

“A Study of Awareness of best innovative housekeeping practices for Environment Sustainability at 5-star hotel, Pune”

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Abstract:

This research focuses on the implementation of an environmental sustainability program through best creative housekeeping practices for this 5-star hotel in Pune. It is thought that the housekeeping department may significantly improve a hotel's environmental sustainability. Hoteliers should integrate sustainable environmental practices into their regular business operations in order to stay on top of the detrimental effects on the environment. This study aims to investigate the most cutting-edge, environmentally responsible housekeeping procedures and their application at a different type of hotel with a higher star rating. The survey looked at five-star hotels. 104 people responded, and the data collected shows basic housekeeping practices followed but effective innovative housekeeping practices need to be followed to achieve environmental sustainability programmed more effectively.

Keywords- Environment sustainability, innovative housekeeping practices, implementation.

Introduction

The hospitality sector can contribute significantly to sustainability when seen in the context of development. Therefore, integrating sustainable practices into their daily operations is hotels' top priority. The phrase "environment sustainability" relates to preserving natural resources, cutting waste, minimizing pollution, and enhancing sustainability. Because the environment provides our primary means of support and contains the elements that are necessary for life to exist—air, water, food, and land—it is vital that it be preserved. The hotel industry's housekeeping division is in charge of cleaning, upkeep, public spaces, rooms, and surroundings. A clean, safe, secure, and visually pleasing environment may be described as housekeeping. The work a housekeeping department puts into providing best practices for environment sustainability.

A. Problem statement

The main reason of the study to find out the best innovative housekeeping practices which helps in environment sustainability so that it should be implemented in effective way to save the environment.

B. Significance of the study

The purpose of this study is to find out best innovative housekeeping practices followed by the hotel to protect the environment for sustainability and to guide certain practices which is still being not in used and find out its problem statement through this research its implementation by another star category hotel.

Literature Review:

Ngozi Ezenagu and Adesina Ibraheem Kukoyi (2013) They claim in their research report that the majority of investors simply do feasibility studies on the basis of profit, disregarding the sustainability of the firm, which is dependent on the environment. In order to gather data for this study, a questionnaire and interviews were used extensively. The article concludes by recommending eco-friendly actions to lessen the environmental impact of the hospitality industry's operations.[1]

Baratta Rossella, Sánchez Vargas Alfonso, and Ugolini Marta (2018) stated in their research paper that they aimed to investigate the applicability in a practical setting of two theoretical frameworks, the first of which dealt with modalities and the second of which addressed motivations and barriers, for the adoption of sustainable behaviors in lodging establishments. One of the primary drivers of sustainability is the potential to lower operational costs and meet the demands of more discerning clients, while the primary inhibitors are upfront expenditures and a lack of support from public authorities.[2]

Chand Mohinder, Garge Sumit (2017) made reference of it in their study paper examining the eco-friendly techniques currently used in the Indian hotel business. To gather information from hotels, a formal questionnaire was developed. The findings show that there are some environmentally friendly behaviors that are common in the Indian hotel sector, and that a particular set of those activities identified as being particularly crucial for the organization's future development. [3]

The writers of the study, Das Parikshit, Ranjan Mallika, Mukherjee Sugata, and Sarkar Kalyan (2020), make a conclusion from their investigation of Delhi NCR cities. Only in terms of the consumer's actions and attitudes will fertilization survive. Consumers that use specific environmental techniques in the development of their property make terrible choices. The adoption of inexperienced techniques was observed to result in buyers being unwilling to pay more. In order to generate investment from unskilled trainees, the building industry will be required, and it is crucial to consider environmental factors. [4]

According to the parameters established by researchers, Fabricia Silva da Rosa and Luana Caroline Silv (2017) indicate that the main goal of their research study is to map the issue of sustainability management in hotels. We employed the Knowledge Development Process - Constructivist (ProKnow-C) to achieve this goal. 13 publications that followed the researchers'

paradigm and were published in international journals were found at the end of the survey. The majority of the BP articles' themes are current, according to the examination of those articles' content.[5]

Goni Ariani Feybi, SahranShahnorbanun, Mukhtar Muriati, and Abdul Shukor Syaimak (2015) The purpose of this study is to describe the research trend, clarify the literature categorization, and highlight the research areas of environmental sustainability engineering research from the standpoint of historical evaluation based on the top five journals with the greatest impact factors in the Journal Citation. The field of sustainability research is expanding quickly, and the two areas with the largest counts are water research and pollution control and prevention. Additionally, over the years, the Journal of Environmental Science and Technology has become the journal with the greatest publication rate for sustainability research. [6]

Heesup Han's (2017)The research values from the most recent studies on the topic of consumer behavior in tourism and hospitality are presented in paper. This study, which serves as an introduction to the other articles in this special part, enables a platform for collaboration between the tourism and hospitality industries in the pursuit of common objectives for encouraging environmentally sustainable consumption. [7]

(Abu Abdullah Binti, Joseph Corina, and Nichol Obrin Esmie) Chan Sue Valerie and Patricia Melvin (2016) The goal of this essay According to the content analysis, the hotel's website discloses little information about sustainability. In terms of encouraging participation in the Environmental Award competition and disclosure on the website, their research adds to the CSR literature in the hotel business, particularly in an emerging economy.[8]

(Mathur Shweta, Kavita Khanna, and Sanjeev Kumar Saxena, 2017) The goal of the study paper is to use empirical research to determine how knowledgeable and satisfied hotel guests are with the sustainability policies at Delhi's Five Star hotels. The study shows that there is a direct correlation between sustainability practices and customer happiness at Delhi's five-star hotels, but it also shows that the current sustainability standards do not significantly satisfy the visitors.[9]

(Mbasera Miriam, Plessis Du Engelina, Sayman Melville, and Kruger Martinette, 2016) Their study focuses on environmentally friendly practices in hotels in Zimbabwe and South Africa and establishes the contribution that hotels are making to mitigating the adverse environmental effects. [10]

(AkhtharShahanaz, Nazar Hussain Ashaq, 2020) Environmental sustainability is the result of implementing eco-friendly activities, according to research that examines current environmental practices and their implementation. [11]

In their study, (Tiwari Sonali, Dambhare Ankit, Tripathi Ranjeeta, 2020), the authors explore the eco-friendly techniques used in star-rated hotels in Lucknow as well as the difficulties

encountered by these establishments in incorporating green practices into their daily operations. The results also showed that one of the main obstacles facing hotels in implementing green practices is the high initial investment cost for green setup.[12]

The numerous concerns related to sustainability and energy usage in the hotel business are explored in the research paper by Arvind Upadhyay, Celine Vadam, and Mohan Sushil from 2005. The market is awakening, and stakeholders are beginning to participate. Operating contracts are a powerful instrument used by hotel chains to regulate environment management within their properties. Indeed, operational agreements lay forth the guidelines and specifications a hotel must meet in order to join a chain. [13]

Singh Amrik (2014) This paper has examined scholarly research as well as current hotel housekeeping patterns. Hotel housekeeping must adapt to the newest trends, problems, and best practices, including eco-friendly procedures, outsourcing, IT-savvy housekeeping, training, employee retention, payroll efficiency, and ergonomics techniques. Hotels may have potential for growth and long-term profitability if they follow these trends in an organized way. This report emphasizes the need for new hotel cleaning trends to emerge. [14]

Sarode Aniket (2022) According to him in his paper investigation is to examine the finest methods for efficient hotel administration in the context of the Top 3 Five Star Hotels in Navi Mumbai. This study examines significant variations between effective hotel procedures and it aids in determining whether HRM strategies have an impact on efficient hotel management. [15]

Bhatnagar Ekta, Nim Dheeraj (2019) Their study looked at the effects of services and procedures for housekeeping and their effects on customer loyalty. The group of people selected for this study. On a 5-point Likert scale, all of the statements based on the aforementioned constructs were evaluated. The findings demonstrated substantial internal consistency and convergence as well as discriminant validity. Four hypotheses were supported by the empirical findings. Cleanliness and decoration were discovered to have While laundry services were discovered to have a favorable association with guest satisfaction that was quite significant connection to repeat business. Additionally, a favorable link between Guest Satisfaction and Repeat Business was discovered. [16]

Wong Pit Yin¹, Nurulizwa Rashid*¹, Samer Ali Al-Shahmi² (2022), The objective of this study is to hotels and automobile parts in Malaysia that use eco-innovation manufacturing companies. 500 top-level participants were given questionnaires. managers in the hospitality and industrial sectors of Malaysia, and 439 data Statistical Package for the Social Sciences was used to analyze sets. (SPSS). The findings showed that eco-innovation techniques were used in both hotels and companies that make cars. In light of the results, the extent to which eco-innovation techniques are used in Malaysia producing vehicle parts. [17]

Research Methodology:

A search of the literature was conducted to discover research on several sectors for environmental sustainability and its application. The goal of the field study, which used a qualitative approach, was to interview managers and employees who are in charge of running the housekeeping operation. Data for this study were gathered through an online survey. A total of 104 valid representative questionnaires were gathered, making a total of 104 valid representative surveys. It has been verified that each respondent is at least 18 years old. To make this study more convenient, the scale was chosen and adjusted. The scale below was created by the researcher using the scale that was selected. To aid this, a five-point Likert-type scale was used to score the participant's level of agreement or disagreement with each topic in the questionnaire.

Result and Analysis:

Data on the population Table 1 shows that 104 people responded to the survey that was sent out. A general impression of the responders was created after data analysis. Demographic data about the respondents' gender is shown in Table 1. Based on the study, it was found that 53.04% of the respondents (n = 51) were female, as shown in the frequencies and percentages of each gender in the table below. The bulk of respondents were between the ages of 18 and 50.

Table No. 1 Gender Frequencies

Gender	Frequency	Percentage
Male	50	52%
Female	51	53.04%
Missing Values	03	3.12%
Total	104	100%

Table 2. The Manager and staff rating of housekeeping best practices selection factors. This was accessed by a Likert scale from 1 (Strongly Disagree) to 5 (Strongly agree). Overall, the staff know the concept between the “Neither” and “Agree” (Table 1), indicating average Overall, the respondents have average for selection housekeeping practices in which they followed practice of natural light to save energy (Mean=4.80), (SD=2.190). Whereas rain water harvesting system (Mean=3.13), (SD=1.768) still not followed due to high capital investment store water for future used.

Table no. 2 The response level of followed housekeeping practices in hotel

Implementation Factors	N	Mean	Std . Deviation
The hotel use energy efficient appliances	104	4.26	2.064
Use of natural lighting during daytime hour	104	4.80	2.190
SGuest bathrooms are designed to avoid wastage of water	104	4.30	2.073
Rain water harvesting system		3.13	1.768

	104		
Eco-friendly chemicals are used in hotel	104	4.35	2.085
Eco-friendly cleaning product and amenities	104	4.25	2.062
Implementation of 3 Rs (Reduce, Reuse, Recycle)	104	4.08	2.019

Table 3. The Manager and staff rating of for innovative best practices selection factors. This was accessed by a Likert scale from 1 (Strongly Disagree) to 5 (Strongly agree). Overall, the staff know the concept between the “Neither ” and “agree” (Table 4), indicating average Overall, the respondents have Neither for Training staff for ecofriendly practices (Mean=3.69) and (SD=1.922) and strongly agree for energy efficiency implementation practices (Mean = 4.58) and (SD=2.139)

Table No. 3 New innovative Best Practices implementation

New Innovative Best Practices	N	Mean	Std Deviation
Energy Efficiency Implementation	104	4.58	2.139
Water conservation Program	104	4.00	2.000
Training staff for ecofriendly practices	104	3.69	1.922
Establish green brigade or green team	104	4.08	2.019
Reward Hold for eco-friendly practices	104	3.98	1.995

Table 4. Summary of the Frequencies and percentage for respondents awareness on housekeeping practices and new innovative housekeeping practices. An analysis of data shows that of the respondent did not aware about best innovative practices and shows that most of the respondent aware about basic house keeping practices

Table 4 : Frequencies Awareness of housekeeping Practices and Innovative housekeeping Practices

Housekeeping Practices	Frequency	Percentage
Yes	80	80%
No	24	24%

Total	104	100%
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Innovative Housekeeping Practices	Frequency	Percentage
Yes	34	34%
No	70	70%
Total	104	100%

Recommendation and Suggestion:

Energy-efficient procedures were used, however for greater effectiveness, individual training was needed. adoption of a water-saving program Reward hotels for eco-friendly practices and provide them with information about technology that can help them implement it more effectively where they need to work. Implement the "3 R's" of reduce, reuse, and recycle; establish a "green brigade" and "green team"; utilize eco-friendly cleaning products and amenities. Pune's population is not extremely varied, hence more hotel management and staff should be the subject of the study. The sample size, for instance, is insufficiently large to be representative.

Conclusion

The study demonstrates that energy-efficient implementation is strongly taken into consideration as an innovative practice by appointing energy Audit or Energy Manager for monitoring the energy consumption in hotel while the majority of employees are aware of best housekeeping practices but are unaware of innovative practices that can be implemented for environmental sustainability, such as rain water harvesting system, which is still not followed due to capital investment and very little initiative taken toward training. Many hotels should organize reward hold for eco friendly practices and need to establish a green brigade or green team.adopt new trends practices such as can be taken for further studies pay roll analysis, staff retention, ergonomics and training, and information about technology that can help them implement it more effectively where they need to work.

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