

GREEN PRACTICES IN HOTEL INDUSTRY IN JAIPUR

Abstract

Because of its rich legacy in history, culture, and nature, Jaipur is a well-liked vacation destination for people worldwide. Because of the many native plant and animal species that may be found there, it is called an "ecoregion." The local climate and natural resources make tourism's economic and social development in this region feasible. On the other side, the ever-increasing number of visitors that visit the region presents a challenge to the delicate balance maintained by its ecosystems and the integrity of its natural resources. It has been made abundantly evident by the Mediterranean Action Plan (MAP) that the growth of mass tourism presents a danger to the region's capacity to maintain its economic viability. This phenomenon has resulted in the unnatural modification of coasts and a reduction in the quality of the territory. Coastal tourism puts additional stress on the coastline and is one factor that leads to its degradation. If the tourist sector is going to be maintained and the local biodiversity is going to be conserved, then a new strategy based on sustainable development has to be adopted. To reach this goal, the many aspects of the tourist sector that make up the business need to be merged into a worldwide plan for protecting the environment. Because hotels are often located in the heart of tourist areas, it is very important to monitor and assess the environmental effect that the hotel business has. For instance, via more strategic and efficient use of water, hotels may drastically decrease expenses while minimising the harm they do to the environment. The expansion and potential of the southern Mediterranean areas should be protected from any cost since

Authors

Neelam Yadav
Assistant Professor
Vivekananda Global University
Jaipur, Rajasthan, India

Shivam Sharma
Assistant Professor
Jaipur National University
Jaipur, Rajasthan, India

Ravneet Singh
Assistant Professor
Vivekananda Global University
Jaipur, Rajasthan, India

this is the goal. This handbook covers eco-efficiency strategies adapted to the hospitality industry to decrease the hospitality business's effect on the environment in the nations surrounding the Mediterranean. Because they are easy to implement and don't need much money, they constitute the first step toward sustainable tourism.

Keywords: Eco-region, Mediterranean Action Plan (MAP), Environmental Protection.

I. INTRODUCTION

The concept of "going green," "going eco," "ecological security," "reasonable way of life," "feasible turn of events," "protecting our earth," and similar phrases have become commonplace.

Many businesses use the "green showcasing" strategy to go in this way. In this research, we extensively evaluate the literature to determine how green marketing tactics affect consumer happiness and ecological stability. There has been a lot of research on the history of green marketing. Therefore, this article may be used by experts in the field who are interested in learning how green advertising affects customer retention and sustainability.

The worldwide hospitality sector is under increasing strain due to environmental factors. It has been estimated that 75% of the hospitality sector's environmental damage is caused by excessive resource use.

Consequences to our existing situation would result from the activity's wastewater, smoke, and materials. In this sense, the climate would be vulnerable to unfavourable effects if no proper strategy or system existed. Hotels may benefit from incorporating green management into their building practices by emphasizing energy and resource efficiency. If hotels could adopt the idea of green management, it would reduce the price of lodging activities and help safeguard the environment. Your green marketing efforts may also pique customers that share your values.

The rise of tourism as a global market has profoundly affected the hotel sector. Currently, buildings account for around 33% of global energy consumption, which is expected to rise to 45% by 2025. Therefore, it is crucial to understand hotels' contributions to the environment. There is a pressing need for further academic research in ecological sustainability, and the discipline is still in its infancy. Although further elaboration on paper and theoretical support is needed, the concept of green advertising in the accommodation business is still in its early stages.

In the late 1980s, the concept of "green showcasing" emerged. This word describes an organization's attempts to create, promote, price, and distribute goods that are better for the environment. It has been defined as the administrative cycle responsible for identifying, anticipating, and satisfying the needs of customers and society in an effective and sustainable way.

Green Showcasing is the promotion of eco-friendly products. Thus, green advertising coordinates various activities, such as product modification, production cycle modification, packaging modification, and advertising modification. However, there are a variety of social, ecological, and commercial interpretations of the word "green marketing," thus defining it is far from a simple task, with connotations that overlap and even conflict with one another. Natural showcasing and environmental promotion are two more synonyms that mean the same thing. The term "green advertising" has been interpreted in various ways by various authors. The American Marketing Association defines Green Marketing in three ways: retailing, or the promotion of products believed to be environmentally friendly; social promoting, or the production and distribution of products intended to improve environmental quality or lessen negative impacts; and climate promoting, or the efforts of businesses to ship,

promote, package, and recycle goods in a way that minimizes their impact on the environment.

Inns actively courting environmentally conscious tourists should use targeted advertising that incorporates functional and local green imagery. Finding environmentally conscious guests may be challenging for hotels. Research in the hospitality sector has shown that many guests prefer to stay at environmentally conscious establishments.

The behaviour of guests might be unpredictable. According to research conducted by a major public hotel activity, 75% of surveyed guests said they would not give up their usual hotel routines under any circumstances. Since they aren't footing the bill for utilities and housekeeping, guests on vacation also tend to be less eco-conscious. Customers who care about the environment are more likely to be altruistic and strive for the greater good of society.

According to the study, green consumers also place a higher value on avoiding actions that could harm others or violate social norms, and they are more unlikely to make purchases primarily for their benefit, such as those associated with pride in their achievements. Hotels promote an ecologically sound stance by providing green guests with a marketing approach that uses practical and thought-provoking visuals. Examples of what green buyers look for include a reuse program and a Leadership in Energy and Environmental Design (LEED) certification. They'll also look for signs that the hotel is doing its part to protect the environment, such as using ingredients from local farmers and ranchers in its dishes.

Promoting a hotel's "green" or "manageable" credentials has been an increasingly important tool in the housing industry's toolkit in recent years. The justification is obvious. Tourists and business travellers alike are becoming more interested in eco-friendly lodgings, prioritizing guest health and safety. In addition, many event planners are under the gun to choose just the most manageable workplaces for their events. As a result, several methods, ranging from self-declaration to free third-party certification, have evolved to improve maintainability.

Jaipur is a popular tourist destination because of its rich history, culture, and natural scenery. The area is an "Eco region" because it is home to several plant and animal species, including some native ones. Tourist spending helps boost the local economy and improve infrastructure. However, the many people expected to visit the area might disrupt the delicate ecosystems and deplete its natural resources. The expansion of mass tourism poses a danger of economic non-sustainability, which has been highlighted in the Mediterranean Action Plan (MAP). As a result of this occurrence, the quality of the territory is deteriorating, and coasts are being altered artificially. Indeed, most tourists visit the seaside, further stressing fragile ecosystems. A new strategy based on sustainable development is required to preserve local biodiversity while keeping the tourist business afloat. This can only be accomplished by incorporating the tourist industry's many moving parts into a comprehensive plan for protecting the planet. Hotels play a major role in the tourism sector; thus, understanding the extent of their ecological footprint is crucial. Using just one example, hotels may save money and lessen their environmental impact by using water conservation measures. The objective is to prevent undermining the growth and potential of the southern Mediterranean areas. The hotel business in Mediterranean nations has a significant environmental effect. However, this Guide outlines eco-efficiency techniques tailored to the sector. Since the tourism and

hospitality industries need this initiative to compete and face the challenges of their global counterparts, the green tourism initiative is more appropriate to the current context. It should be viewed from the perspective of various stakeholders in promoting these sectors. Green tourism includes tourist growth as an inherent component of a national or regional development plan, and it fosters mutually beneficial partnerships between tour operators, travel agencies, hotels, and the general public via disseminating relevant information.

Jaipur is a popular tourist destination because of its historical and cultural significance. Many plant and animal species, including some native ones, have found a home in this area, earning it the label "Eco locale." Because of the environment and resources available, tourism has helped boost the local economy and quality of life. However, the number of visitors threatens the area's natural resources and the stability of its biological systems. The emergence of mass tourism presents a challenge to economic viability, as the MAP has made evident. As a result of this phenomenon, coasts have been artificially altered, and territorial quality has decreased. The tourism sector is shifting to seaside areas, putting pressure on the beach and hastening its erosion. Another approach, including acceptable progress, should be carried out to manage surrounding biodiversity while sustaining the vacation sector. To this end, it is necessary to integrate the diverse tourism industry sectors into a global strategy for natural security. Due to its central role in the tourism industry, the hotel sector's environmental influence must be carefully examined and measured. For instance, hotels employing dedicated and efficient water management executives may significantly reduce their environmental impact and operating expenses. The goal is to prioritize development in the southern Mediterranean regions without worrying about jeopardizing their genuine potential. To lessen their environmental impact, Mediterranean countries' hotel industries are presented with eco-proficiency strategies in this Guide. The green tourism effort is more timely and important now since the tourist and hospitality sectors need it to compete and face challenges from competitors across the globe. Green tourism promotes coordination among tour operators, itinerary designers, hotels, and other industry professionals, as well as universal education on the importance of the tourism sector to national and regional economies.

Green marketing of goods and services is distinct from the green promotion of tourist destinations. Aside from the expected costs of promoting products and services, green advertising aims to provide a positive return without harming environmental pollution. To get the word out about India's commitment to a sustainable tourism sector, we may utilize tools like word-of-mouth, traditional advertising, and digital platforms to target domestic and international travellers with our green concerns.

A healthy economy is fostered by green tourism, which might add "Becoming Environmentally Viable India" to the list of labels already attached to India's tourism push. This practical research makes an effort to investigate green tourism concepts applicable to the Tourism sector and the Hospitality sector in India. However, the public's priorities lie elsewhere, and their pursuit of economic growth and tourist expansion severely impacts the environment. The hospitality sector uses a disproportionately high amount of global resources because of its importance to the growth of the tourism sector. Not only may smart be improved if green administration is carried out correctly, but the harmful natural consequences can also be mitigated. The tourism sector is a major and growing contributor to global economic growth. The movement and travel business accounts for 10.7 per cent of global GDP and employs more than 260 million people, with tourists spending more than

US\$2 billion daily. One estimate suggests that in 2020, almost two times as many people will travel to all seven continents as they do now. Despite undeniable economic benefits, the tourism sector has a risky ecological price tag. Travel may deplete or destroy local biological systems and contribute to global environmental change, whether via the massive carbon footprints created by air travel or the human footprints trampling on new circumstances. At the same time, natural disasters and environmental change may inflict substantial damage to certain reservations and significantly disrupt overall travel industry plans.

Climate change, desertification, and rising sea levels might damage or destroy the same features that entice tourists. As a result, eco-friendliness and the tourism sector are starting to work together as regular partners.

It would seem that the tourism industry had more to gain and more to lose than any other sector if it were to stray from the narrow path of environmentally responsible growth. For example, environmentally conscious tourists are increasingly looking for "green traveller destinations," or places that address fundamental concerns like fossil fuel byproducts, biodiversity preservation, waste the board and water supply. 54% of respondents consider ecological problems while arranging a trip, according to a poll conducted in 2005 by the Unified Realm's Devon District Committee, and 82% are willing to pay more for green services and products. Additionally, 72% of participants believe that a green company would inevitably prioritize quality. More and more customers are becoming aware of the realities of natural challenges, and as a result, they are making more environmentally friendly purchasing selections (Han, Hsu, & Sheu, 2010). Marketers across industries are making huge efforts to develop and promote eco-friendly products to meet the growing demand for "green" goods and services. Restaurants have been prompted to adapt their services in light of customers' growing demand for less harmful environmental products.

Businesses need to assess the most compelling advertising trends regularly. Marketing trends may be uncovered by monitoring the evolution of consumer behaviour in the marketplace. Companies can better serve their clients if they monitor and react to changes in consumer behaviour. Today's consumers are more concerned about natural pollution and the environmental impacts of their products and services. Reasons for this concern include rising global temperatures and widespread pollution of the atmosphere and water supply.

II. THE GREEN MARKETING'S EARLY DAYS

Green advertising, sometimes known as biological advertising, encourages businesses to treat their customers, suppliers, and sales staff with integrity and ecological sensitivity. Some businesses have started advertising the fact that they are environmentally conscious. Public Area Units and state legislatures are seriously considering environmental concerns such as global warming, pollution, and water contamination and are taking action to mitigate these threats. The developing economies of India, Brazil, and China scored highest on the new "Buyer Greendex" study directed by Public Geographic Culture and the global surveying firm Globe Check (2010) to determine shoppers' green mentality. Industrialized nations ranked last. The United States, India, and Russia had the highest growth rates in environmentally sustainable consumer behaviour (Howe et al., 2010). To achieve sustainable success in green advertising, a company must be dedicated to conducting its operations in ways that do not affect the environment.

The first Earth Day was in 1970, but the concept of green advertising has been around far longer than that. The thought caught on in the 1980s when growing public concern about the environment sparked demand for more environmentally friendly products and policies. Many new products have "harmless to the ecosystem" labels, claiming to be biodegradable, compostable, energy efficient, or some variation thereof, as manufacturers responded to consumer demand. "Green Marketing" became widely used in the late 1980s and early 1990s. The first studio on "Environmental Promoting" was hosted by the American Advertising Affiliation (AMA) in 1975. One of the most important publications on green advertising, "Natural Showcasing," was produced due to this studio's methods. The 1980s were a pivotal decade for Green Advertising. Ben & Jerry's Frozen Yogurt was the first company to publish a Corporate Social Responsibility (CSR) Report, which included a more prominent look at the company's natural influence alongside the financial report. A paper in 1987 serves as a blueprint for the future. Another step toward far-reaching thinking on Manageability in regular action was taken when the Commission on Climate and Improvement defined economic progress as satisfying "the requirements of the present without compromising the capacity of people in the future to address their issue" in what became known as the Brundtland Report. Over time, the push for environmental awareness has grown. As Peattie (2001) described, green merchandising evolves through three distinct phases. The first phase, "Biological" green promoting, centred on advertising initiatives addressing climate change and ecological concerns. In the second phase, the "Ecological" green showcase shifted its focus to clean innovation, the in-depth preparation of novel products that address pollution and garbage problems. The third phase included environmentally friendly displays of a "Feasible" nature. It emerged as a major player in the late 1990s and early 2000s. Green marketing, as defined by the American Marketing Association, is the practice of promoting products that are generally accepted to be environmentally friendly. Therefore, green advertising encompasses a wide variety of actions. Thus, Green showcasing refers to the standard method of marketing products or services based on their prospective environmental benefits. A product or service might be eco-friendly simply because it is designed to be such or because of how it is packaged or distributed. Green marketing encompasses all movements that generate and operate with any industries anticipated to serve human demands or needs to the degree that doing so has a negligible negative impact on the local ecosystem. Over time, the push for environmental awareness has grown. According to Peattie (2001), there are three phases to the development of eco-friendly advertising: During the first phase, known as "Natural" green advertising, all promotional activities focused on aiding climatic difficulties and answering ecological problems.

The focus then switched to clean technology, developing cutting-edge new goods to combat waste and pollution, ushering in the second stage of green marketing, sometimes known as "environmental" green marketing.

The third phase included "Supportable" environmental advertising. It emerged as a major player in the late 1990s and early 2000s.

III. PROMOTIONAL STRATEGIES WITH GREEN PRODUCTS

In truth, people can't seem to agree on a single definition of "green." The term "green item" has no commonly accepted definition. However, based on diverse definitions of green marketing, there are a few common characteristics of products generally recognized as green, such as the following:

- Conserving energy (both in usage and in production).
- Able to utilize and navigate water proficiently.
- Insufficiently discharging dangers into the environment.
- Things that are good for you or safe for your family to use.
- Tough (long-lasting)
- Recyclable or made partly from previously used materials.
- Biodegradable
- Renewable.
- Used goods.

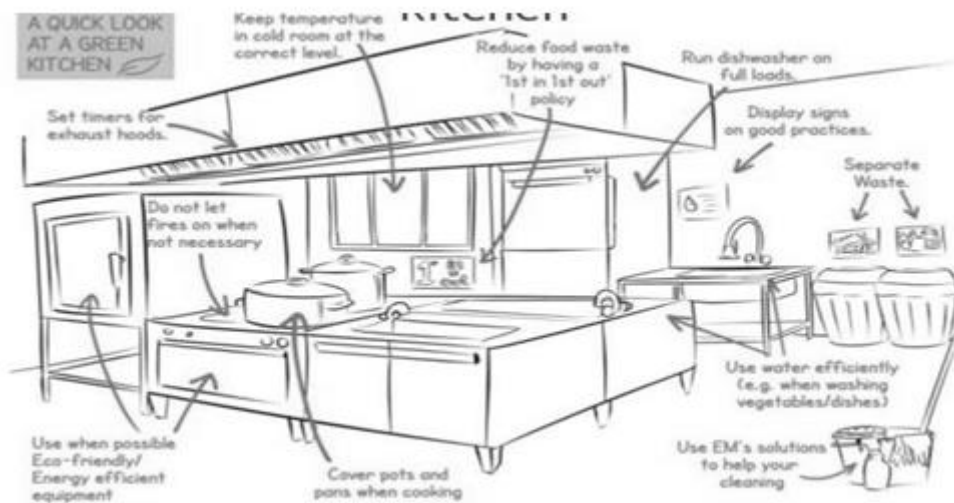


Figure 1: Examples showcasing Greener practices in a) Guestroom b) Kitchen

The industry is dirty by definition, yet it encourages people to follow their instincts;

The corporation emphasizes environmental successes or initiatives to deflect attention from more important environmental challenges.

Without doing a comprehensive life cycle analysis, the company declares a product to be environmentally friendly only because of a few of its features.

The product, although "green," hides the environmental effect of its category. There are ecological arguments that can't be backed up by data or peer review; Misrepresentation or exaggeration of ecological problems; Customers incorrectly categorize or misunderstand claims (e.g., "regular"); Claims use illogical language that is difficult to parse;

Despite restrictions or mandates, the company insists its product or activity is environmentally friendly, using the term "green" in the process.

The group promotes "green" initiatives while actively opposing environmental policies and laws; The Organization fabricates evidence; the Organization falsely attributes actions or statements to other parties when none exist.

IV. WHAT DO YOU MEAN BY THE TERMS "GREEN ITEMS" AND "ECOLOGICAL ITEMS"?

Although no consumer product has no impact on the environment, the terms "green product" and "ecological product" are commonly used in the business world to describe products that aim to protect or enhance the natural environment by conserving energy or potential assets and reducing or eliminating the need for toxic specialists, contamination, and waste.

Eco-friendly, workable products should prioritize increasing the effectiveness of natural resources, using organic/repetitive production techniques, facilitating dematerialization, and reinvesting and adding to the planet's "normal" capital. Increasing energy costs, worries about becoming too reliant on imported oil, and demands for energy conservation have created markets for eco-friendly inventions, including energy-efficient goods, renewable energy, and other green technologies.

The hospitality industry is using green marketing because it is effective.

A cursory reading of the text reveals many reasons for businesses' increased use of Green Promoting. The five reasons that are mentioned are as follows:

Businesses recognize they have a moral obligation to be more socially responsible; governments are pressuring businesses to become more efficient; competitors' biological activities motivate businesses to alter their ecological marketing strategies; and the rising cost of garbage collection and declining material utilization are just some of the other factors influencing businesses to adopt more environmentally friendly marketing strategies.

V. THE GREEN STUFF: TRAITS OF INTEREST

Green products have been manufactured using environmentally friendly processes and have not threatened the natural environment. Protecting natural resources and preparing for the unexpected necessitates the development of green technology and green products. Measurement allows us to classify environmentally friendly products.

VI. THE BENEFITS OF ECO-FRIENDLY MARKETING

Current buyers are becoming more environmentally conscious and socially responsible. As a result, more businesses are adaptable to customers' demands for neutral or environmentally friendly products. Many businesses need to get a head start on the competition by transitioning to sustainability.

Green advertising has several advantages, including ensuring sustained long-term growth and benefit; saving money in the long run despite an increased outlay in the short term.

- It helps businesses advertise their goods and services while considering the weather.
- It's useful for breaking into emerging markets and gaining ground in competitive situations.

Green Code Cautiously Generalizes the Current Green Marketing Trend There will be variations in consumer behaviour between product categories, and certain market sectors may be more receptive to specific environmental concerns than others.

Remember, a study's credibility is unrelated to how much it supports your preferred decision.

Examines the context from which survey data is generated. Ensure you fully understand the context of the example used, the questions asked, and how responses were recorded.

Maintains consistency of language and meaning across international boundaries in statistical surveys. Words like "climate," "green," and "preservation" don't often translate directly from onelanguage to another.

Impartiality is crucial. Be sure that your biases about the green plan (like a suspicion that green products will cost more) are not encoded inside the questions you pose to customers when you suggest conversation starters.

Companies recognize that organic advertising offers a window of opportunity for achieving theirgoals.

Companies have realized that consumers want goods that do not negatively impact the natural environment and human health. Companies that promote such environmentally friendly products gain consumer favorability and an advantage over competitors that do not.

Businesses acknowledge their sincere belief in being more socially responsible; this relates to the concept of CSR, which has been successfully adopted by many company houses to improve their corporate image. In the current environment, businesses may take one of two approaches:

Please use the fact that they are eco-friendly as a selling point. Develop your abilities without challenging the world as it is.

Regulatory Agencies are Pushing Businesses to Improve Their Capabilities:

In most cases, the government will require a company to change its practices to protect its consumers. It accomplishes this by influencing individual and industrial consumption patterns of dangerous items and decreasing production rates for such products and their by-products.

Ensure a diverse clientele can evaluate a product's ecological Organization.

Ecological Tests for Candidates Companies Under Pressure To Alter Their Eco-Friendly Ad Campaigns:

Businesses go to green advertising to one-up rivals who promise to be environmentally friendly. As a result, eco-friendly marketing has spread across the sector.

There is a lack of standards to confirm these occurrences, and only 5% of the advertising messages from "Green" campaigns are thought to be entirely evident. There needs to be standardization in place to verify these instances. As it is, no established normativity can verify a product as natural. There will only be foolproof methods if a select number of administrative authorities are involved in issuing the certifications. For labelling and licensing, a standardized quality control board should be established.

Educated and urban Indian consumers are becoming more aware of the merits of Green products, making this an exciting time for the industry. At the very least, the public may think of it as yet another possibility. The consumer should be instructed and provided with an awareness of the inherent threats. The new environmentally friendly innovations will take some time and effort to reach the mainstream. Indian consumers, inspired by the country's Ayurvedic tradition, understand the importance of using all-natural beauty products. The Indian consumer is introduced to tried healthy methods, such as yoga and eating regularly. The customer is already conscious in certain contexts and may be persuaded to accept eco-friendly products.

Advertisers should look at the long-term advantages of this new green development, and financiers and corporations should see climate change as a huge long-term enterprise and attractive opportunity. There will be no immediate results, but much perseverance is required. Given that it represents a new line of reasoning, it will be given its own recognition time.

Avoiding Green Myopia means keeping the focus of your marketing efforts squarely on the value your product or service provides to your target audience. If you do it well, you may get them to switch brands or pay more for the "greener" alternative. Even if a completely environmentally friendly product is developed from every angle, more is needed.

Other obstacles lie ahead for green marketing, including:

- Using renewable and recyclable resources to make eco-friendly goods is a costly undertaking.
- Requires costly research and development since it relies on cutting-edge technology.
- Expensive water purification equipment.

Most individuals need to learn what green goods are and how to put them to use. The Businesses' Green Marketing Adoption and Why

The following are some of the possible factors cited for the widespread acceptance of green advertising by businesses:

Possibilities - Many businesses see new trends as an opportunity to gain a competitive edge over rivals that promote less environmentally friendly products and services. McDonald's switched to waxed paper from mollusc shells because of rising consumer concern over polystyrene production and ozone depletion; fish farmers altered their fishing practices in response to rising consumer concern over driftnet fishing and the resulting deaths of dolphins; and these are just a few examples of how businesses have tried to become more environmentally conscious to meet the needs of their customers better.

To satisfy the needs of companies for eco-friendly goods, Xerox began offering recycled photocopier paper that it claims is of "high quality."

Second, governmental pressure: governments, like businesses, have a responsibility to "protect" consumers and society, and doing so may provide valuable green marketing insights. The purpose of administrative standards about natural advertising is to provide many layers of protection for consumers:

Reduce the production of potentially harmful goods and outcomes. Reduce consumer and commercial reliance on potentially harmful items.

Ensure a diverse clientele can evaluate a product's ecological integrity.

Government agencies establish regulations to limit the amount of hazardous waste businesses produce.

Thirdly, Extreme Pressure: Companies' Desperate Need to Maintain Their Competitive Edge in the Natural Advertising Sector. In most cases, businesses will note how their competitors act naturally and attempt to mimic such practices. Competition pressure has led to widespread changes in various industries, leading to less hazardous practices for the environment. For instance, it may be said that Xerox offered "Resuscitate 100 per cent Reused paper" a few years ago to respond to the introduction of recycled scanner paper by other manufacturers. In a different scenario, when one fish species stopped using driftnets, the others followed suit.

Businesses may also use eco-friendly advertising to tackle concerns of cost and benefit. The costs and complications of removing environmental hazards like polychlorinated biphenyl (PCB)tainted oil are rising.

Companies that successfully reduce harmful waste may see substantial cost savings. Businesses must regularly reevaluate their production methods to reduce waste. They typically promote more feasible production procedures in these situations, reducing waste and the need for certain raw components. Since trash and natural resources are conserved, this helps with budgeting in two ways.

Table 1 Green Hotel Awards

Categories	Awards
Best Environment Initiatives	Golden Peacock Award
Best Environmental Organization	Learning & Development Award
Best Energy Conservation Award (Meluha The Fern, Mumbai)	Tata Power
Best Environmentally Friendly Hotel (Meluha The Fern, Mumbai)	Hospitality India & Explore The World Award
Green Training Award	African Learning & Leadership Development Award
Best Green Hotel (Meluha The Fern, Mumbai)	Travel Brand Award & NDTV

Best Hospitality & Leisure (Meluha The Fern, Mumbai)	Architect & Interior Magazine
Most Efficient Energy User (The Fern, Jaipur)	Government of Rajasthan
Best Environmentally Friendly Chain	Today's Traveller Magazine.

VII. RESEARCH METHODOLOGY

Research Methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. When we talk of research methodology we not only talk of the research methods but also consider the logic behind the methods we use in the context of our research study and explain why we are using a particular method or technique and why we are not using others.

1. Sources of Data:

2. Primary Data: The primary data are those which are collected afresh and for the first time, and thus happen to be original in character. We collect primary data during the course of doing experiments in an experimental research but in case we do research of the descriptive type and performs surveys. Here the Primary data will be collected by means of preparing a questionnaire and getting it filled by a large sample space. These questionnaires will help in drawing conclusions about the case.

3. Secondary Data: Secondary data means data that are already available i.e. they refer to the data which have already been collected and analyzed by someone else. When the researcher utilizes secondary data then he has to look into various sources from where he can obtain them. In this case he is certainly not confronted with the problems that are usually associated with the collection of original data. Secondary data may either be published data or unpublished data.

4. Processing and Analyzing the Data: The data analysis has been done in correct form. Usage of current information & graph is made in the project so as to make it easier & appropriate to understand.

According to Marshall, Cardoon, Plodder and Fontenot (2013), no studies have cited qualitative methodologists for an appropriate sample size. It is therefore ultimately a matter of judgment or experience based (Sandelowski, 1995) and as long as the sample size has all the potential to adequately answer the research questions (Marshall, 1996). For simple questions or very detailed studies, this might be in single figures (Sandelowski, 1995) in which studies with smaller samples will allow a fuller exploration of a broader range of respondents' experiences (Russell & Gregory 2003). In practice, the accurate sample size also becomes obvious when data saturation is achieved (i.e., new categories, themes or explanation stop emerging from the interviews) as the study progresses (Sandelowski, 1995). By considering these aspects, a conscious selection of a small sample size (10 respondents) seemed appropriate for this study to secure information relevant to the research questions.

Basically, the respondents were not reluctant to be interviewed or to express their opinions regarding the research problem. These respondents were obtained from nearby the home. The interview was conducted with each respondent with a greater degree of flexibility in structure that allows the interviewer to clarify questions or answers, offers prompts, probes responses and elicits new ideas. Fraenkel and Wallen (2003) also mention that flexibility is important as it allows a researcher to approach and uncover unexpected areas of exploration. In addition, Mitchell and Jolley (2004) support by stating that such flexibility is essential for an exploratory study as the researcher has not identified all the key variables before the interviews.

The overall idea is to interview the respondents while they are utilizing the accommodation service as a tourist because questioning them in their surroundings can bring needed details about their behaviors to light.

According to Adams and Cox (2008), the setting of the interview can affect the success of the interview session as respondents are more likely to provide positive feedback in a natural setting.

In addition, there were no experimental and control groups. On average, each interview session took about 20-30 minutes and it was ended when no new materials or new codes were generated.

The respondents were also informed that they would only be required to discuss issues with which they felt comfortable.

A simple direct approach was employed when asking questions to the respondents to minimise confusion. The researchers themselves carried out the interviews and the sessions started with a series of preliminary questions such as country of origin, age, marital status and occupation. Then, questions related to overall understanding of green marketing were asked. This was followed by narrowly defined questions related to the concept and also the hotel industry.

VIII. DEMOGRAPHICS OF PARTICIPANTS

The data was collected in regards with three variables of demographic segmentation of respondents, i.e. age (18-25 years, 26-35 years, 36-45 years, and 46+ years), gender and occupation (full-time employed, part-time employed, unemployed, student, and pensioner). Based on the statistical analysis of the data, it was found that majority of the respondents were males. Out of the total of 103 respondents 54.4 % were males and 45.6 % were females. A total of 47.6% of respondents were between the age of 18 and 25, with the following largest group being between age of 26-35 years (33%), followed by the 36-45 years (12.6 %) and 46+ years (6.8%). In respect to occupation, unsurprisingly, most of the respondents identified themselves as “student” (40.8 %), while 27.2 % identified as full-time employed, 22.3 % part-time employed, 8.7% unemployed and only 1% identified himself as a pensioner (See Table 1). Demographic information is the basis of many marketing strategies at a macro and micro level so establishing this information first is important.

Table 1: Demographics of the Respondents

	Demographics	Number of Respondents
Gender	Male	14
	Female	9
Age	10-20 years	2
	20-30 Years	7
	30-40 years	8
	40-60 years	5
Occupation	Full-time employed	12
	Part-time employed	5
	Unemployed	5
	Pensioner	1

These sets of questions were asked in order to identify the importance of Green marketing. Knowing how consumers behave is crucial for hotel industry for developing successful marketing strategies to meet organizational objectives and gain competitive advantage. The author further notes that ‘successful international marketing is based on knowing consumer needs and catering to these needs’. Therefore, a set of questions was asked to understand the importance of Green marketing in hotel industry.

IX. DATA ANALYSIS

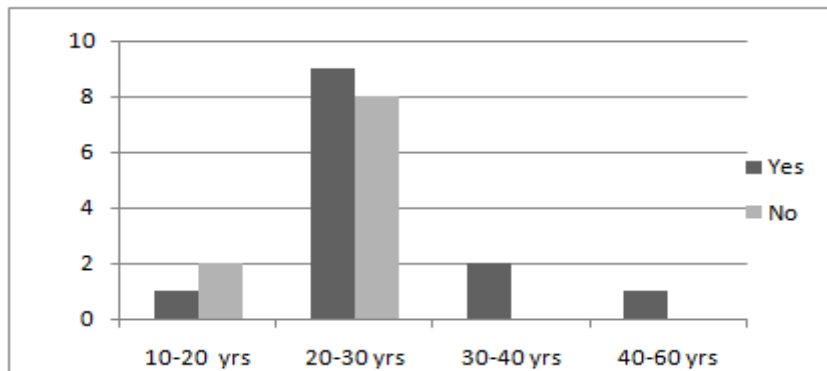
The transcribed interview data was analyzed using the inductive approach. In general, this approach is a common practice in qualitative research which involves searching through data to find any recurrent patterns. For this study, three sections pertaining to the research questions were identified. The first was “level of understanding”, the second was “marketers have failed/never tried” and the last was “awareness of green practices.” The data was then examined closely, line-by-line, to facilitate the categorization process.

The texts were written down in relevant sections and additional information or comments were written down separately in a different column to make sure no points were left out. During the grouping of data, common themes and patterns were identified.

X. FINDINGS AND DISCUSSION

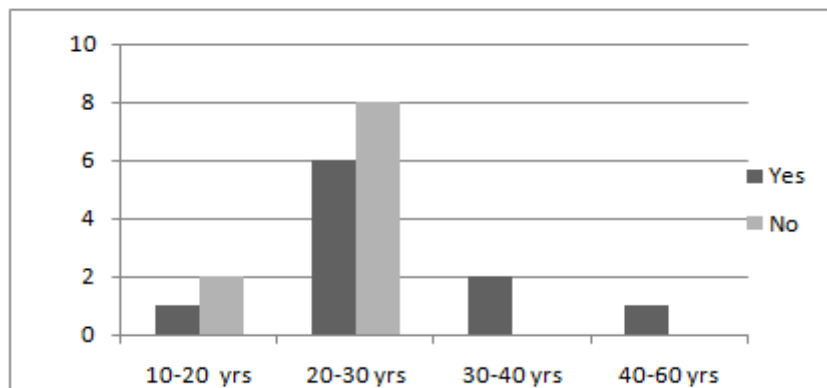
According to the analysis of questionnaire most of the respondents were not aware about green marketing but after reading the questionnaire they realized what it is all about of the 23 responds were 14 male and 9 female .The respondents were between the age group of 10-20, 20-30, 30-40 yrs

Are you aware of the term “green marketing”?



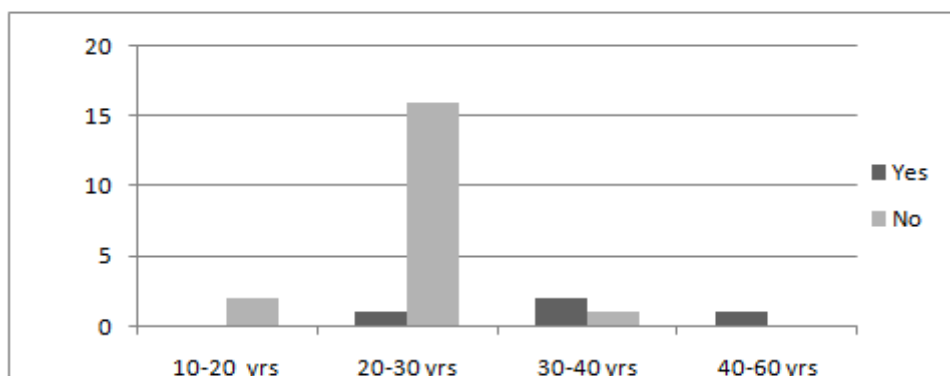
The above bar graph indicates that 56% of respondents are familiar with the term Green Marketing.

Have you heard of any campaign related to Green Marketing?



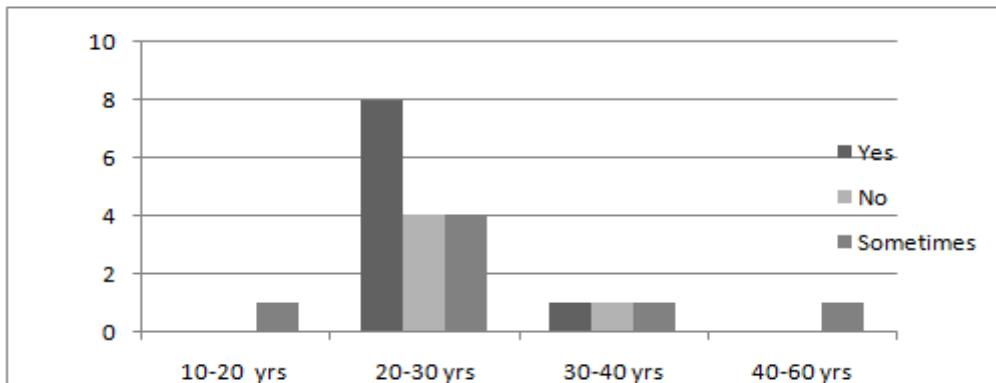
The above bar graph indicates that 44% of respondents are aware of the campaign related to Green Marketing. Rest 56% does not know about any campaign related to Green marketing.

Have you been part of any such campaign?



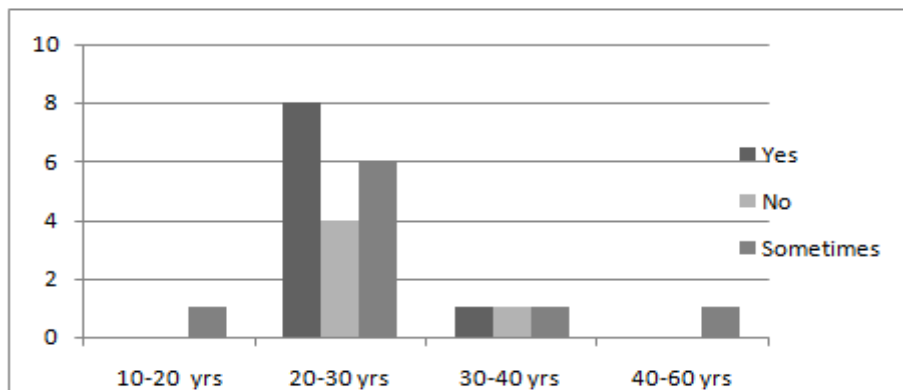
In This 82 % is not a part of green marketing campaign.

Do you consider the environmental aspects of the products before buying them?



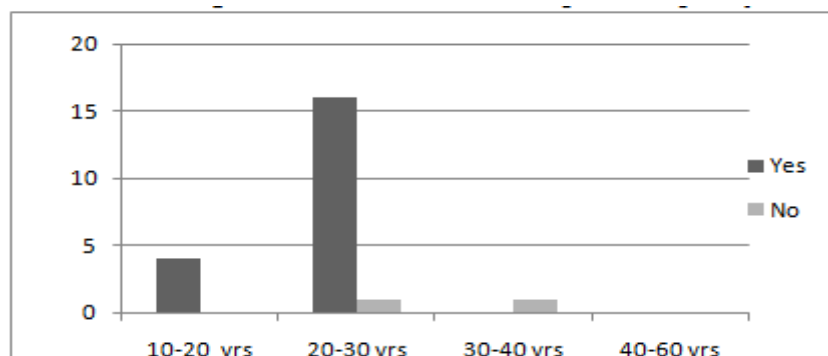
The above graph indicates that only 52% i.e. the majority of respondents consider the environmental aspect yes. And, only 26% sometime consider the environmental aspect of the product while buying is

Do you think that green marketing and advertising are good sources of information about green products and services?



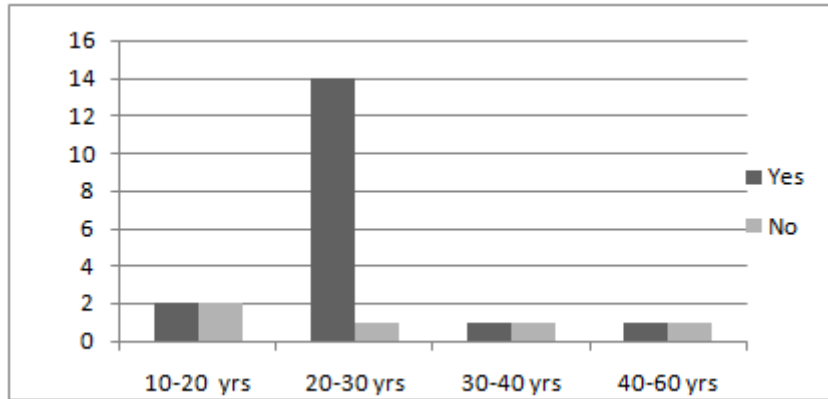
The above graph indicates that only 47% i.e. the majority of respondents consider green marketing and advertising as good sources of information for green products and services. And, only 13% do not consider it.

Do you think Green Marketing activities results in better product quality?



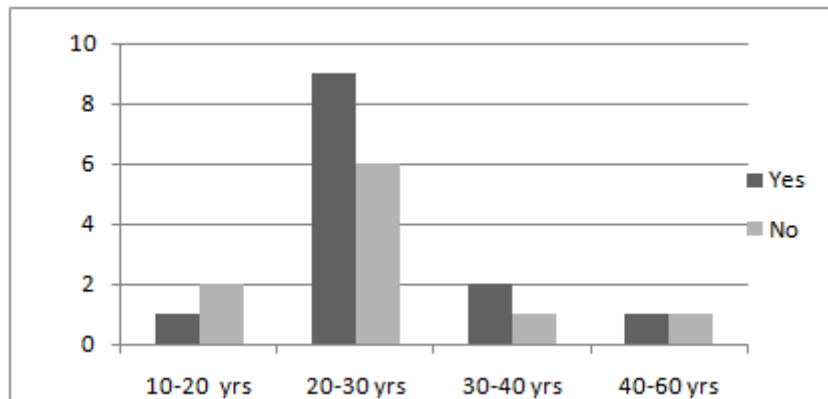
The above graph indicates that 86% of the respondents think that Green Marketing activities results in better product quality.

Do you think that Green Marketing strengthen company’s image in the mind of consumer?



The above graph indicates that majority of the respondents i.e. 78% think that Green Marketing strengthen company’s image in the mind of consumer.

Are you aware of the eco-labeling initiatives of the government?



The above graph indicates that majority of the respondents i.e. 43% of the respondents are not aware of the eco-labeling initiatives of the government

XI. CONCLUSION

The information presented in this study aims to accomplish a number of goals. The primary design is to appreciate the general comprehension of green advertising among neighboring individuals. The discussions indicate that the green marketing concept is developing gradually. Despite the fact that the respondents couldn't give an exhaustive clarification, they were as yet ready to connect with the general thought of green promoting. Because there is unquestionably a need for environmentally friendly items, "Green Marketing" allows businesses to expand their market share by introducing eco-friendly goods, industries big and small are being encouraged to clean up as a result of more stringent environmental rules across the globe, rising demand among consumers for environmentally

conscious businesses, and the financial rewards connected with the reduction of hazardous waste. The findings suggested that customers are less dedicated to the cause of enhancing their local environment and may be inclined to place an excessive amount of responsibility on business and government. Although the corporation must develop goods that have as little of an effect on the environment as is humanly feasible, in the end, it is the consumer's responsibility to ensure they are consuming environmentally friendly goods. Consumers may place a low priority on environmental protection. Still, when their priorities shift, they want transparent information about how selecting one product over another would help the environment. The education of the consumer might boost their influence. Consumers who have more agency choose goods and services that are friendlier to the environment, all other factors being equivalent (including, for example, the overall service quality of the hotel). Similarly, care for minimizing the quantity of trash produced by using conveniences such as soapbars and bottles appears self-evident, even though concern for the conservation of the environment has not been shown.

On the other hand, it is not appropriate to extrapolate from the responses of a single responder to the whole population. Therefore, the data acquired in this study may be used as a proposal or direction for additional research on this consumer group, either in the context of hotels or in some other setting. They are knowledgeable about the natural environment, the supply chain, alternative energy sources, and the lifespan of long-lasting items. This demonstrates how hotels' preferences for environmentally-friendly practices are understood. This lends, even more credence to the prior assertion about the transparency and visibility of green marketing undertaken by foreign people. When evaluated from this perspective, green marketing should not just be considered a marketing strategy; rather, it should be regarded more dynamically since it has ecological and social components. According to the study's findings, it is possible to conclude that the idea has advanced quite quickly in industrialized nations. Even though hotels have already started to react to environmental issues, there is still a shortage of knowledge since there haven't been enough awareness efforts or marketing. As a result, the general public must be educated and informed about the positive effects of green marketing on society and the environment. In addition, the public's understanding of hotels' environmentally responsible policies and procedures must be improved to win their complete support.

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