

Sustainable Development and Ecotourism : Role Analysis of hotel based restaurants

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Abstract :- Sustainable development is a word of immense importance in various fields with its various meanings and explanations. It comprises of mainly three dimensions social, environmental and economical. In some models it also has cultural dimension. All of these dimensions play very important role in the holistic development of society. As we know that in tourism industry hotels and restaurants have immense importance. In present study practices related to sustainable development are analysed in various hotel based restaurants in Varanasi city. Restaurants can be differentiated in various ways like full service restaurants, cafeteria, take out etc and full service restaurants can further be differentiated into hotel based and stand alone restaurants. Objective of the study is to identify, as per the view of customers, important Sustainable Development Practices being followed by hotel based restaurants. 40 hotel based restaurants and their 250 customers were surveyed to achieve the objective of the study. Study is exploratory and descriptive in nature. Methods of data collection are primary as well as secondary. Main tool used for data analysis was exploratory factor analysis.

Key Words :- Ecotourism, Sustainable Development, Sustainability Customers, Resources. etc.

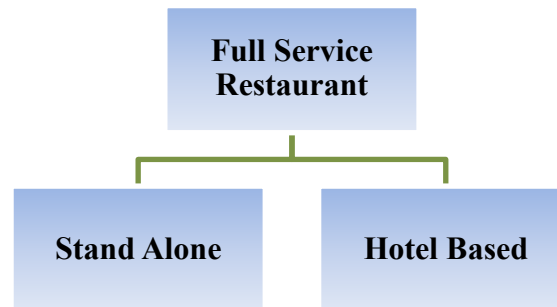
Sustainable Development and Ecotourism : Role Analysis of hotel based restaurants.

Introduction :- Sustainable development is a word of immense importance in various fields with its various meanings and explanations. It comprises of mainly three dimensions social, environmental and economical. In some models it also has cultural dimension. All of these dimensions play very

important role in the holistic development of society. Concept of Sustainable Development tells us about our never ending greed and its adverse effects on society and our future generation. It also alert us and gives various ways to save our scarce resources and our planet from each and every aspects of overutilization in order to achieve the so called development. The term ‘Sustainable Development’ has expressed in the Brundtland Report (WECD, 1987). According to this report “Sustainable Development is to meet the present needs without compromising the future generations ability to meet their own needs”.

The term ‘sustainable tourism’ was used officially in the literature before the concept of sustainable development (Hardy et al., 2002). The concept of sustainable tourism have mutual focus with sustainable development and it has own tourism-related agenda (Wall, 1997). Clarke (1997) has described the relationship between the sustainable tourism and the tourism industry. Again, some international organizations such as WTO have not agreed with the definition of sustainable tourism. They describe this as a destination based concept and should be defined on the basis of case-by-case (Manning, 1999).

In present study practices related to sustainable development are analysed in various hotel based restaurants in Varanasi city. Restaurants can be differentiated in various ways like full service restaurants, cafeteria, take out etc and full service restaurants can further be differentiated into hotel based and stand alone restaurants.



Source: A text book of Food and beverage service

Full Service Restaurants, defined as establishments with wait staff, tend to offer more varied menus and dining amenities.

(a) Stand Alone Restaurants Such independent restaurants will be outside the hotels and should have more than 30 seats. (Department of Tourism; Govt. of India)

(b) Hotel Based Restaurant In general, hotels offer two major types of services: (a) accommodation and (b) dining services. Dining services in hotels may be either by room service or in restaurants. This restaurant has to be located within the premises of the hotel. (source: unpublished thesis of author)

In tourism industry, restaurants play major role in sustainable development of society. In restaurants there is very concentrated use of natural resources. Water for dish washing, gas for cooking and heating, electricity for running high-powered kitchen equipment, and of course the food itself draw immense amounts of materials from the natural environment. And as any restaurant employee can tell, the amount of waste can be enormous. Food waste, kitchen grease, glass bottles, and disposable packaging send heaps of garbage to landfills. So if we concentrate on this important part we can draw some conclusions which can be very beneficial for our society and industry as well.

Objective of the study :- To identify, as per the view of customers, important Sustainable Development Practices being followed by hotel based restaurants.

Research Methodology :- research design is made

of these key components: research question, what data to collect, data collection methods, and data analysis. Nature of present research is empirical and research design is exploratory as well as descriptive. Population is all hotel based restaurants of Varanasi city and customers of those restaurants. Sample size was 40 hotel based restaurants and 250 customers. Sampling technique was convenient sampling. The objective of the study was achieved through collection and analysis of both secondary and primary data. The secondary data was principally drawn from different records and publications of Directorate of Industries and commerce, Food License Office, U P Tourism Office, Sales Tax Office, State Planning Board, National Information Centre (NIC), Ministry of Environment and Forestry and from various government records and government schemes, books, periodicals, journals, magazines, newspapers and websites of government and non-government organizations and data from financial and other records of restaurants run by Hotels. Primary Data for the study had been collected with the help of Questionnaires both for restaurants and customers as well. Officials of Food License Office, Uttar Pradesh Tourism Office, Sales tax office, Provident Fund office, Statisticians and academicians were consulted before finalizing the questionnaire.

The questionnaires were developed from the inferences obtained through the review of literature in consultation with experts. Data collected from various sources have been analyzed with the help of computer software Statistical Package for Social Sciences (SPSS) mainly using exploratory factor analysis.

Data presentation, analysis and interpretation :-
 To identify, as per the view of customers important Environmental Sustainable Development Practices being followed by hotel based restaurants. After going through widespread literature survey available in the area, the researcher selected following variables for exploration of important factors of the environmental components of Sustainable Development Practices being followed by restaurants of Varanasi in the perception of

customer. After Factor Analysis of variables for Sustainable Development Practices, which are considered as important by customers, items were again clubbed into following factors based on their relative strength. The table given below identifies the important Sustainable Development Practices being followed by restaurants in view of customers. The objective of factor analysis is to summarize a large number of original variables into a small number of synthetic variables, called factors (Tull Donald S. and Hawkins Del I. 2011).

Table 1
Variables for Environmental Attributes in view of customers

Construct	Measures	Variable Name
Environmental Attributes	Energy efficient lighting and fixtures	EA1
	Motion sensors to detect when to turn the lights on/off	EA2
	Utilizing day light	EA3
	Signage asking to save energy	EA4
	Low flow toilets in the restroom	EA5
	Automatic faucets on the sinks	EA6
	Offering filtered tap water	EA7
	Signage asking to save water	EA8
	Recycling throughout the restaurant	EA9
	Recycled paper goods (i.e. napkins)	EA10
	Using durable dishes and Utensils	EA11
	Serving organic food or drink	EA12
	Serving food prepared from healthy ingredients	EA13
	Considering special requests (dietary restrictions, allergies) of customers	EA14
	Not using any type of synthetic colour / chemical in the food	EA15
	Providing information about Nutritional value of food	EA16

Table 2
Extracted important Environmental SDP Factors in view of customers after Factor Analysis

Factors	Variables included	Factor loadings
Energy economy practices	Energy efficient light and fixtures	.582
	Motion Sensors	.718
	Utilize day light	.767
	Signage asking to save energy	.655
Quality and healthy Food service	Serving food prepared from healthy ingredients	.680
	Considering special requests	.767
Water cutback practices	Low flow toilets	.788
	Automatic faucets on sink	.707
Waste recycling practices	Recycling practices	.758
	Recycled paper goods	.762

Information about Food	Providing information about nutritional value of food	.757
	No use of synthetic colours and chemicals	.555

Conclusions :- The customers of hotel based restaurants were seen to be giving emphasis on energy economy, water cutback quality and healthy food service. They felt that recycling should be done to minimize waste and optimize resources. The restaurants should be easily accessible if they want themselves to be popular in the minds of the customers. They also felt that being community, customer and marketing oriented would naturally make the hotel based restaurants more sustainable.

Through the results it can also be concluded that the customers overlooked the angles of emission reduction, reduction of fuel consumption by restaurants. The researcher feels that if the customers pay more emphasis on these aspects, the restaurants would be forced to look into these aspects, thereby increasing the sustainable development practices of the restaurants. We can then conclude that Ecotourism or Green tourism certainly can play very strong role in order to achieve Sustainability.

Limitations of the study :- Main limitations were time and resource constraints, Many times unwillingness of respondents also created difficulties.

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