

Assessment on the Green Practices of Accommodation Establishments in Dapitan City

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Abstract— *The hospitality industry nowadays strives to be more responsible and environmentally friendly. Today, many accommodation establishments are boldly utilizing the green marking scheme to show that they participate in the fad of going green. Adopting green practices is not only a cost-cutting endeavor, but also about making smart use of finite resources and putting an end to the practice of reusing, recycling, and reducing. The purpose of this study was to assess the green practices used by the various accommodation establishments in Dapitan City. The questionnaire was based on the Best Environmental Practices (BEP) Guide, which consists of four programs to be evaluated in terms of water conservation or water efficiency, energy efficiency, solid waste minimization, and environmental purchasing. The study found out that green practices are evident among accommodation establishments in Dapitan City. Their willingness to adopt and put into practice green techniques suggests that there will be safe and enjoyable tourist activities in the city. Likewise, all participating accommodation establishments are Department of Tourism (DOT) accredited. It was recommended among accommodation establishments in Dapitan to consider the sustainability and continuous improvements of their practices.*

Keywords— *Accommodation Establishment, Assessment, Green Practices.*

I. INTRODUCTION

As a result of harmful environmental conditions like climate change, numerous stakeholders in corporate organizations have put pressure on them to embrace green practices in recent years. Climate change causes not only an increase in global surface temperatures, but also habitat loss, sea level rise, and extreme weather events (National Geographic, 2020). Merli et al. (2019) discovered that the hotel and accommodation sector accounted for roughly 20% of tourism-related emissions. To be in line with the Paris Climate Change Agreement and the United Nations' Global Goals, the hotel industry must reduce carbon emissions by 66 percent and 90 percent by 2030 and 2050, respectively (United Nations, 2018). According to Yi et al. (2018), consumers are becoming more concerned about environmental issues which is driving up demand for hotels that are actively implementing green practices. In short, green practices are not merely an inviting concept for today's hoteliers but have gradually evolved into an essential part of an organization's strategic plan that can serve as a source of competitive advantage, especially with the rise of green-conscious consumers (Verma & Chandra, 2018).

As green or eco-friendly practices in the accommodation sector are growing around the world, many tourism enterprises are undergoing a paradigm shift (Kang, Stein, Heo, & Lee,

2012), which may place the industry in a highly competitive nature of the business drive towards green revolution. This green tourism industry advocacy received a positive response worldwide and became a global phenomenon (Baker, Davis, & Weaver, 2013). On a voluntary basis, green or greening certification and accreditation (Can, Turker, Ozturk, & Alaeddinoglu, 2014; Scarinci & Myers, 2014) has found a niche in international hotels. However, in the Philippines, this has been a sort of internal organizational effort, and for some, for the purposes of hotel branding and, eventually, for marketing positions (Edralin & Castillo, 2001).

As the tourism industry faces several issues concerning environmental impact and degradation (Eldemerdash & Mohamed, 2013; Kang, et al., 2012), it cannot simply turn a deaf ear to this trending global landscape on greening. It also raises concerns about sustainability issues (Brody, 2014; Zuriyati et al., 2014) in tourism enterprises, where many business operations, such as eco-tourism, rely on natural resources and natural landscape. According to Sustainability Asia Pacific (2010), a body that examines new trends and concepts in the hospitality industry, some hoteliers are in a so-called sustainability dilemma, which is due in part to the perceived demand to level up services and standards. The demand from guests creates the challenge of achieving environmental performance while satisfying stakeholders sufficiently to remain profitable (Baker, et al., 2013).

Dapitan City as one of the primary tourist destinations of the province and located in the coastal area, has limited natural resources to sustain with the booming hospitality industry; thus, it is essential to determine the green practices adapted by the different accommodation establishments in the locality due to the limit imposed by the environment. The same is also required in order for the hospitality sector to be able to sustain a great influx of guests and continued operation.

This study recognized the greening efforts of Dapitan City's accommodation establishments, which provide travelers with the expected comfort through the efficient use of energy, water, and materials. These establishments are investigated in their different programs on water conservations (Ahn & Pearce, 2013; Wang, 2012), energy efficiency (Mungai & Irungu, 2013; Wang, 2012), solid waste minimization (Noor & Kumar, 2014; Radwan, Jones, & Minoli, 2012) and environmental purchasing (Moser, 2015).

Research Objective

To assess the green practices employed by the different accommodation establishments in Dapitan City.

Literature Review

The notion of “green business” emerged at the end of the 20th century in the wake of the ever-increasing public concern about the sustainability of economic development. The latter, in turn, was roused up by the growing awareness of environmental issues such as the accelerating depletion of natural resources and the deterioration of environmental quality.

This study was primarily anchored to the Best Environmental Practices (BEP) for the Hotel Industry (2019) that was simplified by Sumaylo (2016). The BEP, which was intended for hotel industries, discussed the specific aspects of a hotel’s practices towards a healthier environment or towards a greener environment, the G-practices.

The Sustainable Business Associates (SBA) and the Royal Scientific Society (RSS) collaborated to develop and publish the Best Environmental Practices Guide, which was designed to be straightforward and useful. The guide offered a way to spot opportunities for an accommodation establishment, opportunities for optimizing its activities while lowering operational costs and environmental impacts. The precautions are optional and not all-inclusive. The BEP Guide outlined certain initiatives that will be looked upon while evaluating an accommodation establishment.

In addition, the adoption of the BEP Guide’s Principles can also act as a profitable marketing tool for accommodation sectors. An accommodation establishment can enhance its reputation in the eyes of its stakeholders and visitors, who are becoming more environmentally sensitive.

The rapidly expanding hospitality sector depends on infrastructure, water, electricity, and other resources for consumption and enjoyment. Finding a solution to the growing demands of the tourist industry without harming the locals or the environment is the challenge. When the quantity of tourists exceeds the environment’s capacity to handle them, tourism has a negative influence. Hotels have a vital part in hospitality as the main form of lodging, and they have a big effect on the environment in terms of economy, ecology, and society (Mbasera, Du Plessis, Saayman & Kruger, 2016).

Becoming green is a multifaceted process; there are various practices that can be applied when business wants to shift to a green behavior. Businesses should participate at least in one of “4Rs” – reduction, reuse, recycling, and recovery (Kassaye, 2001). Green practices are practices employed by accommodation establishments that focus on reducing the amount of toxicity of hazardous waste generated. These are advantageous for accommodation establishments because they protect the environment, reduce expenses, increase customer satisfaction, brand image, and have a positive impact on the company’s reputation (Ng et al. 2018). It is also important to note that environmental knowledge fosters awareness about the interconnection between organizational activities and consequences to the environment, thus stimulating the managers to select a development path that can strike a better balance between economic and social development (Chan et al., 2014; Rahman & Reynolds, 2016). Many guests are nevertheless willing to pay a premium to patronize green accommodations.

Studies showed that perceived benefits were one of the reasons for hotels to go green. Financial rewards are among the perceived advantages of using green techniques in hotels (Chen et al., 2018) and non-financial benefits (Zaiton et al., 2016). The most cited financial benefit was cost-savings (Alonso-Almeida et al., 2017; Chandran & Bhattacharya, 2019), which can be achieved through the improvement in energy and water efficiency; reduce the cost for water usage, waste disposal, and material usage (Chandran & Bhattacharya, 2019). The most important aspect in enhancing managerial environmental commitment was found to be perceived financial benefits. Overall, hoteliers who are actively practicing green practices through environmental programs and guidelines would be able to gain benefit from resource efficiency (Chen et al., 2018). Besides, the managerial belief about non-financial benefits, such as improved public image and employee morale has also been identified as the triggering factor for green practices adoption (Abdou et al., 2020; Chen et al., 2018; Pereira et al., 2021). Park et al. (2014) asserted that perceived advantages of environmental management showed a relatively strong relationship with hotels’ involvement in green practices. Moreover, Pamfilie et al. (2018) also revealed that perceived economic benefits promote the adoption of green practices among hoteliers.

Past studies have demonstrated several beneficial outcomes of green practices among hoteliers, such as better corporate image, operational efficiency, financial performance, customer satisfaction and customers’ revisit intention (Alonso-Almeida et al., 2017; Kim et al., 2019; Yin et al., 2018). As a result, hoteliers are emphasising the value of implementing green measures to win over guests (Moise et al., 2021). A positive hotel reputation can provide it a competitive edge, increasing its market share and staff productivity (Singjai et al., 2018).

II. METHODOLOGY

This study employed a descriptive quantitative research design to evaluate the existing condition and status of accommodation establishments which can be considered part of the green programs. The respondents of the study were the employees working from the eight (8) pension house establishments in Dapitan City.

The primary tool was a questionnaire that was adapted from the study of Sumaylo (2016), in which he created and included the Best Environmental Practices (BEP) Guide. The first part, which is the profile of the accommodation establishments. The second part is the profile of the respondents of the study, and the last part contains the green practices of the accommodation establishments in terms of water conservation, energy efficiency, solid waste minimization, and environmental purchasing.

The researchers then used the final, amended, validated, and corrected questionnaire to administer it to their respective respondents. The respondents’ participation in the study was entirely voluntary and the data gathered were subject to various analyses and interpretation. A statistical software was used to assist with all data analysis.

III. RESULTS AND DISCUSSION

Profile of the Respondents

Results showed that all the accommodation establishments in the study were Department of Tourism (DOT) accredited and most of them were determined to be younger than ten (10) years in operation.

According to research conducted by Zippia.com (2019) on the demographics of hospitality employees in other countries, the average age of an employed hospitality employee is forty-six (46) years old. However, the results of the current study showed that most of the employees were younger than the results of the survey performed by Zippia.com (2019). In addition, younger employees are more advantageous to a particular organization, because most young people are motivated to learn, get experience, and use their skills in the workplace (The Graduate Project, 2020).

Moreover, it was discovered that most of the respondents had completed high school. According to American Hospitality Academy (2017), the minimal requirement to begin a career in hospitality management is a high school diploma or equivalent, such as a General Education Development (GED) certificate. Regardless of whether an employee has a high school diploma or an equivalent, hospitality firms may recruit them for an entry-level position after high school.

Green Practices of Accommodation Establishments

Table 1 reveals the green practices of the accommodation establishments in Dapitan City in terms of water conservation or water efficiency. Water conservation refers to minimising water use and reusing wastewater for multiple purposes (David, 2001). As reflected, it obtained an average weighted mean of 4.09 interpreted as “often” or the green practices were observed and practiced most of the time. This finding indicates that the employees were participating in water conservation efforts of the establishments where they are working. Precisely, the employees mostly do their part in the water conservations program through having adjustments of water flow according to the type of cleaning to be done, the installment of flow regulators on the showerheads/ faucet heads, and installment of low flush toilets. Accommodation establishments may have high water consumption depending on its standard and the type of facilities and services provided. Water shortages are likely to result from unchecked or unregulated water consumption (Sumaylo, 2016).

Water conservation and waste reduction measures are being used as important green management strategies worldwide (Singh, Cranage, Lee, 2014; Wyngaard & de Lange, 2018). Customers are more concerned than ever about the environment, so many businesses employ green management strategies including waste reduction and water saving. Thus, it’s clear that environmentally friendly practices like water conservation and waste reduction in hotels are crucial in the development of customers’ social and personal norms. As a result, the amount of water consumption and wastewater generation in hotels is at a level that cannot be

ignored and is much likely to continue to increase in the future (Mezey, 2020).

During the survey visit, some accommodation establishment owners expressed an interest in adopting cost-effective green methods in the field of water conservation, which may surely encourage prudent water use and promote daily water efficiency in Dapitan City.

TABLE 1. Green Practices in Accommodation Establishments in terms of Water Conservation

Water Conservation/Efficiency	Weighted Mean	Description
1. Check leaks and turn off unnecessary flows.	4.12	Often
2. Install automatic water volume controls.	4.06	Often
3. Read the water meter regularly to identify leaks.	4.02	Often
4. Adjust water flow according to the type of cleaning to be done.	4.14	Often
5. Do not let water flow while cleaning or rinsing.	4.04	Often
6. Wash only full loads in the dishwasher.	4.12	Often
7. Reuse the rinse water as flush water in garbage disposal units.	4.08	Often
8. Install self-closing faucets.	4.06	Often
9. Install flow regulators on the showerheads/ faucet heads.	4.14	Often
10. Install low flush toilets.	4.14	Often
Average Weighted Mean	4.09	OFTEN

Ranges of the Weighted Mean:

(5) 4.21 – 5.00 Always

(4) 3.41 – 4.20 Often

(3) 2.61 – 3.40 Sometimes

(2) 1.81 – 2.60 Seldom

(1) 1.00 – 1.80 Never

Energy efficiency refers to activities that reduce the use of energy but provide the same level of energy service. Accommodation establishments generally consume a substantial amount of power and fossil fuel in various operational sectors. Therefore, energy conservation has been viewed as one of the most crucial areas of environmental management in the hotel industry. The benefits of energy conservation apply to the bottom line of business but extend beyond money into the realm of image, industry reputation, general conservation, and social responsibility.

Table 2 reveals the green practices of the accommodation establishments in Dapitan City in terms of energy efficiency. The result obtained an average weighted mean of 4.17 interpreted as “often” or the green practices were observed and practiced most of the time. However, there were some things that these accommodation establishments observed and practiced continuously, such as defrosting freezers and clean the door seals regularly ($\bar{x} = 4.51$), switch off equipment when not in use ($\bar{x} = 4.29$), and always monitor energy consumption by checking the electricity meters at least once a month ($\bar{x} = 4.29$).

The results also showed that the use of smart key cards in the rooms received the lowest rating in comparison to everything else. This is due to the fact that not all accommodation establishments utilize smart key cards in their

rooms. This key card system is said to be one clear indication that energy conservation measures are in place.

According to Ellis (2010), one of the best greening activities is to reduce energy consumption in this manner. The use of key cards is consistent with reviews conducted by Sustainability Asia Pacific (2010), which state that newer technology adopted by most hospitality organizations reduces energy costs. As a result, it saves money and improves financial efficiency. In more developed countries around the world, most hotels, including model green hotels, embrace energy-efficiency programs that could help reduce electricity consumption and save money for the establishment.

TABLE 2. Green Practices in Accommodation Establishments in terms of Energy Efficiency

Energy Efficiency	Weighted Mean	Description
1. Defrost freezers and clean the door seals regularly.	4.51	Always
2. Switch off equipment when not in use.	4.29	Always
3. Monitor energy consumption by checking the electricity meters at least once a month.	4.29	Always
4. Change and clean the air conditioner filters regularly.	4.14	Often
5. Reduce general lighting during daytime.	4.10	Often
6. Use energy-saving bulbs.	4.04	Often
7. Switch-off air conditioning units and set heating at minimum in unoccupied rooms.	4.06	Often
8. Make sure that the lights are switched off when guests leave.	4.06	Often
9. Use of smart key cards in the rooms.	4.02	Often
Average Weighted Mean	4.17	OFTEN

Consequently, the introduction of the energy efficient practices allows enriched guests comfort, increased hotel aesthetic value, reduced maintenance system failures and so forth (Cingoski & Petrevska, 2018). Tourists who are knowledgeable and concerned about the environment are more likely to pay for renewable energy than other tourists (Kostakis & Sardianou, 2011). Further, Chou (2014) and Wang (2012), argue the necessity of the energy use and the hotel environmental performance.

Table 3 reveals the green practices of the accommodation establishments in Dapitan City in terms of solid waste minimization.

In general, the employees have always employed activities toward solid waste minimization as evidenced by the weighted mean of 4.34 interpreted as “always” or the green practices were observed and practiced all the time. Relatively, the employees revealed certain activity such as always observing the “first-in, first-out” disposal ($\bar{x} = 4.49$) and often observed and practiced in segregating waste materials.

Waste management in hotels is important as it is getting increasingly difficult to dispose of waste (Lawson, 2018). Sharma (2016) indicated that solid waste accumulation and littering was a negative indicator which highly impacted on the tourism industry. In the tourism business, accommodation is considered as an essential element to attract tourists and a

major source of waste. In developing countries, the lack of facilities, skills, methods, and regulation of Solid Waste Management (SWM) led to a poor SWM system of accommodation establishments. In addition, small accommodation establishments have not paid attention to SWM practice because of lack of resources and knowledge.

Wenger (2008) found that these greening initiatives are almost always the best answers to problems in the modern hotel industry. He stated that rapid development in the hotel industry regularly coexists with a lack of infrastructure for garbage disposal. The American Hotel and Motel Association (AHMA) underlined the need for long-term strategies to reduce all sorts of waste in order for the hospitality sector to become more environmentally friendly.

Based on a survey of these accommodation establishments in Dapitan City, they are now making better efforts but are not making much progress toward developing a green hospitality business.

TABLE 3. Green Practices in Accommodation Establishments in terms of Solid Waste Minimization

Solid Waste Minimization	Weighted Mean	Description
1. Observe the “first-in, first-out” disposal.	4.49	Always
2. Segregate waste materials.	4.18	Often
Average Weighted Mean	4.34	ALWAYS

Table 4 reveals the green practices of the accommodation establishments in Dapitan City in terms of environmental purchasing. As reflected, it obtained an average weighted mean of 4.22 interpreted as “often” or the green practices were observed and practiced most of the time. However, there were things that these accommodation establishments observed and practiced all the time, such as choose and buy seasonal fruits and vegetables ($\bar{x} = 4.45$) and buy products with little packaging as possible ($\bar{x} = 4.22$). On the other hand, all other things were practiced and observed most of the time.

These activities serve as prerequisites for creating carbon-neutral hotels and are similar to the Green Certification Standards set by numerous international organizations, which also serve to identify and accredit green hotels. It is expected therefore, that pollution in Dapitan City won’t be an issue if greening activities are continuously and consciously observed.

Likewise, environmentally preferable purchasing involves choosing products and services that will have no negative effect on the human body, society and the environment when competing with products and services that serve the same purpose, adding to the traditional parameters of price, quality, and functionality (Van Der Merwe, 2022). He further asserted that purchasing decisions, particularly in the tourism and hospitality industries, can have substantial effects on the environment and society. They import a lot of commodities, including food, from far-off nations to satisfy customer needs since they are constantly under pressure to impress and meet guest expectations. The benefits of adopting an environmentally preferable purchasing approach are numerous. The environment, the customer or the supplier are all potential beneficiaries.

TABLE 4. Green Practices in Accommodation Establishments in terms of Environmental Purchasing

Environmental Purchasing	Weighted Mean	Description
1. Choose and buy seasonal fruits and vegetables.	4.45	Always
2. Use fresh products with little or no preservatives and food coloring.	4.16	Often
3. Buy products with as little packaging as possible.	4.22	Always
4. Buy in bulk rather than individually packaged items.	4.18	Often
5. Choose concentrated, environment and health- friendly cleaning agents.	4.20	Often
6. Avoid using plastic cups or disposable table wares	4.12	Often
Average Weighted Mean	4.22	OFTEN

The result showed that only solid waste minimization has been applied all the time by the accommodation establishments, whereas other green practices like water conservation, energy efficiency, and environmental purchasing have been applied most of the time.

Even though results with “often” as the corresponding descriptions to other green practices have been evident, it is still necessary that accommodation establishments always employ and apply these green practices at all times. These mentioned green practices will allow accommodation establishments in the city to continue sustainable and environment-friendly operations.

IV. CONCLUSION

Green practices encompass different business activities that aim at reducing the adverse implications on the environment. It is a phenomenon that needs to be taken seriously. Although the Department of Tourism (DOT) has awarded and provided local accreditation to accommodation establishments in the city, this does not ensure that specific requirements for green hotels have been completed.

Accommodation establishments should continuously focus on green practices to a high extent as the majority of businesses nowadays applied green practices, to include: (1) *be more energy efficient* (choose energy efficient appliances, try solar powered technology, and use smart systems); (2) *reduce water consumption* (check water lines, choose eco-friendly sources, and choose water efficient appliances); (3) *recycle and reduce waste* (offer refillable water bottles and use biodegradable materials); and (4) *source organic resources* (choose organic food and drink sources, purchase products from sustainable businesses, and use eco-friendly cleaning products). Small or large, every effort counts!

Overall, it is concluded that the accommodation establishments in Dapitan City employed the Best Environmental Practices (BEP), in terms of water conservation, energy efficiency, solid waste minimization, and environmental purchasing as identified in the study.

Recommendations

1. Continuous accreditation to monitor these accommodation establishments in complying with the standards set for the industry.

2. Formulate proper regulations for disposal of both liquid and waste management.
3. Accommodation establishments in Dapitan City may adapt BEP schemes in order to formalize itself towards greening activities which could also be a sort of corporate citizenship-driven activities in their establishment.
4. More research be done not only in the tourism and hospitality industry but also in production industries and service industry.
5. A replicate research study after five or more years to ascertain whether the situation would have changed.

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