	Topic	Year & Author	Journal	Findings
1.	The future of eco-friendly hotels: trends and innovations	Website Admin, 22 Sept 2024	INPLASS	The future development of eco-friendly hotels lies in the ideas of sustainable development, technological advancement as well as the satisfaction of guests. Since the consumers demand eco-friendly tourism products, hotels that promote such trends and innovations will be considered trendsetters. (Admin@inplass.com, 2024)
2.	Sustainable luxury: trends & benefits of eco-friendly hotels	Swiss Education Group, 2025	Cesar Ritz Colleges	The hospitality industry is evolving, combining luxury and sustainability, as guests seek eco-friendly resorts that align with their values. Luxury hotels face environmental challenges such as climate change, resource depletion, and pollution—which is why they should focus on sustainable practices for long-term durability and reputation. (Swiss Education Group, 2025)
3.	The role of eco-friendly hotels towards sustainability- an	Karan Lagun, 29 May 2023	International journal of	sustainability is an essential component for eco-friendly hotels to keep running while reducing their environmental effect. Hotels that are

3		initiative from the hospitality sector		emerging knowledge studies	environmentally conscious use a variety of sustainability techniques, including promoting sustainable travel and utilizing renewable energy sources and less water. (Lagun, 2023)
9	4.	Eco Hotels: The Key to Sustainable Hospitality Success	November 4 2024	FHA Horeca	Eco hotels are more than just a trend; they represent a shift in the hospitality industry toward sustainable practices that benefit the environment and communities. (Eco Hotels: The Key to Sustainable Hospitality Success, 2024)
4	5.	Eco-friendly hotels and guesthouses as a new opportunity for resilience and sustainability: Evidence from the Czech Republic	Pavla Vrabcová, Petr Scholz, Ivica Linderová, Hana Kotoučková, 29 April 2024	National Library of medicine	The eco-friendly operation of accommodation facilities can have several positive impacts, namely in the areas of financial performance and guest loyalty retention competitiveness marketing—it creates an image, influences current and potential guests, and shapes the positioning of the accommodation. (Pavla Vrabcová, 2024)
1	6.	Eco-friendly hotel stays and environment attitude: A value attitude- behaviour perspective	Mohd Sadiq, Mohd Adil, Justin Paul, January 2022	International Journal of Hospitality Management	The growing body of literature around eco-friendly hotels indicates an increase in popularity for such hotels. However, the low booking rate in eco-friendly hotel is a major concern for sustainability and profitability. (Mohd Sadiq, 2022)
18	7.	Environment Friendly Practices Adopted in Hotels and their Impact on Customer Satisfaction:	Gagandeep Soni, Sarah Hussain, July 2024	Atna Journal of Tourism Studies	environment-friendly green initiatives adopted in hotels have a positive effect on customer satisfaction. (Gagandeep Soni, 2024)
5	8.	Ecotourism and eco-friendly hotels, a rising trend	Mukesh Kwatra, 11 October 2023	ET Hospitality World	Ecotourism and eco-friendly hotels represent a beacon of hope for the travel industry and the planet as a whole. It challenges us to rethink the way we travel, encouraging us not only to leave a destination as we found it but to actively contribute to its improvement. (Kwatra, 2023)
2	9.	Eco-hotels as an example of environmental responsibility and innovation in savings in the hotel industry	Marija Kostic, Milica Ratkovic, Fabio Forlani, December 2019		In the years to come, only sustainable hospitality management, which is economically viable, socially acceptable and safe for the environment, will succeed. Serbia is at the beginning of the introduction of eco-standards, and it is necessary to create the environment for improving the hotel industry through favourable legislation. (Marija Kostic, 2019)

2.2 Research Gap

Although various studies have examined the impact of sustainable practices in hospitality, limited research exists on the long-term financial benefits and consumer preferences regarding eco-friendly hotels. This study aims to bridge this gap by analyzing customer perception and business profitability.

Chapter 3: Research Methodology

3.1 Research Design

“Eco Friendly hotels and their importance in tourism.” is a mixed-method research design that integrates explanatory and descriptive approach.

3.2 Research Questions:

1. Do guests prefer staying in eco-friendly hotels?
2. What are the main sustainability practices adopted by hotels?
3. How do eco-friendly hotels influence your travel decisions?

3.3 Sampling Design

The research aims to explore and explain what are Eco Hotels and why they are so important to tourism. A mixed method approach will be employed, incorporating both qualitative and quantitative data to gain a compressive understanding of the current state and potential improvements.

3.4 Sampling Method

A stratified sampling method was used to ensure diversity in the responses. The sample included hotel who indulge in these eco friendly practices.

- Study Location – Udaipur was selected due to presence of many 5-star hotel properties.
- Target Population – Study includes Employees of hospitality sector, who indulges in eco-friendly practices
- Population Size – A number of employees of reputed 5-star hotels are willing to participate in the study.
- Sample Size - Surveys were conducted among 67 hospitality sector employees, including HR managers and PWD employees, to gather insights into employment trends and challenges faced.

3.5 Data Collection Methods

The research employs a mixed -method approach, including surveys and secondary data analysis.

3.5.1 Quantitative Data - Structured questionnaires were used to administer hotel staff. The survey will cover aspects such as the what such green practices they follow in hospitality sector. Does guest really support theses green initiatives? And does following these sustainable practices really help to smoothen out daily operations.

3.5.2 Qualitative Data - Secondary analysis is a research methodology in which pre-existing data are used to investigate new questions or to verify the findings of previous work. It can be applied to both quantitative and qualitative data but is more established in relation to the former. Secondary data, obtained from literature reviews and existing reports, will supplement the primary data, providing a broader context for analysis.

3.6 Data Processing Tools

12 Data processing was an intermediary stage between collection of data and their analysis and
12 interpretation. I was included editing, coding, classification and tabulation of the data collected so that
they were amenable to analysis during data processing and resulted meaningful conclusions

11 ➤ **Editing and Checking**

Editing is the initial stage in data processing. It involves examining the collected data to detect errors, inconsistencies, and omissions. The process ensures that the data is accurate, consistent, and complete, substituting or correcting values as needed for further analysis.

➤ **Percentile Method**

Percentiles represent the values below which a certain percentage of the data falls within a dataset. In this study, the percentile method will be used to analyze survey responses, indicating the percentage of participants selecting specific options to highlight trends and preferences.

➤ **Tabulation of Data**

The collected data will be systematically organized into tables using MS Excel and MS Word for clarity and ease of analysis. Tabulation involves arranging data in rows and columns, enabling summarization through frequency distributions and cross-tabulations. Cross-tabulation will help identify relationships and trends between variables, while frequency distribution will allow for simple comparisons across different datasets.

11 **3.7 Ethical Considerations**

15 ➤ **Informed Consent:** All participants will be informed about the purpose of the research, their role in it, and their right to withdraw at any time. Written consent will be obtained.

➤ **Confidentiality:** Participant anonymity will be maintained, and data will be kept confidential. Findings will be reported in a manner that does not allow individual participants to be identified.

16 ➤ **Approval:** Ethical approval will be sought from the relevant institutional review board or ethics committee before commencing the study.

3.8 Validity & reliability of Instruments

Validity and reliability of research instruments will be ensured through pre-testing, expert reviews, and consistent data collection protocols

3.9 Data Visualization

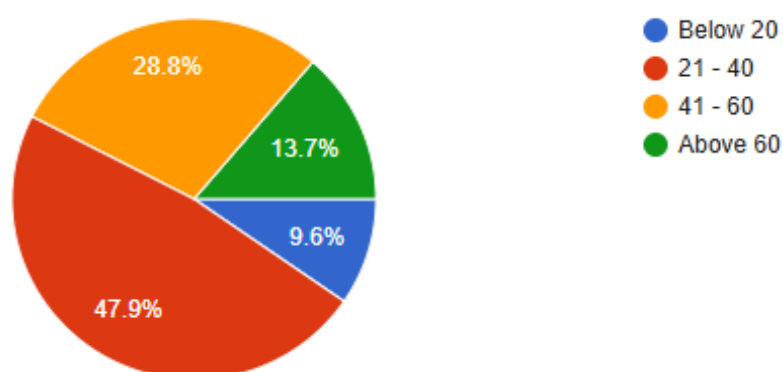
The data collected was analysed using statistical tools, and results are presented in tabular and graphical formats for better comprehension.

Chapter 4: Data Analysis

Q1. Age Group

Age	Frequency (74)	Percentage
Below 20	7	9.6
21-40	35	47.9
41-60	21	28.8
Above 61	10	13.7

Table 1.1 Age



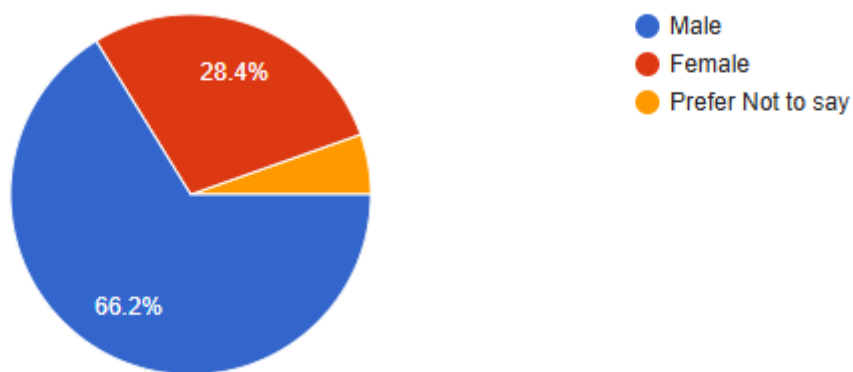
Inference

The majority of respondents (47.9%) fall within the 21-40 age group, indicating that this demographic is the most represented. The 41-60 age group follows with 28.8%, while older individuals above 60 years old make up 13.7%. The least represented group is those below 20 years, accounting for only 9.6%, suggesting lower participation or interest from older individuals.

Q2. Gender

Gender	Frequency	Percentage
Male	49	66.2
Female	21	28.4
Prefer Not to Say	4	5.4

Table 1.2 Gender



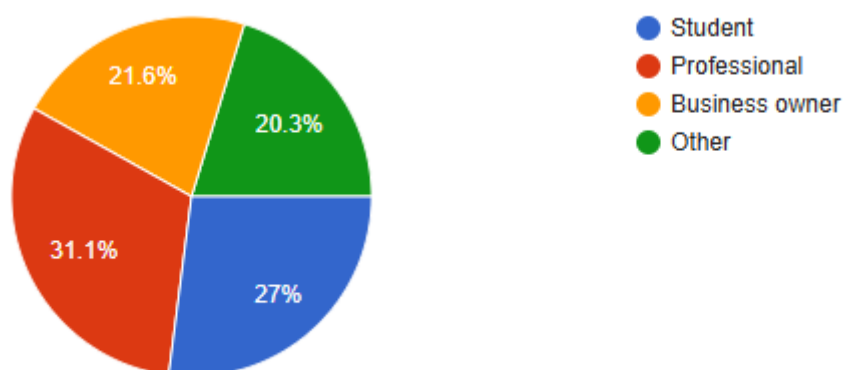
Inference

The data indicates that the majority of respondents are male (66.2%), while females constitute 28.4% of the total. A total of 4 respondents preferred not to disclose their gender.

Q3. Occupation

Occupation	Frequency	Percentage
Student	20	27
Professional	23	31.1
Business Owner	16	21.6
Others	15	20.3

Table 1.3 Occupation



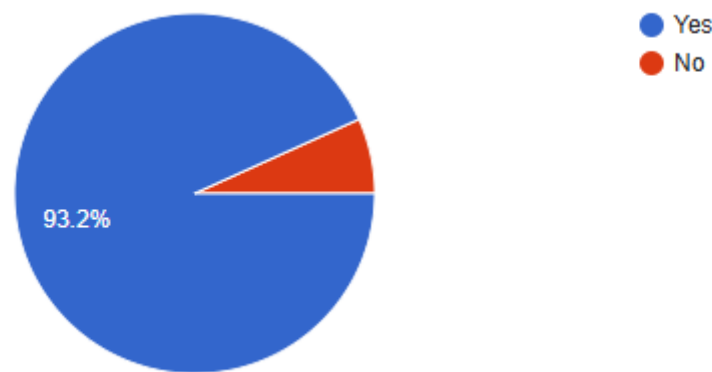
Inference

The data indicates that there was pretty much equal distribution among the occupation the candidates follow. The greatest number of candidates belonged from the profession of Professionals which means they belong to service class with 31.1%. Students were the second highest respondents with 27% responses followed by business owners at 21.6 % and least were the candidates who opted for others at 20.3%.

Q4. Are you aware of the concept of Eco - Friendly Hotel

Awareness about eco hotels	Frequency	Percentage
Yes	69	93.2
No	5	6.8

Table 1.4 Awareness about Eco-Friendly Hotels



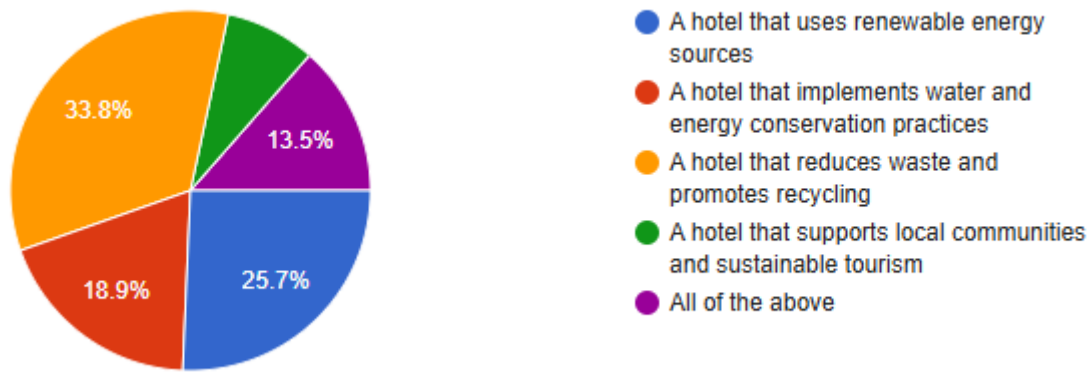
Inference

In a whopping majority we observed that out of 74 participants a total of 69 participants were aware about the concept of Eco-friendly hotels.

Q5. How do you define an eco-friendly hotel? (Choose the most relevant option)

Eco friendly practices	Frequency	Percentage
A hotel that uses renewable energy source	19	25.7
A hotel that implements water and energy conservation practices	14	18.9
A hotel that reduces waste and promotes recycling	25	33.8
A hotel that supports local communities and sustainable tourism	6	8.1
All of the Above	10	13.5

Table 1.5 Eco Friendly practices of Eco-friendly hotels



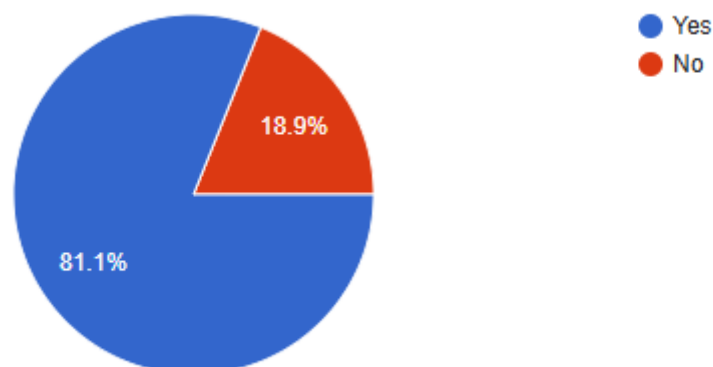
Inference

When asked about what practices classify an hotel into an Eco-friendly hotel the most responses suggest that recycling with 33.8% was a way to get into the category of eco friendly category. Usage of renewable energy sources was opted by 25.7% followed by water and energy conservation practices with 18.9%. 13.5% respondents believe that all of the practices should be followed by an eco-friendly hotel. Least the people believed that hotel supporting local communities should be considered into eco-friendly practices.

Q6. Have you ever stayed in an Eco-Friendly hotel

Stay	Frequency	Percentage
Yes	60	81.1
No	14	18.9

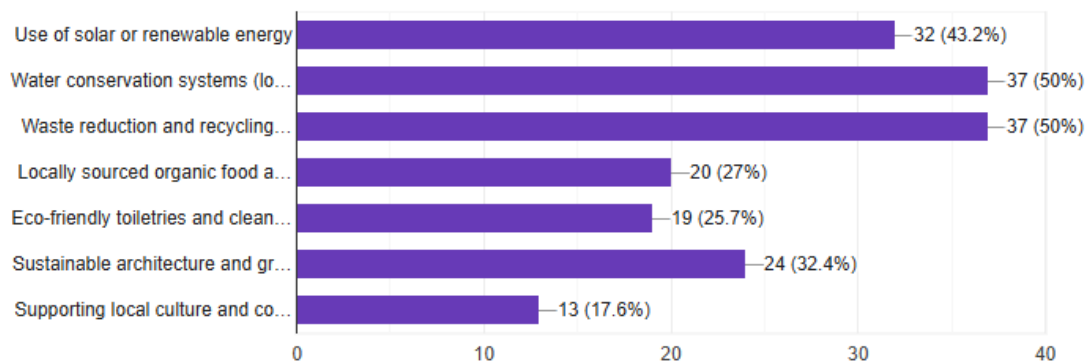
Table 1.6 Stay in an Eco-friendly hotel



Inference

When was about have you have stayed in an eco-friendly 81% of the respondents responded by saying they have stayed in an eco-friendly hotel. With only 19% saying they have never stayed in an eco-friendly hotel.

Q7. Which eco-friendly features do you consider important in a hotel?



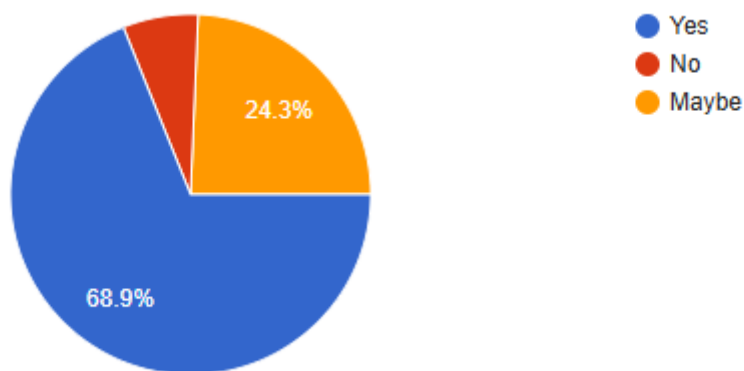
Inference

Data suggests that majority 37 respondents opted for both water conservation system and recycling programs are a must for eco friendly hotels. After that 32 respondents says use solar energy as renewable energy source a must for green practices which should be followed. After that usage of sustainable architecture materials are a system which should be followed by green hotels said by 24 respondents. Another 20 respondents suggests that locally grown products should be used by hotels. While 19 respondents says that use of eco friendly toiletries are a way to save the environment. Lastly 13 respondents say that supporting the local culture and community is a must is terms of ecofriendly practices.

Q8. Would you be willing to pay more for a hotel that follows eco-friendly practices?

Would you pay more for an eco-friendly hotel	Frequency	Percentage
Yes	51	68.9
No	5	6.8
Maybe	18	24.7.3

Table 1.7 Would you pay more for an eco-hotel



Inference

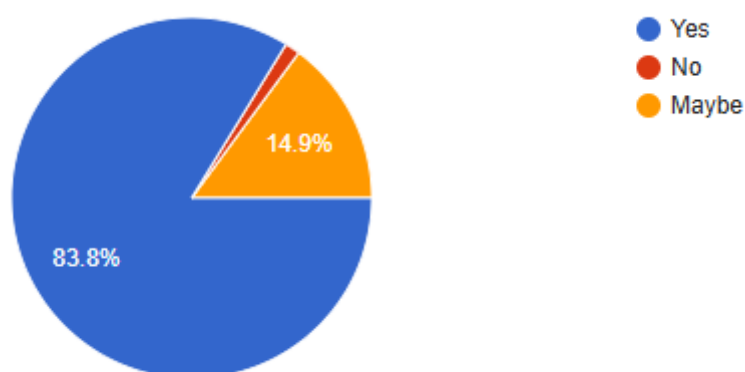
When asked about would they pay extra for staying in an eco-friendly hotel 68.9% Saided that they can do that while 24.3% are not sure while only 6.8% respondents say they won't fell to pay extra for an eco-friendly hotel.

14

Q9. Do you think eco-friendly hotels contribute to sustainable tourism?

Does eco-friendly hotel contribute to sustainable tourism	Frequency	Percentage
Yes	62	83.3
No	1	1.4
Maybe	11	14.9

Table 1.8 eco-friendly hotels contribute to sustainable tourism



Inference

Data Suggest that mostly 83.3% respondents believe that eco-friendly hotels contribute to sustainable tourism which only 1.4% respondent says that it doesn't and 14.9% respondents are not sure about it.

Q10. How do eco-friendly hotels influence your travel decisions?

Influence of eco-friendly hotels during travel	Frequency	Percentage
I actively look for eco-friendly hotels when booking	16	21.6
I prefer them but do not specifically search for them	30	40.5
It doesn't impact my decision	20	27
I am not aware of such hotels when booking	8	10.8

Table 1.9 Influence of eco-friendly on travel



Inference

Data Suggests that while 40.5% respondents prefer a stay in eco-friendly hotel but search for them. While 27% respondents don't think of such hotels while making travel plans. On a good side 21.6% respondents make an effort to stay in an eco-friendly hotel while going abroad. And finally, only 10.8% respondents aren't aware of such hotels.

Chapter 5: Findings, Limitations, and Conclusion Limitations of Research

5.1 Limitations

1. Limited sample size.
2. Regional bias in data collection.

3. Lack of longitudinal analysis.
4. Resources and financial boundary

5.2. Scope for Future Research

Further studies can explore the economic feasibility of large-scale adoption of eco-friendly practices in hotels.

5.3 Findings

1. Customers prefer eco-friendly hotels over traditional ones.
2. Sustainability practices positively impact hotel profitability.
3. Green certifications enhance hotel credibility.
4. People still think that recycling are the most useful green practice.

5.4 Suggestions

1. Hotels should integrate renewable energy sources.
2. Waste management systems should be improved.
3. Marketing strategies should emphasize sustainability.

5.5 Conclusion

Eco-friendly hotels play a crucial role in promoting sustainable tourism. They not only enhance customer satisfaction but also contribute to environmental conservation. The findings of this research indicate that guests value green practices, and businesses benefit financially from adopting sustainable measures.

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Appendix

Questionnaire

Q.1 Name

Q2. Age Group

- Below 20
- 21-40
- 41-60
- Above 61

Q3. Gender

- Male
- Female
- Prefer not to say

Q4. Occupation

- Student
- Professional
- Business Owner
- Other

Q5. Are you aware of the concept of eco-friendly hotel

- Yes
- No

Q6. How do you define an eco-friendly hotel? (Choose the most relevant option)

- A hotel that uses renewable energy sources
- A hotel that implements water and energy conservation practices
- A hotel that reduces waste and promotes recycling

- A hotel that supports local communities and sustainable tourism
- All of the above

Q7. Have you ever stayed in an eco-friendly hotel?

- Yes
- No

Q8. Which eco-friendly features do you consider important in a hotel? (Select all that apply)

- Use of solar or renewable energy
- Water conservation systems (low-flow taps, rainwater harvesting)
- Waste reduction and recycling programs
- Locally sourced organic food and beverages
- Eco-friendly toiletries and cleaning products
- Sustainable architecture and green building materials
- Supporting local culture and communities
- Other

1 Q9. Would you be willing to pay more for a hotel that follows eco-friendly practices?

- Yes
- No
- Maybe

Q10. Do you think eco-friendly hotels contribute to sustainable tourism?

- Yes
- No
- Maybe

Q11. How do eco-friendly hotels influence your travel decisions?

- I actively look for eco-friendly hotels when booking
- I prefer them but do not specifically search for them
- It does not impact my decision
- I am not aware of such hotels when booking