



Challenges faced by Five Star Hotels in the Adoption of Environmental Practices – An Empirical Study

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ABSTRACT

This research paper aims to identify the challenges faced by five-star hotels in adopting environmental practices, analyzing the challenges included in the study and offering suggestions to overcome them. This study reviews previous literature related to challenges faced by hotels in adopting environmental practices in the hospitality industry. The study uses a descriptive approach to explore and gather relevant information. All five-star hotels (100%) in the city of Pune have been included in the study. The findings suggest that huge investment, adapting staff attitude and perception of cost-cutting are the major challenges faced by five-star hotels in implementing environmental practices while most Chief Engineers do not consider impaired guest comfort and monitoring environmental performance as significant challenges to adopting environmental practices. Management commitment, benchmarking and research, environmental certification, employee training and involvement, customer involvement in environmental efforts are few of the suggestions to cope with the challenges and assist support the endeavours towards environmental sustainability.

KEYWORDS

Hospitality industry, environmental practices, challenges, environmental knowledge, environmental performance