



Original Article

ROLE OF ECO-FRIENDLY HOTEL PRACTICES IN PROMOTING SUSTAINABLE TOURISM IN SOLAPUR DISTRICT

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Abstract:

The global hospitality industry is increasingly recognizing the imperative of integrating eco-friendly practices as a strategic response to escalating environmental concerns and growing consumer awareness. This study examines the role of environmentally sustainable practices in the hotel industry and evaluates their impact on operational efficiency, brand image, customer satisfaction, and long-term sustainability. By analyzing key green initiatives such as energy conservation, water management, waste reduction, use of renewable resources, and sustainable procurement, the research highlights how hotels can minimize their ecological footprint while maintaining service quality and competitiveness. The study further explores managerial perceptions and guest attitudes toward eco-friendly operations, emphasizing the alignment between environmental responsibility and business performance. Findings suggest that the adoption of green practices not only contributes to environmental preservation but also enhances customer loyalty, cost efficiency, and corporate reputation. The paper concludes that eco-friendly practices are no longer optional but essential for sustainable growth in the hotel industry, and it recommends the integration of environmental strategies into core hospitality management policies to achieve a balanced approach between economic viability and ecological stewardship.

Keywords: *Eco-friendly Practices, Hotel Industry, Sustainable Development, Strategies, Environmental Protection.*

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Introduction:

Tourism is a rapidly growing sector in India, contributing to economic development and employment, but it also strains natural resources and creates environmental and socio-cultural challenges. Sustainable tourism has gained importance, focusing on responsible resource use and environmental conservation. The hotel industry, a key part of

tourism, has a significant environmental impact through energy and water consumption, waste generation, and non-biodegradable materials. In India, the adoption of eco-friendly practices in hotels is increasing due to rising environmental awareness among tourists and government support. This shift is crucial for promoting sustainable tourism, especially in places like Solapur District,



which attracts many domestic tourists due to its cultural and religious significance.

Meaning of Eco Friendly Activities:

Eco-friendly practices are methods and activities that aim to reduce negative impacts on the environment while promoting the responsible use of natural resources. These practices focus on minimizing pollution, conserving energy and water, reducing waste, and supporting sustainable solutions that protect ecosystems. The purpose of eco-friendly practices is to ensure that current needs are met without harming the environment or limiting resources for future generations. By adopting such practices, organizations and individuals contribute to environmental preservation while also supporting economic stability and social responsibility.

Benefits of Eco-Friendly Practices in the Hotel Industry:

The implementation of environmentally responsible practices within the hotel industry delivers a wide range of advantages that go far beyond conserving natural resources. These initiatives help hotels lower operating costs, strengthen their reputation, and create meaningful value for both guests and employees. With increasing environmental consciousness among travelers, sustainability has become an essential component of long-term success in the hospitality sector.

- ❖ Cost Savings and Improved Efficiency
- ❖ Boosted Brand Image and Market Competitiveness
- ❖ Higher Guest Satisfaction and Loyalty
- ❖ Compliance with Regulations and Reduced Risk
- ❖ Employee Engagement and Organizational Culture
- ❖ Long-Term Business Sustainability

- ❖ Support for Community and Social Responsibility

Objectives:

1. To examine the level of awareness and implementation of sustainable practices in the hotel industry.
2. To identify the eco-friendly practices adopted by hotels in Solapur District.
3. To study the role of eco-friendly hotel practices in promoting sustainable tourism.
4. To analyze the benefits of eco-friendly practices for hotels, tourists, and the local community.

Importance:

The hotel industry is one of the major contributors to economic growth and tourism development, but it also consumes significant natural resources and generates more environmental wastage. This study is important as it highlights the role of eco-friendly practices in reducing the negative environmental impact of hotel operations while promoting sustainable development.

The study helps in understanding how the adoption of eco-friendly practices such as energy conservation, water management, waste reduction, and use of sustainable materials can improve operational efficiency and reduce long-term costs for hotels. It also emphasizes the growing importance of environmental responsibility in meeting the expectations of environmentally conscious guests.

Scope of the Study:

- 1) The study is confined to selected hotels operators in **Solapur District**.
- 2) It focuses on **eco-friendly and sustainable practices** such as energy conservation, water management, waste management, and use of eco-friendly materials.



- 3) The study covers responses from **hotel managers/owners and tourists**.
- 4) The research emphasizes the contribution of hotel practices to **sustainable tourism development**, environmental protection, and community welfare.

Limitations of the Study:

- 1) This Study was conducted with the Hotels owners in the Solapur District. This study, based on 65 respondents and 90 tourists due to the time constraints.
- 2) The small sample size and focus on hotels in a specific area may limit the generalizability of the findings.

Choice of Topic:

The research examines eco-friendly practices in the hotel industry, focusing on energy and water conservation, waste management, and sustainable packaging. It explores the role of employee training and guest participation in sustainability efforts, and how these practices impact cost reduction, customer satisfaction, and brand image. The study also identifies challenges in implementing green initiatives and offers insights to help hotel managers and policymakers improve sustainability. As environmental concerns rise, hotels are under pressure to adopt eco-friendly approaches that reduce their ecological impact while maintaining service quality. Practices like energy and water conservation, waste management, and use of renewable resources help minimize environmental footprints and improve operational efficiency. These practices also enhance customer perception, as more guests prefer hotels that demonstrate environmental responsibility. However, challenges such as high initial costs, lack of awareness, and technical limitations hinder widespread adoption. The study is vital to

understanding the impact of these practices on hotel operations and promoting sustainable growth in the hospitality sector.

Types of Eco-Friendly Practices in the Hotel Industry:

The hotel industry is a resource-intensive sector that significantly affects the natural environment through high consumption of energy, water, and materials. To address environmental challenges and meet the expectations of environmentally conscious travelers, hotels are increasingly adopting eco-friendly practices. These practices aim to reduce environmental impact while supporting sustainable business operations.

1. Food Packing Methods for Parcel
2. Avoid use of Plastic utensils
3. Energy Efficiency Measures
4. Water Conservation Initiatives
5. Waste Management Practices
6. Sustainable Purchasing Policies
7. Green Housekeeping Operations
8. Eco-Friendly Infrastructure and Design
9. Sustainable Food and Beverage Practices
10. Employee Involvement and Training

Review of Literature:

González-Rodríguez et al. (2014): Eco-friendly practices like energy efficiency and waste management improve hotel operations and reduce costs, supporting practical adoption in Solapur District.

Kim and Han (2016): Visible green initiatives (energy-saving, water conservation, waste reduction) enhance guest satisfaction and loyalty, helping attract and retain tourists.

Rana and Paul (2022): Eco-friendly measures (energy/water efficiency, waste management, eco-certification) support sustainability, reduce



environmental impact, and improve market positioning.

Testa et al. (2018): Sustainable practices enhance operational performance, CSR, and brand reputation, highlighting their importance for promoting sustainable tourism.

Research Methodology:

Research Design:

This study adopts a **descriptive research design**, as it aims to describe the current state of eco-friendly practices in the hotel industry in Solapur District and analyze their impact on

sustainable tourism. In this research data was collected by Primary Source. The data were collected through structured questionnaires from hotel managers/owners and tourists in Solapur District by using survey method.

For the above study 65 Hotels in Solapur District are considered and 90 customers were interviewed. Convenience sampling was used for the study.

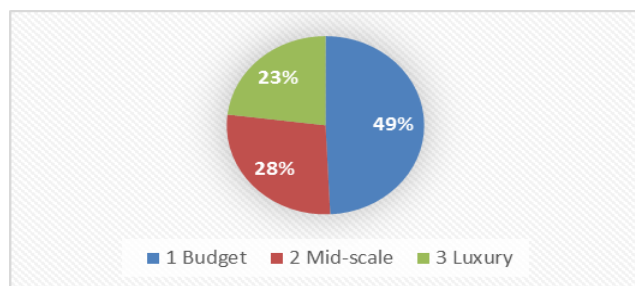
Data Analysis:

A. Questionnaire for Hotel Managers / Owners

Table No. 1 Shows Type of Hotel

Sr. No.	Type of Hotel	No of Respondent	Percentage (%)
1	Budget	32	49
2	Mid-scale	18	28
3	Luxury	15	23
4	Total	65	100

Chart No. 1 Showing Type of Hotel



Out of 65 respondents, **budget hotels** were the most preferred, with 32 visitors (49%), followed

by **mid-scale hotels** with 18 respondents (28%), and **luxury hotels** with 15 respondents (23%). This shows that affordability drives most hotel choices, while fewer tourists opt for high-end accommodations, highlighting the importance of budget and mid-range options in Solapur District.

Table No 2 shows Adoption of Eco-friendly practices

Sr. No.	Eco-friendly practices	No of Respondent	Percentage
1	Yes	52	80%
2	No	13	20%
3	Total	65	100%

The table shows that a majority of respondents are aware of or adopt eco-friendly practices. Out of 65 respondents, 52 (80%) reported “Yes,” indicating a strong acceptance or implementation of eco-friendly practices, while 13 respondents (20%) reported “No.”



Chart No 2 showing Adoption of Eco-friendly practices

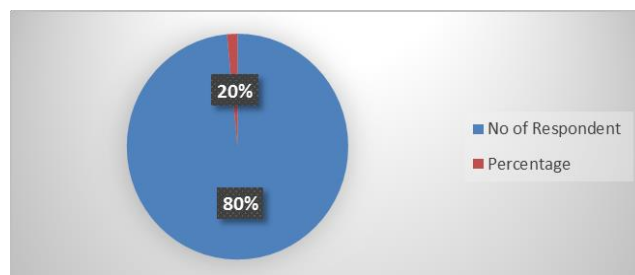


Table No 3 Shows type of eco-friendly practices adopted by hotels.

Sr. No.	Name of Eco friendly Practices	No of Respondent	Percentage
1	Energy-efficient lighting	06	9%
2	Water-saving devices	15	23%
3	Waste segregation and recycling	08	12%
4	Use of biodegradable products	10	15%
5	Rainwater harvesting	07	10%
6	Solar energy	12	18%
7	Green landscaping	07	10%
8	Total	65	100%

The table shows that among respondents, water-saving devices (23%) and solar energy (18%) are the most commonly adopted eco-friendly practices, followed by biodegradable products (15%) and waste segregation (12%). Energy-efficient lighting (9%), rainwater harvesting (10%), and green landscaping (10%) are less common. Overall, water and energy conservation practices are the most widely implemented.

Chart No 3 Showing reason for adopting eco-friendly practices

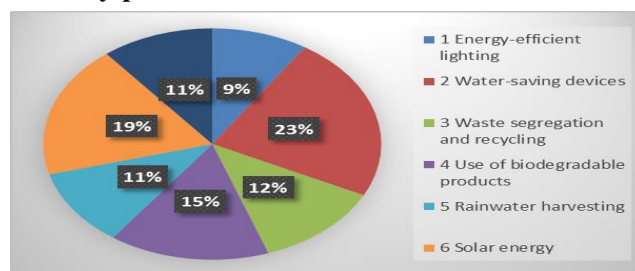


Table No 4 Shows reason for adopting eco-friendly practices

Sr. No.	Main Reason	No of Respondent	Percentage
1	Environmental concern	17	26%
2	Cost reduction	14	22%
3	Government regulations	12	18%
4	Customer demand	06	9%
5	Brand image	16	25%
6	Total	65	100%

The table shows the main reasons why respondents adopt eco-friendly practices in hotels. The leading reason is environmental concern, cited by 17 respondents (26%), closely followed by improving brand image at 16 respondents (25%). Cost reduction was mentioned by 14 respondents (22%), government regulations by 12 respondents (18%), and customer demand by 6 respondents (9%).

Chart No 4 Showing reason for adopting eco-friendly practices

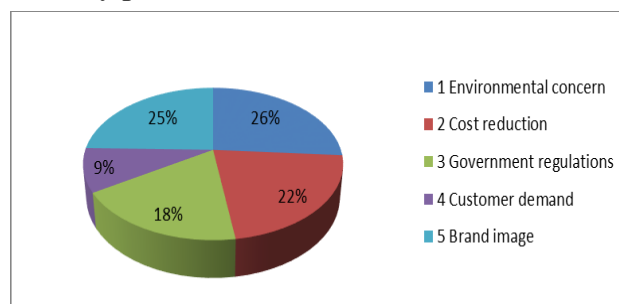




Table no 5 showing eco friendly practices attracting tourists or not.

Sr. No.	Attraction of tourists	No of Respondent	Percentage %
1	Agree	43	66
2	Disagree	22	34
3	Total	65	100

The above table indicates that a majority of respondents (43 out of 65, or 66%) agree that eco-friendly practices in hotels help attract tourists, while 22 respondents (34%) disagreed.

Chart No 5 Showing Eco friendly practices attracting tourists or not.

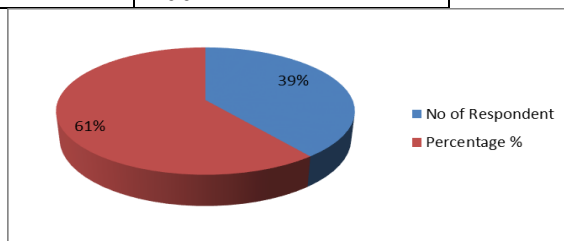
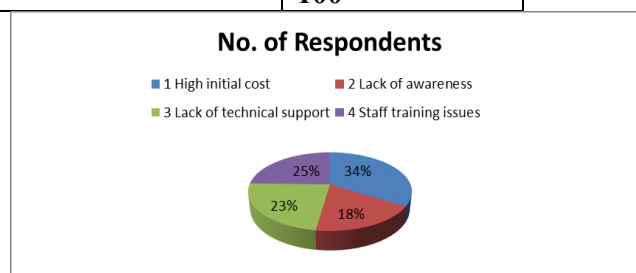


Table No 6 showing challenges faced in adopting eco-friendly practices by Hotel Industry

Sr. No.	Challenges	No. of Respondents	Percentage %
1	High initial cost	22	34
2	Lack of awareness	12	18
3	Lack of technical support	15	23
4	Staff training issues	16	25
5	Total	65	100

The table shows the main challenges faced in implementing eco-friendly practices in hotels. The highest challenge is the high initial cost, reported by 22 respondents (34%), and followed by staff training issues at 16 respondents (25%) and lack of technical support at 15 respondents (23%). Lack of awareness was cited by 12 respondents (18%).



B. Questionnaire for Tourists

Table no 1 shows awareness of eco-friendly hotel practices

Sr. No.	Awareness	No. of Respondents	Percentage %
1	Yes	48	74
2	No	17	26
3	Total	65	100

The table shows that a majority of respondents, 48 out of 65 (74%), are aware of eco-friendly practices in hotels, while 17 respondents (26%) are not. This indicates a generally high level

of awareness about sustainability initiatives among the respondents.

Chart no 1 showing awareness of eco-friendly hotel practices

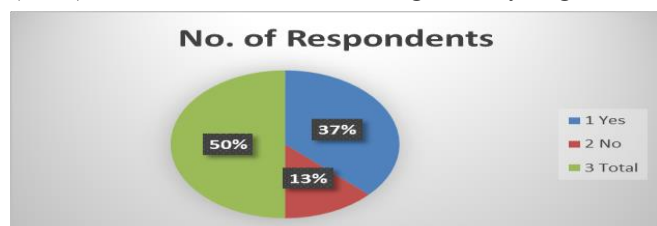




Table No 2 shows eco-friendly practices noticed in hotels.

Sr. No.	Practices Noticed	No. of Respondents	Percentage %
1	Waste segregation	16	25
2	Energy segregation	18	28
3	Energy saving	25	38
4	Plastic-free facilities	06	09
5	Total	65	100

The table shows that among 65 respondents, the most commonly noticed practice was energy saving, reported by 38% of respondents. This was followed by energy segregation (28%) and waste segregation (25%). Plastic-free facilities were noticed by only 9% of respondents. Overall, energy-related practices were more commonly observed than plastic-free initiatives.

Chart No 2 showing eco-friendly practices noticed in hotels.

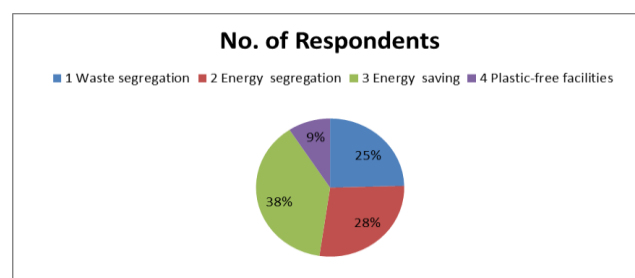
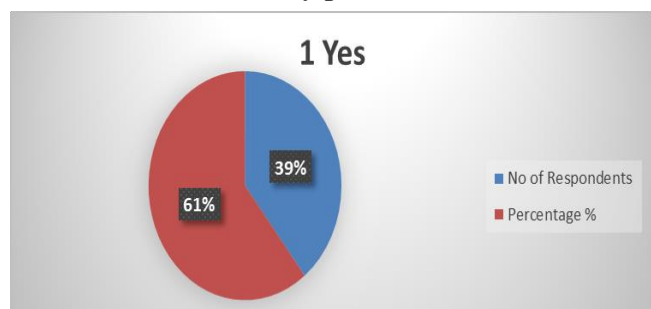


Table No 3 Shows willingness to pay more for hotels with eco-friendly practices.

Sr. No.	Willingness to pay	No of Respondents	Percentage %
1	Yes	39	61
2	No	26	39
3	Total	65	100

The above table shows that 80% of tourists (52 out of 65) are willing to pay extra for eco-friendly hotels, while 20% are not. This reflects strong tourist support for sustainable practices. Overall, most visitors value and favor environmentally responsible hotel operations.

Chart No 3 Showing willingness to pay more for hotels with eco-friendly practices.



Findings:

1. The major finding shows that budget hotels are the most preferred by visitors in Solapur

2. District, highlighting affordability as the key factor influencing hotel choice.
2. It indicates that most respondents are aware of or adopt eco-friendly hotel practices, showing strong acceptance of sustainability, while only a few do not.
3. It shows that water and energy conservation are the most commonly adopted eco-friendly practices, especially water-saving devices and solar energy, while other measures are less widely implemented.
4. The finding shows that most respondents believe eco-friendly hotel practices help attract tourists, indicating sustainability is an important factor in visitor choice.
5. The major finding shows that most respondents consider eco-friendly practices in hotels to be effective in attracting tourists, while a smaller number do not share this view. This highlights



the perceived importance of sustainability initiatives in enhancing a hotel's appeal to visitors.

6. The finding indicates that high initial cost is the main challenge in adopting eco-friendly hotel practices, followed by issues related to staff training, limited technical support, and lack of awareness.
7. The findings show that most tourists are willing to pay extra for eco-friendly hotels, highlighting strong support for sustainable practices.

Suggestions:

1. To promote eco-friendly practices and sustainable tourism in Solapur, hotels should adopt energy- and water-saving technologies, improve waste management, and use locally sourced and eco-friendly products, with support from financial incentives such as government subsidies, tax rebates, and simplified eco-certification processes.
2. Capacity-building initiatives, including staff training and knowledge-sharing programs, can help smaller hotels implement sustainable practices effectively. Hotels should actively engage customers through eco-conscious marketing, loyalty programs, and eco-tourism packages, while collaborating with local communities to support cultural preservation and local businesses.
3. Regular sustainability audits, customer feedback mechanisms, and partnerships with government and industry bodies can guide continuous improvement, foster responsible tourism, and enhance Solapur's reputation as a sustainable and eco-friendly destination.

Conclusion:

This study concludes that eco-friendly practices are playing an increasingly important role

in promoting sustainable tourism in the hotel industry of Solapur District. With the growth of tourism, hotels face rising pressure to minimize environmental impact, and many have begun adopting basic sustainable measures such as energy and water conservation, waste management, and the use of biodegradable materials, though the level of implementation varies across hotel categories. Larger and mid-scale hotels are generally better equipped to adopt advanced eco-friendly initiatives, while smaller hotels face challenges such as financial constraints, limited technical support, and lack of awareness. Despite these issues, hotel managers acknowledge the long-term benefits of sustainability, including lower operating costs, improved brand image, and greater customer trust. Tourists also show increasing awareness and preference for environmentally responsible hotels. Overall, the study confirms that integrating eco-friendly practices into hotel operations is essential for sustainable tourism, requiring coordinated efforts from hotel operators, government authorities, and tourists to ensure long-term sustainability in Solapur District.

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