

Examining the Indian Hospitality Industry's Smart and Green Approach

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Abstract:

Green and smart initiatives like using alternative energy resources such as solar panels and recycling processes have become immensely popular among contemporary organizations to improve their overall environmental footprint. The growing consciousness among people about the environment, and environmental pollution has been a key reason that the organizations have implemented such initiatives in their regular operations to improve overall environmental footprint. The hospitality industry in India also has been focused on initiating such operations to improve their overall business performance in terms of environmental well-being and responsible consumption. Irrespective of the challenges in the Indian market, such as lack of technological competence and financial stability, the hospitality industry is found to integrate such policies with a growing focus. Both the primary and secondary data collected in this research show where the Indian hospitality sector organisations are improving their environmental footprint by integrating search initiatives. A mixed method has been followed in the research to include both quality and quantitative information. The qualitative information is collected from authentic literary sources. The quantitative data is collected from 20 individuals who are healthcare professionals and patients of Rainbow Children Hospital established in Bengaluru. The quantitative data is analysed using the SPSS tool. From the collected data, it is identified that the hospitality industry in India is growing in terms of the incorporation of green and smart technologies. Additionally, it is also evident from the data that the industry has been successful in enhancing the quality of performance delivery due to the inclusion of such initiatives.

Keywords:

Hospitality Industry, Indian Hospitality Industry, Hotel, Smart and Green Technology.

1. INTRODUCTION

In recent years and years, the hotel sector or we can say the hospitality sector has seen a notable transformation, characterized by an increasing acknowledgement of the need to implement sustainable measures by using green technology. The first endeavors mostly concentrated on conserving resources and minimizing waste in this sector, motivated by apprehensions over environmental depletion of the sources and regulatory constraints. Also, as per the discussion around sustainability has progressed, hospitality organizations have also adapted their approaches to tackle these difficulties. The emergence and growth of Green Technology approaches in this sector and conscious practices is one of the most significant developments in the hospitality sector in recent years has been the widespread adoption of green techniques, especially in the field of housing, hotels and etc. Green hotels, known for their dedication to reducing environmental impact via energy-efficient methods, trash reduction ideas, and water conservation initiative, have become leaders in the sustainability movement [1]–[5]. The venues serve a rising group of environmentally aware visitors or we can say tourists that consider sustainability while making travel decisions [6]–[9].

Also, the advantages of Implementing Environmentally Friendly Practices in the Economy. Green measures in the hotel business not only have positive effects on the environment and nature but also result in large and significant economic rewards. Implementing energy efficient lighting or we can say using clean energy and heating systems may lead to significant cost and expense reductions for hotels and resorts and others in this sector [10]–[14]. We can also say that, trash reduction activities not only save operating costs but also improve the brand image of hotels and resorts and reputation of environmentally aware institutions, consequently attracting a wider client [15]. Analysis of Consumer Preferences plays a major role and Current Market Trends preferences is essential in motivating the hotel sector or hospitality sector to embrace environmentally friendly practices. This Research regularly indicates that an increasing proportion of tourists are actively looking for lodgings or bookings that are in line with their values and ideas about sustainability. Millennial and Gen Z type peoples or visitors have a strong inclination towards sustainability when making purchase choices and are prepared to spend more money on environmentally beneficial activities especially in this sector. Consequently, hotels and resorts that allocate resources to sustainability projects often gain a competitive edge in the market while serving.

The Obstacles and impediments to achieving sustainability in the hospitality sector are increasingly acknowledged, there exist many obstacles and impediments that impede its extensive implementation. The primary challenges and limitation which is encountered by hospitality stakeholders are financial limitations, limited knowledge, and perceived conflicts between sustainability and profitability in the business [16]–[18]. Also, we can say that, the lack of clear regulations and Guidelines are varying standards provide obstacles for organizations aiming to adopt sustainable practices. The Impact of Technology on Promoting Sustainability in green Technology is crucial in promoting sustainability in the hotel business in the sector. Green Technological advancements provide hotels and resorts with several chances to improve their sustainability initiatives, such as energy management systems, smart building cut edge technology, and mobile apps that promote visitor meetings and sessions and resource conservation. Furthermore, advancements in data analytics and artificial intelligence empower players in the hotel industry to optimize the allocation of resources, reduce waste, and improve operational efficiency.

In this proliferating world of technology, the hospitality industry is undergoing a significant transformation. This metamorphosis is driven by a growing awareness of the environmental impact of the industry and the need for sustainable exercises. However, India is recognized for its lavish cultural heritage and warm hospitality, and this paper aims to explore this transformation in the Indian hospitality industry. Having miscellaneous landscapes and a lavish cultural heritage, the world of tourists from around the world has enthusiasm for India. Also, the hospitality industry has a very crucial role in proliferating the country's economic GDP and employment in the country. Environmental impact is significant due to its generous and significant utilization of resources like electricity and water, as well as its production of trash also in the regions. Moving Forward, began to adopt sustainable practices in the industry as well as small scale business.

The notion and the point of 'Green' or eco-friendly hotels is not novel or easy, but it has undergone generous and significant growth in prior years. These establishments minimize their environmental footprint via different methods, including energy-efficient practices, trash reduction, and water conservation and many more practices which is unseen. Hotels primarily target the expanding group of ecologically aware tourists who of specifically seek lodgings or bookings that are in line with their own beliefs and principles [19]–[22]. In addition, we also see the environmental benefits, nature adoption of green practices also offers economic advantages. The Energy Conservation and waste reduction measures may result in generous and significant financial benefits of the hotel. Furthermore, we can also say that since customers show of growing preference for environmentally conscious enterprises, lush green hotels often benefit from and competitive edge in the marketplace in the area.

The smart and green strategy is a combination of two important and major goals: using technology to improve guest experiences and operational efficiency, while also promoting sustainable development and social responsibility in the world. Essentially, this strategy signifies a deviation from traditional hospitality approaches that often favour immediate profits at the cost of long-term viability with the market or we can say in the market. Instead, it promotes a comprehensive and future-oriented philosophy in the field of hospitality that aims to achieve a harmonious equilibrium between economic growth, ecological integrity, and social well-being in this sector. The Indian hospitality business, consisting of a very good wide range of hotels, resorts, homestays, and historic sites, has a distinct place in the global context of sustainability and innovation in this sector. Across India, hospitality stakeholders are very rapidly realizing the need to adopt a smart and green strategy as a strategic necessity for long-term success in this sector. The recognition extends from the busy streets of Delhi of India to the peaceful backwaters of Kerala of South India. The recognition is driven by a convergence of causes, such as changing consumer tastes, regulatory demands, and the increasing threat of climate change whenever its possible. There is no doubt that, it is crucial to emphasize the need for implementing sustainable practices in the Indian hospitality business to grow it more. Hospitality, being a rapidly expanding industry in the Indian economy, has become a generous and significant driver of GDP growth, job creation, and foreign currency revenues as a major part. Also, we can say that expansion has had negative consequences, including environmental damage, depletion of many natural resources, and generous and significant difficulties to the industry's sustainability in terms of social inequity as well as market survival of this sector.

To address and challenge these difficulties, an increasing number of hospitality participants in India are adopting the smart and green strategy to save and enhance their companies for the future and improve their competitive cut edge green technologies. Hotels as well as resorts in India are

leading the way in finding creative solutions to green sustainability concerns in very natural manner. They are doing this by investing and analyzing in energy-efficient technology that is green cut edge technology, renewable energy sources, trash reduction initiatives and ideas, and increasing local community participation as well as expansion of green edge technologies. No matter, the path towards achieving a technologically advanced and green hotel industry in India is not free or we can say that easy from obstacles and challenges and many more problems. Implementing the sustainable practices in a society characterized by significant differences in income, infrastructure, and resource accessibility requires a comprehensive understanding of local circumstances, limitations and challenges as well. Also, while the strong advantages of using Smart Green technology and green practices are certain, it is necessary to tackle challenges related to cost-effectiveness and maintainers, expandability, and adherence to regulations and guidelines.

“The case of the Indian luxury hospitality industry” by [23]. It is now more important than ever for luxury hotels to consider how their activities affect social and environmental sustainability in light of the increased awareness and knowledge of responsible tourism. The objective of this research is to investigate the ubiquity and expansion of sustainable practices within the Indian luxury hotel industry, given its growing competition on the international scene. This work employs a qualitative and emic research technique. To acquire insight into sustainability initiatives implemented in the Indian hospitality industry, the study conducts semi-structured interviews with selected general managers of luxury hotels from four Indian hotel chains: Hotels, ITC Luxury Taj Hotels Oberoi Hotels and Resorts, and Palaces, and The Leela. The primary source of secondary research data on the environmentally conscious practices used by these hotels is their individual chains' websites. Academic literature, media articles, industry studies, and press announcements are also reviewed to augment the data. The study's conclusions show that high-end hotel companies in India are progressively incorporating sustainable practices and eco-friendly items into their daily operations. Nonetheless, a few of these projects are in non-customer-facing fields like engineering and back-of-house operations. In order to enhance their hotels' green image, very few Indian hotel chains are incorporating these sustainability measures into their basic philosophies and integrating them into the front-line guest service experience at their establishments.

“A comprehensive study on Green& Sustainable Practices used by Selected Hotels of New Delhi” by Siddiqui et al. [24]. The hospitality and tourism sector is a large one in the nation, accounting for 10% of GDP, and it has a big influence on the environment in terms of social, economic, and ecological aspects. Due to the pandemic, this industry is currently suffering greatly from the closure of tourism-related businesses and the restrictions placed on travel both domestically and internationally. Waste output from tourism and hospitality has undoubtedly increased, but it may be minimized if environmental harm is controlled. The reason humanity is currently afflicted by a virus is because we have neglected the environment. In light of this, the Indian government has recently implemented stringent regulations and mandated that hotels in popular tourist destinations adhere to all environmentally friendly standards, including appropriate disposal of both dry and wet waste, water recycling, the installation of sewage treatment plants on the premises, horticulture, and the minimal use of plastic. Five-star hotels were once thought of as places to relax, use the pool, and eat international cuisine. However, these days, guests have begun to request recycled toiletries, recycled paper, and recycled linens. As a result of this shifting trend, hotels must adopt new strategies and begin utilizing green efforts, which lead to the creation of eco-friendly and green hotels.

“The influence of green marketing functions in building corporate image: Evidences from hospitality industry in a developing nation” by R. Yadav et al. [7]. The goal of this study is to investigate how corporate image in the hotel industry is impacted by green marketing functions, such as corporate communication of green activities, green activities, and green image. The study also attempts to investigate the consumer's inclination to stay at hotels that use green marketing. An online survey was used to gather 220 valid customer responses using the snowball sampling technique. Structural equation modeling was used to assess the model fit and strength of the association between the data. The results demonstrate that eco-friendly practices and green image have a major impact on the hotel's corporate image, which in turn has a major positive impact on guests' intentions to stay there. The low degree of green practice communication by Indian hotels may account for the lack of major impact of corporate communication of green activities on corporate image of the hotels.

“Green transformational leadership and pro-environmental behaviour: unravelling the underlying mechanism in the context of hotel industry” by Sachdeva & Singh [25]. Although studies on transformational leadership have advanced our knowledge of how it affects non-green employee outcomes, we still don't fully understand how environment-specific transformational leadership, or green transformational leadership (GTL), affects green employee outcomes and the underlying mechanisms that underlie this relationship. This study is to investigate the impact of GTL on pro-environmental behavior (PEB) among staff members working in three- to five-star hotels in India in order to close this gap. The study also attempts to look into the moderating influence of environmental concern (EC) and the possible mediating impact of green human resource management (GHRM) on the link between GHRM and PEB. Data were gathered for the study from 181 workers who worked for different 3–5 star hotels in India. The assumptions were tested using structural equation modeling using SPSS PROCESS MACRO (Model 14) and Smart PLS-4. The outcomes confirmed GTL's large beneficial effect on PEB. The results indicate that GHRM had a major mediating role in the link between GTL and PEB, and that EC acted as a negative moderator of the indirect effect of GTL on PEB that results from GHRM.

This research and analysis aim to examine the complexities of the smart and green approach in the Indian hospitality sector and how to manage it. It will provide insights and analytics into the trends, problems, and possibilities that are influencing its development in this sector. This research seeks to provide significant insights into the strategies and planning, best practices, and innovations that are promoting sustainable and green, natural growth in the Indian hospitality industry. It does this by using empirical research, case studies, and expert analysis and data insights. This research and analysis aim to provide a detailed analysis of current initiatives, upcoming trends, and future possibilities in this sector. The purpose is to educate and motivate hospitality professionals, policy inventors, and stakeholders to adopt the smart and green technology revolution and technologies. The ultimate goal and core idea is to guide the Indian hospitality industry towards a more sustainable and bright future of this sector. By undertaking this endeavor, our goal is not only to revolutionize our company as well as industry practices but also to establish a long-lasting tradition of responsible management and environmental consciousness for future generations using green technologies.

2. METHODOLOGY

Quantitative Data Collection: Survey Overview

In our research on Smart and Green practices in the Indian healthcare industry, we carried out a survey to collect numerical data on several aspects of sustainability initiatives in hospitals. The study was conducted at Rainbow Children's Hospital, a prestigious healthcare institution in Bengaluru, India. This is recognized for its use of Green and Smart approaches. 20 respondents have been the target audience for the survey. A survey has been conducted with this target audience and 8 close-ended questions have been inserted in the questionnaire. Microsoft Form has been used for conducting the research (Figure 1).

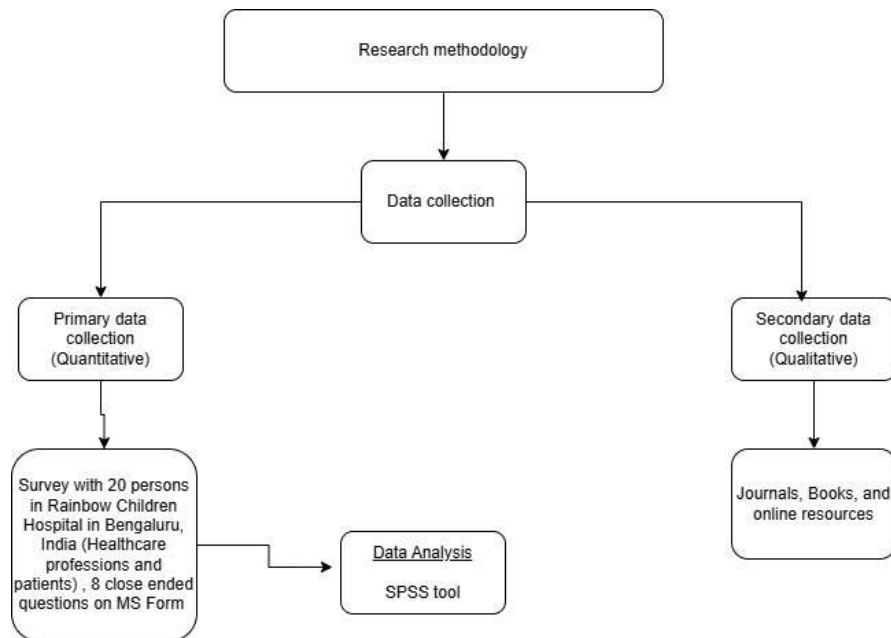


Figure 1: Research methodology.

The survey conducted several questions to the employees and the doctors of the hospital. Initially, participants encountered the question “What types of energy-efficient technologies are implemented in your hospital?” on the behalf of this piece of the question, answered: In the proliferating world of manifestation "Rainbow Children's Hospital" has implemented several energy-efficient technologies and sustainable practices to reduce their environmental impact and operational costs. Some of them have elucidated throughout the students that solar Energy installation reduces the costs of electricity in the hospital. Nevertheless, the hospital conducts regular energy audits to understand energy costs, maximize system efficiency, optimize energy requirements and identify opportunities for energy savings. The installation of energy-efficient LED lights, usage of energy-efficient fixtures and a black water treatment and recycling system. For instance, the hospital buildings are also designed to be earthquake-resistant and flood-proof. Furthermore, the hospital also fosters water-efficient fixtures and a black water treatment and recycling system. They also discourage plastic usage and have created a green belt around the hospital. They have also received awards for water saving & sustainability from Ortho Clinical Diagnostics (JnJ) and the WOW certifications from ITC for paper recycling at Vikrampur.

Secondly, asked to rate on a scale of 1-5 on how effectiveness of these smart technologies in improving patient care and hospital operations. 60% of the employees including nurses, doctors, staff, and patients appreciated this approach. This smart technology can greatly improve patient care and hospital operations " said Dr. Prashant, one of the senior doctors of the brain. 30% of the patients are not satisfied with this approach. This is because it lacks security for the patient's data. This will lead to incorrect diagnoses or treatment plans that can affect the health of the patient. Furthermore, 10% of the patients and their family members are totally against this approach. This is because the use of technology could potentially lead to impersonal care, with patients interacting more with technology than with a live care provider.

Qualitative data collection

The qualitative data has been collected from different authentic sources of literature. The literary sources consisting of information about the effectiveness of smart and green technologies in hospitality management activities such as reviewed journals, books, and other online articles available in public documents have existed in this research to extract the key findings about the initiatives and their impact on organisational performance. Only authentic sources of information have been selected for the study.

3. RESULTS AND DISCUSSION

This section we explain the result explain after collecting and analyzing the data which are collected from the different respondents.

- 1. Do you think including smart and green techniques in hospital management operations is important to improve the overall quality of patient-centric care?***

Table 1: Data collection on the basis of 1st Questions

Do you think including smart and green techniques in hospital management operations is important to improve the overall quality of patient-centric care?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	85.0	85.0	85.0
	No	2	10.0	10.0	95.0
	May Be	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

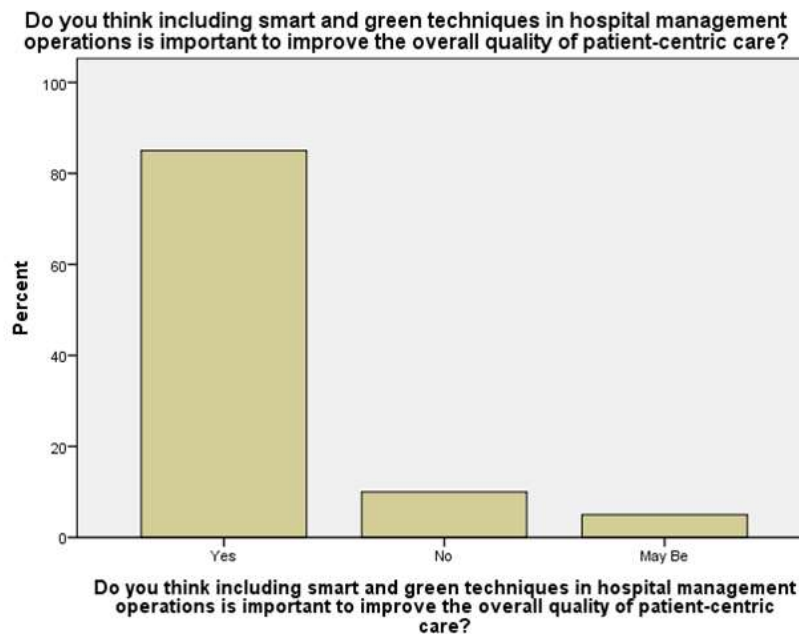


Figure 2: Results of the responses collected against the 1st question

From the result of the SPSS analysis of the first question in the survey, it is analysed that most of the participants engaged in the primary data collection process agreed that green and smart techniques used in hospital management operations are essential for the overall improvement of patient-centric care. 85% of the respondents agreed that such initiatives are important for essential hospitality management, whereas only two said no in response and one was not sure (Table 1 and Figure 2).

- Is the quality of infrastructure of hospitals in India for including green and smart techniques as apt as per global standards?

Tabel 2: responses collected against the 2nd question.

Is the quality of infrastructure of hospitals in India for including green and smart techniques as apt as per global standards?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	17	85.0	85.0	85.0
No	2	10.0	10.0	95.0
May Be	1	5.0	5.0	100.0
Total	20	100.0	100.0	

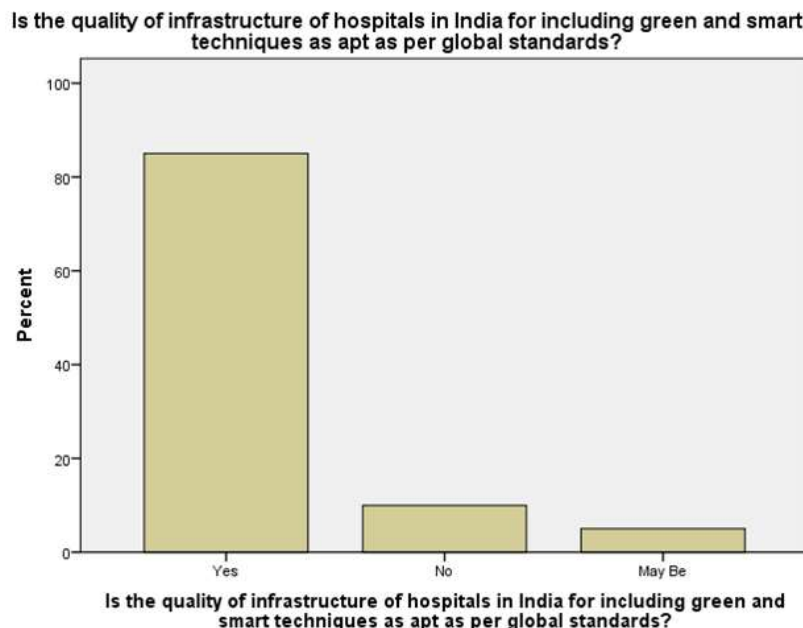


Figure 3:Results of the responses collected against the 2nd question.

According to Table 2 and Figure the collective responses collected for the second question, it is identified that most of the stakeholders of the hospital identified that the infrastructure in India for the implementation of smart and green techniques is adequate and relevant as per the standardised parameters followed globally. 85% of the participants in the survey agreed that Indian infrastructure in hospital management is standardised as per global standards. Two of the participants disagreed with the fact and the rest one was unsure.

3. *Has Rainbow Children's Hospital been successful in implementing green and advanced techniques in hospital management activities?*

Table 3: Data collection basis of 3rd Questiones

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	85.0	85.0	85.0
	No	2	10.0	10.0	95.0
	MayBe	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

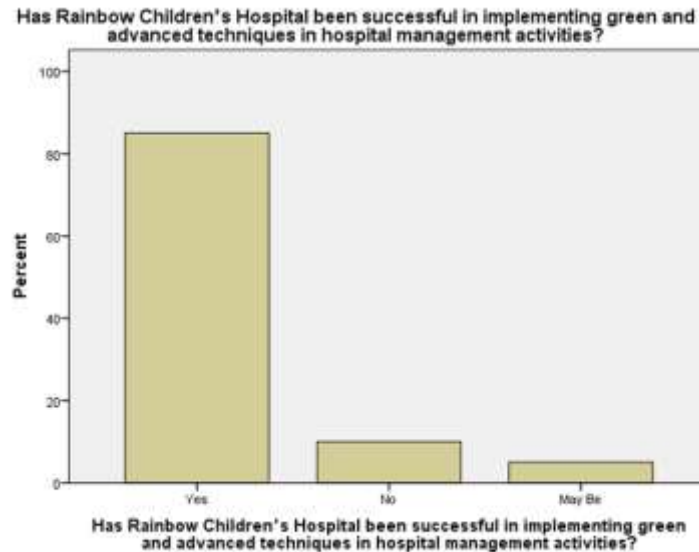


Figure 4: Results of the responses collected against the 3rd question.

The analysis of the response is collected against the third question using the SPSS tool. It is identified that most of the participants agreed that Rainbow Hospital has been successful in implementing smart and green technologies in hospitality management activities. 17 out of the 20 respondents stated that the hospital has been successful in doing so. One of the participants did not have a clear view of it and two of them disagreed with the fact (Table 3 & Figure 4).

4. What kind of smart and green techniques have been incorporated into hospital management operations?

Table 4: Smart and green techniques have been incorporated into hospital management operations

What kind of smart and green techniques have been incorporated into hospital management operations?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Solar panel for alternative energy consumption	2	10.0	10.0	10.0
	Black Box and water recycling process	1	5.0	5.0	15.0
	Energy-efficient LED lights	1	5.0	5.0	20.0
	All of above	16	80.0	80.0	100.0
	Total	20	100.0	100.0	

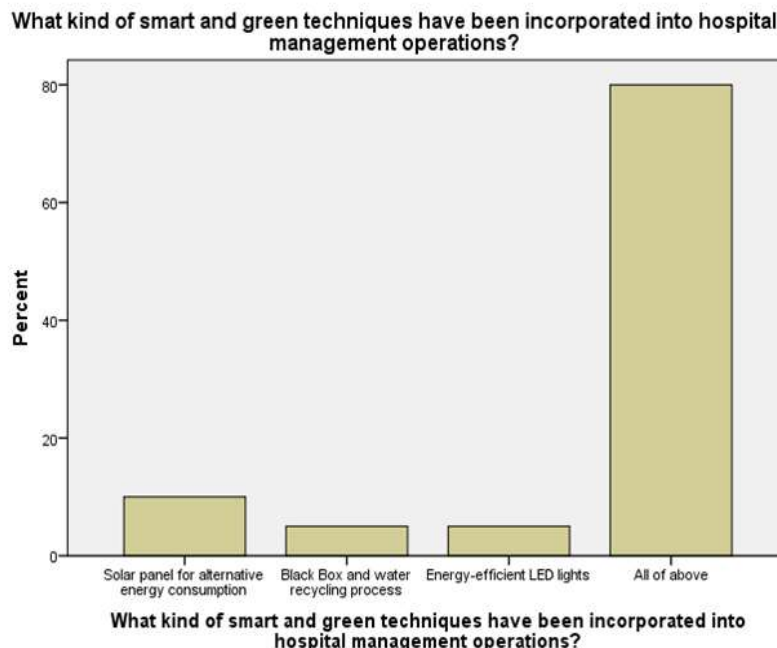


Figure 5: Results of the responses collected against the 4th question.

From the analysis of the collective responses accumulated from the survey, it is identified that 10% of the respondents identified the solar panel installation as an alternative energy consumption process as the most efficient green initiative in the hospital. One of the participants identified specifically the water recycling process as the most important aspect. Five of them found the integration of energy-efficient LED lights has been the most prominent aspect of the green initiatives established in the hospital. The rest of the 8% of participants engaged in the survey identified all the options that are important for the hospital in terms of green and smart initiatives in hospitality management (Table 4 and Figure 5).

5. What other smart technologies from the following do you consider as increasing the quality of hospital management activities in Rainbow Children's Hospital?

Table 5: Data collection on the basis of Other smart technologies

What other smart technologies from the following do you consider as increasing the quality of hospital management activities in Rainbow Children's Hospital?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Earth-quake resistance	2	10.0	10.0	10.0
Flood protection	1	5.0	5.0	15.0
Both	17	85.0	85.0	100.0
Total	20	100.0	100.0	

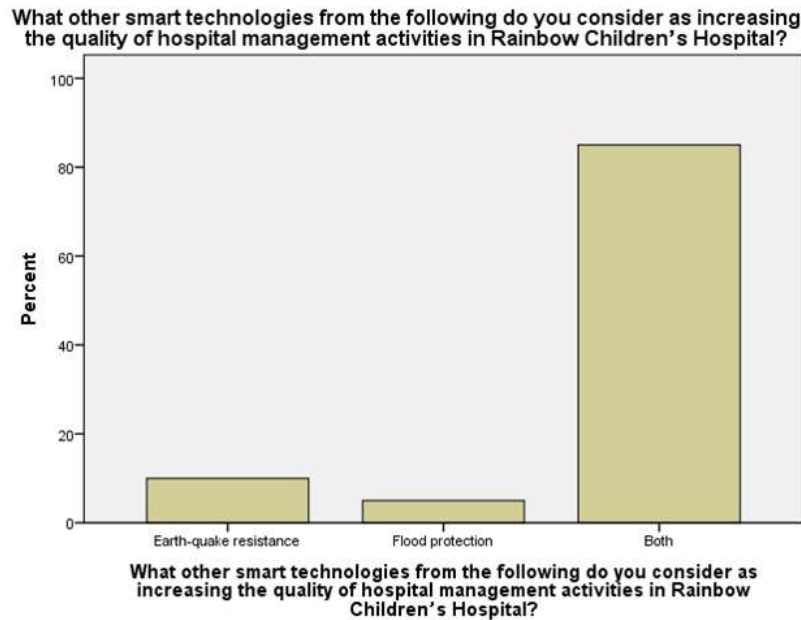


Figure 6: Results of the responses collected against the 5th question.

From the analysis of the collected responses to the 5th question of the survey, it is identified that 10% of the respondents have identified the Earthquake resistance mechanism as the most important inclusion of the smart technologies in the hospital. 5% of the respondents have been found to prefer the Flood protection measure as the most important aspect in particular. The rest 17 participants found both these options equally important as smart initiatives being used in the Rainbow Hospital (Table 5 & Figure 6).

6. *On a scale of 1 to 5, how according to you the smart and green technologies implemented in the hospital have been effective?*

Table 6: Likert Scale based responses

On a scale of 1 to 5, how according to you the smart and green technologies implemented in the hospital have been effective?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	5.0	5.0	5.0
	2.00	1	5.0	5.0	10.0
	3.00	1	5.0	5.0	15.0
	4.00	6	30.0	30.0	45.0
	5.00	11	55.0	55.0	100.0
Total		20	100.0	100.0	

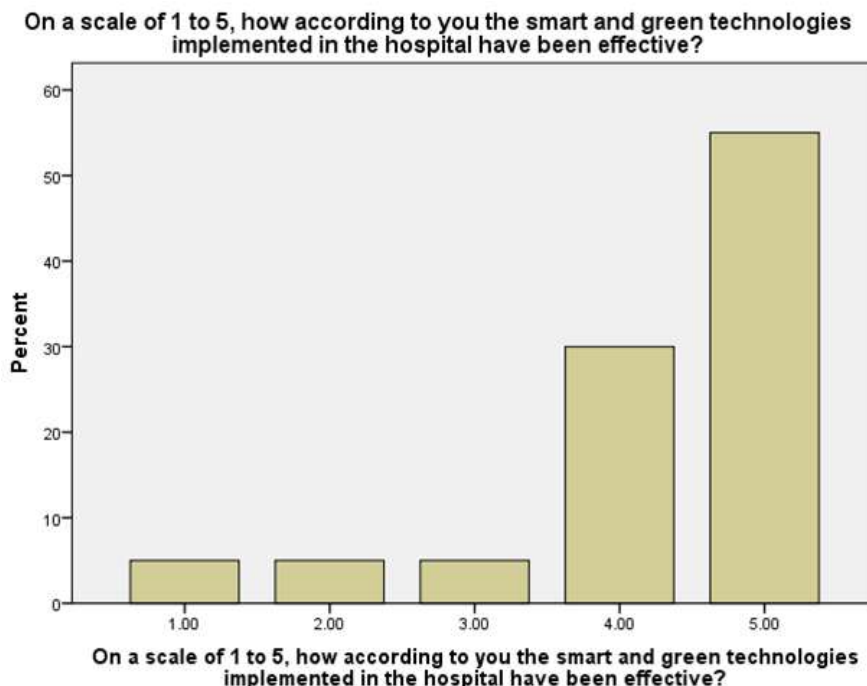


Figure 7: Results of the responses collected against the 6th question.

According to Table 6 and Figure 7 the collective responses found from the survey, it is noted that most of the respondents rated the smart and green technologies used in hospitals. Management activities are effective. 55% of the respondents five rating to the question and 30% of the respondents delivered a 4 out of 5 rating, which shows their perspective about the effectiveness of the smart and green technologies used in operations for managing the hospital

7. *On a scale of 1 to 5, how do think the green initiatives have supported the business to enhance a positive environmental footprint?*

Table 7: Likert Scale based responses

On a scale of 1 to 5, how do think the green initiatives have supported the business to enhance a positive environmental footprint?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	5.0	5.0	5.0
2.00	1	5.0	5.0	10.0
3.00	1	5.0	5.0	15.0
4.00	6	30.0	30.0	45.0
5.00	11	55.0	55.0	100.0
Total	20	100.0	100.0	

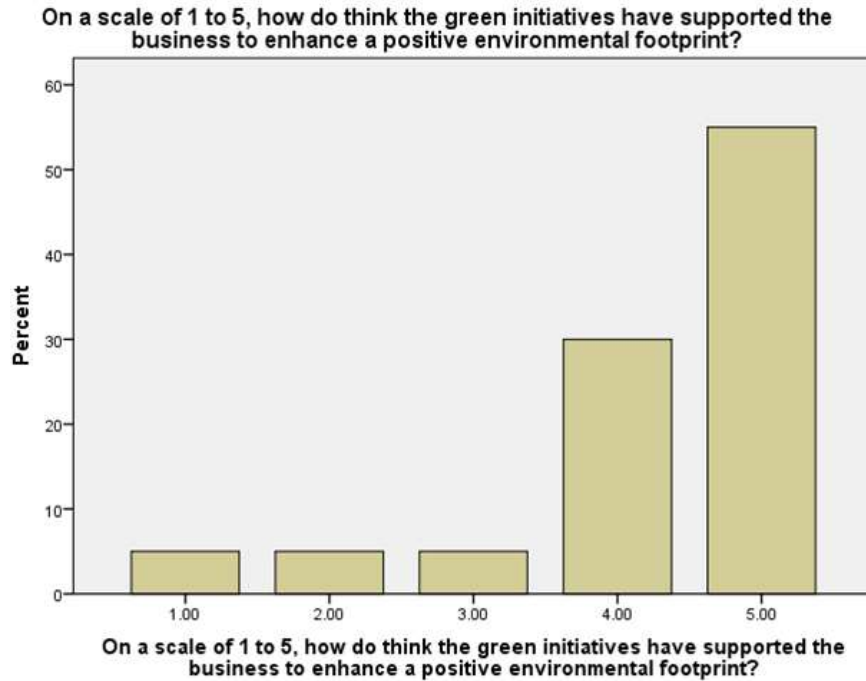


Figure 8: Results of the responses collected against the 7th question.

From the analysis using the SPSS tool, it is identified that most of the respondents have agreed that the installation of green and smart techniques in hospital management activities in the hospital has contributed to the success of the organisation. 55% of the respondents delivered a point rating on this question and 30% of respondents also delivered four ratings, which shows the high value of the installation of the inclusion of such initiatives and their contribution to the success of the organization (Table 7 & Figure 8)

8. On a scale of 1 to 5, how do think the green initiatives have assisted the business to enhance quality in person-centric care and patient safety?

Table 8: Likert Scale based responses

On a scale of 1 to 5, how do think the green initiatives have assisted the business to enhance quality in person-centric care and patient safety?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	5.0	5.0	5.0
2.00	1	5.0	5.0	10.0
3.00	1	5.0	5.0	15.0
4.00	7	35.0	35.0	50.0
5.00	10	50.0	50.0	100.0
Total	20	100.0	100.0	

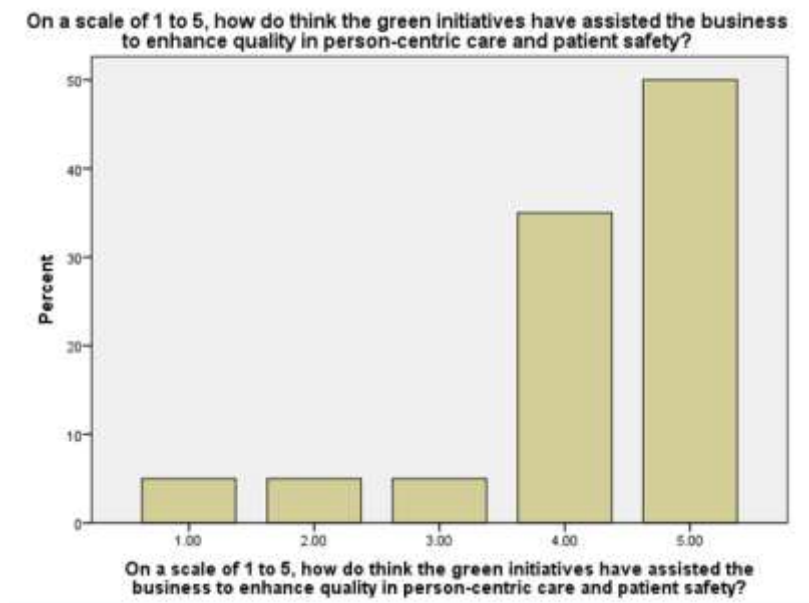


Figure 9: Results of the responses collected against the 8th question.

From the collective responses accumulated from the participants in the survey, it is analysed that most of the stakeholders of the hospital. The contribution of green and smart initiatives like water recycling and solar panel installation to the enhancement of the quality of person-centric care delivery in the hospital, 50% of the respondents delivered a five-point rating, about the effectiveness of the integration of such initiatives in the hospital. Additionally, 35% of the respondents also found it eligible for getting a 4 rating, which shows the actual effectiveness of the inclusion of such policies (Table 8 and Figure 9)

Discussion

From both the latest literature review and the survey responses, it is discussed that the inclusion of green and smart technologies has become a recent trend in hospitality management operations. Inclusion of strategies like the installation of solar panels, water recycling processes, and earthquake, and flood resistance techniques, have become common in the Indian hospitality sector to ensure a better performance delivery. From both the data collection processes, it is identified that such techniques used in hospitality management operations have increased the overall quality of performance delivery and also have assisted in ensuring better customer experience. From both the data collection processes it has been noticed that the organisations in the Indian Hospitality sector have been focusing on integrating such techniques to ensure better responsible consumption and a more efficient footprint on the environment. Additionally, it has also supported organisations like the Rainbow Hospital in the Indian Territory to increase operations quality by utilizing the organisational assets more efficiently. Furthermore, it is discussed that such practices are more suitable as future-oriented aspects as this inclusion of green and smart operations is considered as CSR activities to improve the overall organisational footprint on the environment and society.

4. CONCLUSION

It has been concluded that the implementation of green and smart initiatives like the water recycling process, and using alternative energy sources like solar energy has become essential in modern-day business practises including the hospitality management industries. In developing countries like India, there are different challenges to implementing such practices in organisational oppositions such as infrastructure and financial constraints. However, the growing economy has shown positive signs of improving overall organisational capability to include green and smart initiatives in business operation operations including in the operation operations done in the hospitality management industry from the data analysis, it is identified that the hospitals, established in the urban area like Bengaluru have been successful to include initiatives like using solar panels for energy consumption, recycling the sources like water. All these initiatives have assisted organisations to improve the overall quality of customer engagement and a better customer experience. In addition to this, such inclusion is also supported by these organisations in the Indian market to improve the overall footprint of the organisations on the environment and to practice more responsible consumption of natural resources.

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