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“INNOVATIVE WASTE MANAGEMENT PRACTICES FOR ENSURING SUSTAINABLE BUSINESS FOR HOSPITALITY INDUSTRY”

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Abstract:

The purpose of the study is to highlight the issues related to hospitality industry especially in the wake of increased quantity of waste generation from this industry by identifying the various gaps present in current waste management system in hospitality industry. Study aims to highlight various areas of improvement and their positive implications. For this purpose extensive literature review has been done on hospitality industry in order to find out innovative waste management practices that have the potential to ensure the sustainability of the overall business especially in the context of hospitality sector. Qualitative approach along with various case studies has been used for the carrying out the study. Various parameters and dimensions emerged after analyzing literatures and case studies have been included in concluding remarks of the research paper that help to redefine the hierarchy of waste management currently used in hospitality industry.

KEYWORDS:

Waste management, hospitality industry, sustainability, profitability, and environment.

INTRODUCTION

Waste management has emerged as one of the major issues of concern not only in India but across the world horizon. It has caught the frenzy of both: academicians as well as practitioners because of a complex implication this problem comes with. Ineffective and inefficient waste management has a series of adverse or negative effect not only on environment but also on the earth in which we are living. There are some facts that proved the impact of waste on environment for example it is said that, for every 40,000 tons of garbage, at least one acre of land is lost to future use (Coles, 2002). Though there exist rules and regulations regarding the proper waste management but their implementation and execution are quite questionable.

The term hospitality is one of the oldest concepts in business and it shaped by its innovation and history. Hospitality sector has its unique position in tourism industry in India. In the current era this lodging industry becomes the bunch of bar, beach, restaurant, resort and other accommodation and catering of food facilities to tourist. It provides all basic facilities for the transaction of business, meeting and conferences for entertainment and recreation. According to Middleton and Clarke (1990) accommodation plays a functional role by providing the facilities that make travel convenient and comfortable. Apart from that hotels make a vital contribution to overall visitors' satisfaction at a particular destination. Cooper et al. (1996) also suggested that accommodation provides an essential support to satisfy the wider motivation that brought the visitor to the destination. From the research perspective, the hospitality industries in India offer some of the unique opportunities for understanding the relationships of customer satisfaction and service climate. There are discussion and arguments that the delivery of service is different from the production of goods, but we feel that the hotel services is qualitatively different from the delivery of other types of services because this will influence the way that service is managed, delivered and perceived by the customer.

Due to improper and insufficient management of waste within the hotel industry it leads to smell, odor and health problem for people associated with direct contact with waste. It is possible for the services industry to convert challenges into opportunity and strength. Effective waste management is the only tool not only helps in sustaining the growth aspects but also emerging as an effective method of revenue generation. It is indeed acting as an effective tool for the hospitality industry as more and more hotels today are resorting to the effective waste management practices and gleaning the rich monetary benefits from the waste that would have otherwise polluted the environment along with disturbing the ecological balance. This paper will focus on effective waste management practices for hospitality industry that helps to ensure the long term sustainability and profitability of the business in addition to their positive contribution in restoring the balance of our ecosystem.

LITERATURE REVIEW

The word “hospitality” is often used to describe the rather broad field that incorporates lodging, food service, leisure, conventions, travel, and attraction (Ottenbacher et al., 2009). On the other hand Pizam and Shani (2009) highlighted the distinction between hospitality and hospitableness, arguing that the latter refers to authentic kindness and generosity while the former refers to the creation of experiences. Hospitality industry delivered intangible services but also creates some tangible challenges like waste generation. A major chunk of the waste comes from hotel industry; representing these as one of the major contributor in the overall quantity of waste. Waste generation is one of the major issues of concern because of the inefficiency of the current practices in dealing with this menace effectively. Services from hospitality industry usually generate a huge amount of waste on account of their kitchens, restaurant, catering and lodging operations. Broadly the waste generated from hospitality industry can be categorizes into two form wet waste and dry waste. Dry waste includes paper, plastic, cardboard, metals, bottles etc. whereas wet waste includes food waste, vegetable waste, leftover food and horticulture waste. In the same way, waste can be treated well if it is practices can be broadly classified into two parts. Dry waste goes into the recycling process whereas wet waste can be managed only through the composting which ultimately converts the waste into manure.

The burdon of waste increses by all sectores due to industrial and economic growth. Hotel industry is growing at a fast pace in India and it's pace is going to accelerarate in future. In India, it is growing at the rate of 17% (India Hotel Market, 2010). A paper by Bacot et. al. (2002) reveals that commercial sector facilities, of which hotels represent 23%, generates around 45% of all municipal solid waste. Thus, the focus of this study is on hotel industry as it's service delivery pattern generate volume of waste which has a large impact on the environment and business sustainability.

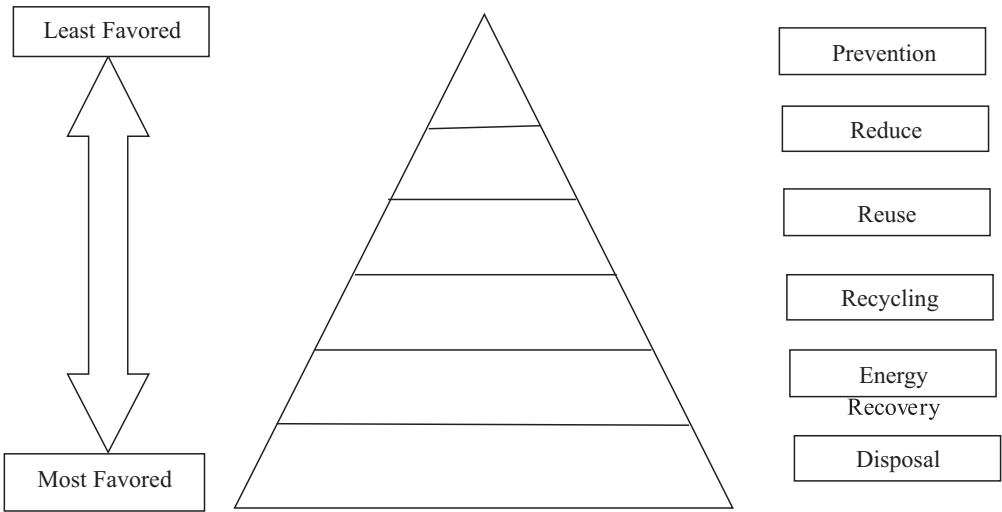
CURRENT STATUS OF WASTE MANAGEMENT IN HOSPITALITY INDUSTRY

Earlier it is discussed that hospitality industry is a broad term consisting of restaurant, accommodation and catering of food facilities. This industry is one of the largest and rapidly growing industries in India, employing around 12 million people, accounting for 8.5 per cent of the total workforce, and generating approx 4 per cent of Gross National Product (GNP). It shows one of the factors in economic growth. From a research perspective, the hospitality industry in India offers some of the unique opportunities for understanding the relationships of service climate and customer satisfaction. Lashley (2001) described this to “square circles” as employees at the behest of their managers must provide some degree of hospitality but balance that with the requirement to be efficient and profitable. Though writers have argued that the delivery pattern of service is quantitatively different from the production of goods; authors feel that the hospitality service has qualitatively difference when it is seen from delivery perspective.

The major challenge in hospitality industry is their waste produced from different operations and activities. Feature the statistics shows the intensity of waste generation from single hotel room can be as high as 1 to 6kg/day in India (Central Pollution Control Board, 2007) and it is clearly estimated that there are 143950 numbers of hotels and motel in 2012 and this number is expected to reach at261607 in 2022 (Ministry of tourism, 2012). With this humongous growth rate the problem of waste will expected to become more severe that need to be addressed comprehensively especially in order to ensure the sustainability of environment and business itself. Services delivered by hospitality sector though look easy and clean but their proper management before and after delivery require utmost attention. This becomes even more mandatory if one includes the concerns of environment and business sustainability. Figure 1 below represents level of hierarchy currently used in waste management by hospitality industry. In most of the hotel and restaurant industry, they are highly preferred to dump their waste directly to the landfill sites

without any processing and segregation whereas less prefer activities like prevention, reduce, reuse and recycling at source.

Figure 1: Hierarchical representation of waste management.



Source: Adapted from University of Liverpool.

ANALYSIS AND DISCUSSION: INNOVATIVE PRACTICES

With the help of various case studies spanning across the India and world, author find some of the innovative waste management practices that results in not only the economic profitability and sustainability of business but also helping the organization through their intangible benefits like enhanced level of loyalty from the customers.

· Hilton and Portland tower (Portland): Hotel has special members deployed from it's from Green team who periodically look and review the efforts involved in the recycling performance. The measures taken by the hotel consist of use of recyclable toilet papers as well as use of recyclable bins. Consistent efforts are involved in educating the staff about correct implementation of these efforts (Inter speech, 2012).

· ITC (Bangalore)- ITC was recently awarded the LEED India Platinum Rating for its new hotel in Bangalore, India with an holistic approach to sustainability deploying green practices in all areas including air conditioning, thermal engineering, energy efficient lighting, water, as well as creating 'green guest experience'. Use of eco-responsible toiletries and cleaning materials, allergen free mattress and pillow protections, and eco-friendly amenities, for example, bathrobes are made of organic cotton and recycled stationery (Hotel world Asia, 2010).

· Rodas (Mumbai): Starting its operation in 2001, the hotel has mastered every aspect related to the environment sustainability. Recycling process is approached from multi-pronged ways. On one hand this approach tries to reduce the waste at source by providing the laundry in jute baskets rather than harmful plastics another provision allows the recycling of discarded fabric or linen with the help of housekeeping department. Broken glass is reused by adapting to various shapes of platters. Another measure include use of eco-friendly pen and pencils made up of cardboard which is free of chlorine, potted plants, handcrafted slippers and use of 25% of recycled papers. Even the tissue boxes and jars are made from environment friendly wood (Rodas hotel).

· Taj Residency (Bangalore): This hotel has pioneered the concept of water recycling and saves the 15-20 kl on daily basis. This recycled water is then used for watering plants in gardens and site cooling towers. Figures revealed that hotel is able to achieve recycling or reusing efficiency to as much as 98 percent. Energy consumption from the renewable resources has gone from 7% to 30.4%. In case of water recycling efficiency of 25% has been achieved while in case of air conditioning 20% improvement has been made (Earth check).

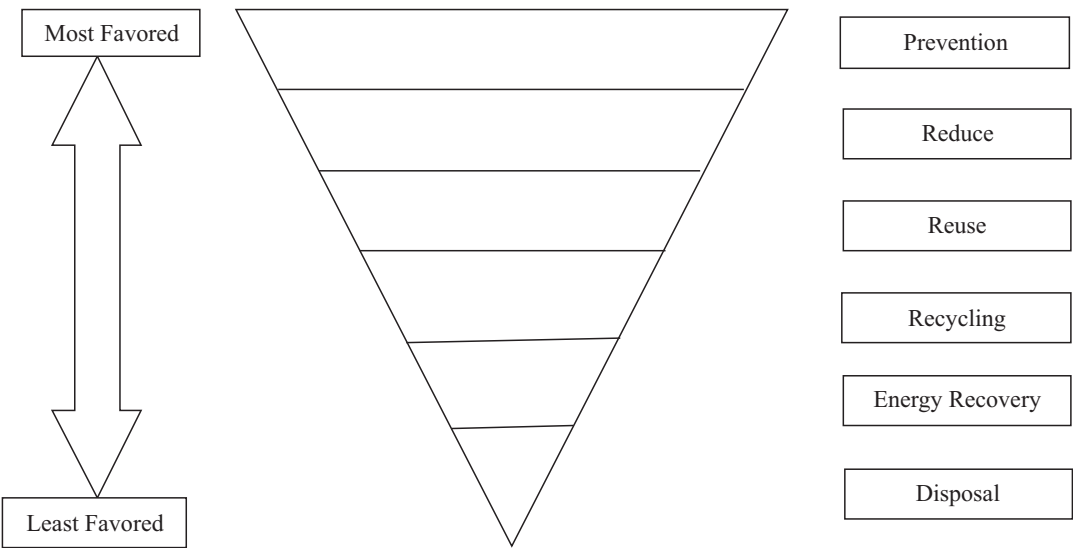
· Orchid (Mumbai): This 5-star ecotel hotel, along with other environmental concerns, has adopted recycling as integral part of its routing operations. Garbage bags used by the hotels are made from the

recycled plastic and milk pouches. Provision of separate recycle bin has been followed in the each room of the hotel. Waste Paper is recycled to make the brochure while by use of efficient lightning saving of around Rs 33, 28,435 per year have been achieved. Operational practices include use of hangers made from sawdust, laundry bags made up of reusable cloths instead of plastic bags and use of recyclable baskets (Orchid hotel).

CONCLUSION

There is an urgent requirement to change the hierarchical level currently being employed across the hospitality industry. In fact for the process of effective waste management there is no need of expensive machinery or heavy investment but a constant endeavor targeted at regular up gradation of current services is enough to achieve the desired level of efficiency. Figure 2 below represents the desired approach that is required to effectively manage the waste right from the source itself in order to ensure the sustainability of the overall business in long run.

Figure 2: Desired hierarchical Level



Source: Adapted from Fermanagh Council.

The efficiency of the waste management program can be increased by giving attention to whole mechanism from the very basic level of operation i.e. at the source itself. What really is required to start focusing on the minute details which otherwise feel mundane in nature. Another crucial factor that can lift the overall success level of this program is commitment from the staff which is absolutely necessary to get the desirable success from this exercise.

Benefits arising from the success of waste management practices not only brings in additional revenue for the organization but also enhanced the intangible aspects like loyalty and brand image of company. Further the contribution of organization to community development efforts will strengthen its credentials of being ethical and responsible organization. Waste minimization will directly reduce the hazards of environment pollution and helps to bring back the balance of our ecosystem.

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