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A Study on Green Practices in Nigerian Hotels: Challenges and Prospects

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ABSTRACT

One of the measures to protect the environment is known as “green practices”. Adopting and practicing green practices have been a front burner among the key issues of organisations globally. This study examined challenges impeding green practices in hotels in Nigeria. This explored the challenges and prospects of implementing green practices in hotels in Nigeria using secondary data from journal articles, textbooks and internet articles. The findings from literature revealed that there are myriad of challenges affecting the implementation of green practices in Nigerian hotels and some of these include: inadequate finance, regulation of the government, inadequate manpower and others. These setbacks have negative impact on green practices in the Nigerian hospitality industry. However, adopting the appropriate green practices will lead to reducing cost, reducing the negative environmental impacts of energy usage is the aim among others.

Keywords: *Green practices, Green hotels, Hotels, Sustainability, Eco-friendly*

Introduction

According to the World Health Organisation (WHO, 2019), degradation, in the form of the depletion of freshwater stocks and the destruction of flora and fauna, contribute to global warming, a global environmental hazard that affects human health (Kumarasinghe and Pallewaththa, 2019). Industries all over the universe are switching from operations that abuse the environment to more environmentally friendly processes in order to avoid that (Iqbal, 2018). Likewise, local Agenda 21's procedures called for a cooperative approach and plans to identify the priorities of the environment by protecting natural resources under strong leadership and an efficient process with the involvement

of all stakeholders such as local private sectors, non-governmental organisations (NGOs), residents, and others so that tourism growth could follow a sustainable course (Aloisi, 2001). Nevertheless, a way of solving this problem could be to introduce or encourage green practices that would bring about the responsible utilisation of resources, thus, minimising the use of air, water, and other minerals (Iqbal, 2018).

Green practices, also known as ecologically-friendly practices (Shrum, McCarty and Lowrey, 2015), are environmentally-friendly management principles (Gupta & Sharma, 2016). They include procedures adopted by operators to ensure that all programmes and activities of a hotel are directed towards minimising negative environmental impacts and converting waste into better products (Gupta and Sharma, 2016; Yusof, Awang, Jusoff and Ibrahim, 2017). Thus, a “green hotel” refers to an eco-friendly, temporarily paid residence provided with facilities that impact positively on its surroundings (Abdou, Hassan and El-Dief, 2020). Green practices in hotels are becoming more common (Gambler, 2018).

Water and energy efficiency, solid waste disposal, washing and bedding control, and trash recycling are all typical green activities in hotels. For instance, in the aspect of water conservation, green hotels use warm water by automation for wash-up in place of running water, cut long showers short, promptly fix water leakages, irrigate using sprinklers and hoses to water plants, and make potable water available to guests in order to discourage the use of bottled water (Culligan, 2018).

The actions of the world’s many economic sectors, including the hotel business, are responsible for the negative environmental challenges that they have caused (Ibnou-Laaroussi, Rjoub and Wong, 2020; Molimer, Monferrer, Estrada and Rodriguez, 2019). For instance, extant studies reveal that hotels account for nearly 1% of global greenhouse gas emissions (Bruns-Smith, Choy, Chong and Verma, 2015; Caulfield, 2019).

In hotels in Europe, Bohdanowicz and Zientara (2009) reported that guests use up to 440 litres (about 117 gallons) of water and generate 1 kg (about 2.2 pounds) of waste each night. In the United States of America, the average hotel room uses 209 gallons of water each day, compared with the 243 gallons used in the same country by an average house (Mensah, 2019). Also, the water consumption in the Philippines in a single standard hotel room is equal to the amount of water that helps at least 10 local citizens (Alexander, 2012). Similarly, tourists consume two to three times the amount of water that residents in developed countries do consume, and up to fifteen times the amount in developing countries (Bartolome, Celso, Williams and Dolores, 2019).

Hotel employees are key players, as they are the primary personnel running the operation and management of the hotel. As a result, hotel employees' attitudes towards environmental protection and their participation in environmental management activities affect the success of green initiatives (Strandberg, 2009; Thevanes and Arulrajah, 2016). The Global Green Initiative is a global environmental educational programme that trains hotel operators to conserve natural resources for future generations and protect human health (Jong, Huluba and Beldad, 2019). Hotel employees' attitudes tend to affect the environment in which the hotels operate (Giacomo and Roberto, 2014; Sloan, 2016; Uwadiogwu and Iyi, 2015).

A key component to how hotels become environmentally-sustainable is the employees' attitude (Culligan, 2018). Employees' environmental attitudes refer to feelings, intentions, and willingness to be involved in green practices to meet the company's policy on environmental management (Abdou, Hassan and El-Dief, 2020; Thevanes and Arulrajah, 2016). These attitudes towards the environment affect the surroundings with the footprint of their visible impact on natural resources (Sloan et al., 2016). Employees' positive environmental attitudes are critical to the improved environmental performance of hotels (Opatha and Arulrajah, 2014).

Many authors believe that employees' cooperative attitudes and their involvement in green practices will promote effective environmental performance (Florida, 1996; Ramus, 2002; Strandberg, 2009) and help to achieve organisational goals (Kai-Jofu, 2018). Hoteliers that adopt a positive attitude towards green practices train their staff to reduce, reuse, and recycle resources in a bid to minimise their impact on the environment (Kim, Kim and Lee, 2017).

Statement of the Problem

Worldwide, hotels' contributions to ecosystem deterioration and pollution have been rising in recent years (Ahmad, 2018; Mikayilov, 2019; Rosa, 2017). The increasing trend in electricity usage is a major issue in the hotel business, which accounts for tons of carbon dioxide (CO₂) emissions from all greenhouses (The Climate Group, 2008). The industry will be unable to progress since pollution will ruin the foundation for future industrial development. The industry may need to incorporate sustainable resource conservation into its operations.

Given that the hotel sector is labour-intensive (Agyei-Ohemeng and Sedegah, 2018; Butler, 2008), attitudes of staff are regarded as crucial to achieving the hotel's eventual green goals (Daily and Steiner, 2011; Perron, Côte and Duffy, 2016). For example, in boosting ecological performance programmes, the most difficult problem is convincing employees to adjust their behaviour in order to assist the initiatives being implemented (Chan, Hon, Chan and Okumus, 2014).

Environmental concerns remain in their infancy in Nigeria (Odey, Abo, Zhou and Giwa, 2018). The practice of green policies is insufficient since some hotels are apathetic to ecological initiatives; therefore, sufficient funds could not be provided for the project (Babagbale, 2020). Furthermore, the government has made little progress in developing appropriate policies to guide hotel businesses, notably, in the field of environmentalism (Urhie, Afolabi, Afolabi, Oluwatoyin, Romanus and Olabanji, 2020). In Nigeria, just a little research on hotel employees' views toward green practices has been undertaken (Adesina and Ngozi, 2013). The ideas behind research on green practices were developed in first-world countries, with no regard for their relevance in the third-world setting.

Objectives

The specific objective of this paper is to identify challenges affecting green practices in Nigerian hotels with the aim of suggesting solutions to addressing them.

Methodology

The study utilized secondary data which was derived from review of journal articles, textbooks as well as internet articles.

Green Practices

One of the measures to protect the environment is known as "green practices". By installing water-efficient fixtures and equipment, reusing linens and towels, saving energy-efficient equipment, and instituting a renewal energy plan, hotels work to reduce their negative environmental effects. They also manage waste by implementing recycling programs and using durable items rather than disposable ones (Abdou, Hassan and El Dief, 2020; Plessis, Saayan and Kruger, 2016).

Additionally, hotels that run sustainably, with consideration for the environment, or with an ecological mindset may be referred to as "green" hotels (Han, Hsu, & Lee, 2009; Pizam, 2009). Socioeconomic factors were taken into account while describing green hotels, which Kasim (2004) defined as enterprises that act responsibly towards their personnel, local culture, the local

community, and the environment. Erdogan and Baris (2007) described a "green hotel" as one that assesses the local environment prior to construction and then works to minimise any adverse effects on the environment.

To get hotels interested in environmental concerns, the GHA developed a strategy in 1993 (Bohdanowicz and Martinac, 2003). In order to inform hotels about the value of environmental preservation, initiatives like Green Seal in the US, Environmental Choice in Canada, and Green Management in Practice (GMIP) in Norway were introduced after that (Bohdanowicz and Martinac, 2003).

The concept of a "green hotel," according to Honey (2003), is to provide visitors natural lodging in a friendly environment. Organisations should go green for three primary reasons, according to Bansal and Roth (2000): ecological responsibility, competitiveness, and legality. Hotels adopt green practices for several reasons, including increased employee involvement with the company, financial benefits, improved connections with investors, the general welfare of society, and exposure to public scrutiny (Juholin, 2004; Rahman, Reynolds and Svaren, 2012).

As to the GHA (2014), green hotels are businesses that prioritise environmental conservation and their management consistently assess their usage of solid waste, water, and electricity. Their attempts to use eco-friendly methods save expenses and protect the environment. As defined by Iwanowski and Rushmore (1994), a green hotel is one that has modernised its equipment, procedures, and guidelines to lessen its impact on the environment. In this regard, the hotel closely examines the most successful methods and existing frameworks pertaining to solid waste management, water conservation, energy conservation, and air quality. Green hotels aim to educate personnel, suppliers, and facility management in addition to increasing public awareness of environmental conservation as well as waste management, which will ultimately lead to cost savings (Manaktola and Jauhari, 2007; Wolfe and Shanklin, 2001).

Sustainability

Sustainability is a broad concept that encompasses more than merely acting sustainably and raising awareness of environmental issues. It has several other meanings. According to Grant (2020), sustainability is defined as satisfying current demands without compromising the capacity of generations to come to satisfy their own needs. Stated differently, sustainability is the study of how natural systems function and the requirements for an equilibrium ecosystem. Sustainability is the practice of assisting people to live in harmony with the natural world without causing damage to it.

Although the goal of sustainability is to assist people in coexisting with the environment, there are other factors that go into making sustainability work in addition to switching to all electric vehicles and using fossil fuels.

The amount of energy and product consumed in urban areas is significantly higher than in rural ones. As a result, the focus is mostly on developing a more sustainable method of living there. Every year, the amount of resources used increases by around 40% above what humans could replenish. Even if the urban region uses resources more than the rural area, the latter is never completely ignored. Rural areas might support the sustainable cause in a number of ways. (Mason, 2020). As was previously mentioned, sustainability is not only about focusing on one issue; it's also about creating more sustainable practises. In this large realm, everything is interconnected and has a significant influence on everything else. They can affect our health, economy, failure in improving their technology through not concentrating in necessary fields and in worse case scenarios even inflation. Maintaining the balance between the natural world and human habitation is made possible by concentrating on and developing sustainability. It also helps to make the earth a more livable place for future generations. These are the explanations on why it's critical to recognise sustainability (Mason, 2020).

Environmental Attitudes

An attitude is a behaviour pattern or way of thinking that is directed towards a certain situation and can sometimes specify the way things ought to be done. An attitude might consist of three components: cognitive, emotional, and behavioural. It might also be used to describe a belief, attitude, or behavioural inclination towards a notion. An attitude is a basic frame of mind, viewpoint, and set of beliefs. Nelson (1995) described an attitude as an interior feeling that shows up as an outward action that is apparent even when no words are spoken.

Emotions may be either happy or sad. Yashasvi (2019) divides attitudes into four categories: positive, negative, neutral, and dubious. One gains energy, enthusiasm, confidence, and resolution when they are positive. A gloomy outlook is similar to trying to avoid or get out of a difficult situation. Anger, uncertainty, or aggravation can all contribute to an attitude of dissatisfaction that

impairs one's ability to concentrate and, eventually, kills ambition. A person with a bad attitude thinks narrowly and has a negative view about life. A neutral party is likely to ignore the issue, which might make it seem hopeless. Stated differently, it may be described as a casual attitude. A team with a pessimistic outlook may not succeed. It is a gloomier perspective, which can be harmful. An individual's attitude can be an inspiration to others in the team if it is a good one and it can kill the morale of team members if it is a bad one. An attitude can, therefore, make or mar an individual or a team.

Thevanes and Arulrajah (2016) assert that organisations' environmental planning, thinking, and direction are essential components for companies trying to minimise adverse environmental effects. When interacting with the environment, one may observe three moral guidelines: the conservation, preservation, and construction ethic (Boncu and Crumpei, 2014). Environmental attitudes can influence actions that either enhance or degrade the quality of the surrounding environment. Nevertheless, environmental education can improve attitudes towards the environment.

Challenges and Prospects of Implementing Green Practices in Hotels

The implementation of green practices in hotels has significant obstacles and difficulties, according to a study by Hasan and Zhang (2016). According to the findings, the largest obstacles are increased costs and a lack of expertise with the technology when considering barriers, and management barriers are of particular importance.

Chan (2008) conducted a study on the difficulties in implementing green business practices. The Environmental Management System (EMS) adoption process by hotel owners has been hampered by six impediments, according to this study. The highlighted obstacles were a lack of expertise, a lack of professional counsel, a lack of certifiers and verifiers, a lack of finances, and the expense of implementation and upkeep. Kamalul, Ariffin, Khalid, and Wahid (2013) conducted research on the challenges facing the hotel business in implementing environmental management principles. According to this study, there are five barriers to change: regulation and government,

customer demand, degree of competition, organizational greenest, and attitude toward change.

Nair and Anantharajah (2012) identified nine barriers to hotel practices that included high maintenance and implementation costs, insufficient green knowledge, a lack of resources (time, manpower, equipment, and money), a lack of momentum from hotel industry owners, ambiguity in environmental guidelines, a lack of qualified verifiers or consultants, conflicting advice, a lack of government regulations and enforcement, as well as difficulty in operations.

Baker, Davis, and Weaver (2014) investigated the perceptions of the environment, impediments to participation, and behavioral changes in green hotel. Customers' opinions of how essential environmental responsibility have the most impact on whether or not they intend to stay in a green hotel, according to this study. Third, the study identified three barriers to customer participation: annoyance, perceived cost-cutting, and reduced luxury. These obstacles collectively have a significant influence on consumers' decisions to pay more for or reserve a room at a green hotel. Third, the results showed that while visitors believed it was important to stay in a hotel that followed green standards, they did not believe it to be that important.

Naiman and Mlozi (2019) conducted research on the variables affecting Tanzanian hotels' adoption of environmental management techniques. According to prior research, management commitment, business competitiveness, governmental regulation, employee training, and awareness of the hospitality industry were five aspects that were crucial in the adoption of the hotel's Environmental Management Practices (EMPs).

A study on the factors that influence the possibility that green practices would be adopted in hotels in Abuja and Lagos, Nigeria, was conducted by Muazu, Rashid, and Zainol (2017). Research reveal that very few studies are carried out in less developed nations like Nigeria, despite the widespread knowledge of sustainable practices and the literature on their adoption in enterprises. Due to increased resource usage, environmental issues, and a sudden awareness among the public of the need for friendlier practices, the trend is progressively catching up in the Nigerian hotel business. Due to a lack of knowledge about green activities and their alleged advantages, the government's incapacity to enforce environmental cleanliness laws, and the lack of informed promotion of green practices, the hotel is having trouble embracing them. This study looked at what would encourage hotels in Nigeria to embrace new operational practices.

Chan (2008) carried out an in-depth investigation into the Hong Kong hotel industry's utility costs. At order to understand the existing maintenance strategies and practices in hotels, information

from the hotels was gathered using a questionnaire. The study's findings showed that five-star hotels generally charge more for rooms because they cater to wealthy patrons who expect higher-quality services. In particular, more resources are needed for maintenance, which raises the maintenance control interface and necessitates higher compensation per room per year and fewer rooms per employee.

Ghazi (2016) conducted research on the procedures used in hotel maintenance management. The findings showed that the “maintenance management team” and “maintenance management plan” practices had the greatest effects on the effectiveness of their maintenance. The results also showed that “lack of trained employees in maintenance departments” and “insufficient finances for repair jobs” were the key obstacles causing the poor implementation of maintenance management.

Nain (2018) looked at the primary issues that the hotel industry is now dealing with globally. According to the author’s research, the hotel industry faced a variety of challenges. The following are a few of them: (a) a lack of workers and the engagement of skilled individuals; (b) an increase in technological demand; (c) ensuring and maintaining the highest standards of cleanliness and hygiene; (d) ensuring and maintaining excellent and exceptional guest service standards; (e) supplying constructive and incredible life experiences; (f) viability; (g) intense rivalry; (I) a lack of the most modern and sophisticated marketing techniques; and (j) challenges.

The hospitality industry’s advertising and human capital issues were the subject of Kumar's (2015) research. A sizable set of service sector jobs known as the hospitality business comprises jobs in the hotel and lodging industry as well as jobs in event organizing, amusement parks, transportation, cruise lines, and other jobs related to the travel and tourist industry. A hospitality unit, such as a restaurant, hotel, or even an amusement park, is made up of a number of groups, such as property maintenance and direct operations (servers, housekeepers, porters, kitchen workers, bartenders, management, marketing, and human resources). The three main problems mentioned in Kumar's article were (a) managing knowledge workers, (b) dealing with technological difficulties, and (c) developing leadership.

Zhang and Wu (2004) conducted research on the challenges the Chinese hotel and travel sector has in terms of human resources. According to Zhang and Wu (2004), there are three main issues that the hotel and travel sector in China is facing: (a) a lack of skilled personnel at both the operational and managerial levels; (b) a high rate of staff turnover; and (c) the reluctance of recent graduates to work in the sector. In order to discover interpretable orthogonal components, Chan

(2008) used exploratory factor analysis to conduct a study on the obstacles to environmental management systems (EMS) in the hotel business. The identification and interpretation of six barriers to hotels adopting formal EMS. They were: (a) a lack of information and expertise; (b) a lack of expert counsel; (c) a lack of clarity regarding the conclusion; and (d) certifiers and verifiers; (e) lack of resources; and (f) implementation and maintenance costs.

A study on obstacles to hazard analysis critical control point (HACCP) deployment in Taiwan's hospitality sector was done by Cheng, Tsai, Yeh, and Huang (2015). It was shown that Taiwanese workers in the hospitality sector did not have a positive opinion of the HACCP system. The three factors that were most concerning in terms of implementation difficulties were a lack of resources, a lack of agreement, and a lack of drive. Additionally, it was discovered that participants also thought that a lack of risk knowledge and a lack of encouraging feedback were significant impediments.

In the Hambantota district of Sri Lanka, Fairoz and Chathuranga (2018) investigated obstacles to the adoption of green business practices for small and medium-sized firms in the tourism sector. The results indicated that the biggest obstacles to the adoption of green business practices among SME tourist entrepreneurs were a lack of access to technology and a high cost of financing. A study on the entrepreneurial difficulties the hospitality sector in Kericho County is facing was done by Shikuri and Chepkwony (2013). The most significant obstacle, according to most hoteliers, was financial management, which was followed by problem-solving and interpersonal abilities. The country's hotel business is primarily challenged by a lack of qualified workers, financial limitations, fierce rivalry, and issues with suppliers.

A study on the problems, difficulties, and trends that the hospitality sector is experiencing was done by Wang and Jing (2009). In the upcoming year, requests for green hospitality, labor prices, intercultural issues, and higher education will be the key factors affecting the world's hospitality business. According to Wang and Jing, the hospitality sector will face challenges related to operations, marketing, technology, and economics.

Natural problems are becoming a global concern as a result of the deterioration in climate quality. Pollution and environmental deterioration are caused by tourism (Shabaz et al., 2021). Excessive use of resources from nature that harms the environment and the hotel is one of the reasons for ecological deterioration (Zelana et al., 2009). Then, evidence was found to indicate that worldwide problems like pollution and poor waste management by hotels and tourism companies are largely to

blame for the loss of biodiversity in sun and beach locations (Ernesto, 2020). The industry's high tourist arrival rates, infrastructure development for tourism, and overuse of natural resources may all have an adverse effect on the environment. In a similar vein, improving the surroundings is essential to the state of affairs. (Abdulaali et al., 2019) claims that hotel need to be properly managed as it is vital to minimize environmental damage. Hotels may help the environment by using eco-friendly methods.

A hotel that minimises solid waste, uses less energy and water is known as a "green hotel" (Leyva et al., 2021; Santos et al., 2020). The term "green hospitality" initially arose in the nineties. Since then, several research have been carried out, and various deployment-related advantages have been noted. The value of information, business, and government are all impacted by this benefit. Additionally, although putting green ideas into practice might save money, doing so may also need a substantial capital investment in the form of new labour and technology (Arun et al., 2021). One kind of green hotel practice is energy conservation through the installation of energy-efficient appliances and the adoption of renewable energy programmes. Reducing the negative environmental impacts of energy usage is the aim. Meanwhile, initiatives have been made to reduce water use, such as installing water-efficient machinery and setting up a programme for the reuse of linens and towels, and to reduce waste, such as by implementing recycling programmes (Abdou et al., 2020; Ionnidis et al., 2021; Salama & Abdelsalam, 2021). Furthermore, Zhang et al.'s (2020) study found that green practices have a significant impact on green innovation. Investigations were conducted into which green practices influence green innovation products and processes, as well as the relationships between various green practices (e.g., internal environmental management, technology integration, logistics management, customer focus, and supplier emphasis) (Wang et al., 2020). Leyva et al. (2021) state that although the hotel business has started to "green up" its operations recently, it has not gone beyond putting modest notes in rooms requesting that guests reuse their towels and linens. While certain hotel chains and individual hotels are more concerned with sustainability than others, there's no denying that the hospitality sector has changed for the better in recent years. Although those small cards might seem like token environmentalists, they can save a lot of money, water, and waste. In order to encourage hotel guests to engage in eco-friendly behaviour, it is crucial to develop effective communication strategies when educating customers about environmental sustainability. Increasing the credibility of messages centred on "green" practices is a major concern for hotels (Moise, et al., 2020). Nowadays, sustainability is a popular topic in many industries, including hospitality, where it is a crucial issue for expansion (Abdou et al., 2020).

Conclusion and Recommendations

Green hotel practice is great if implemented by the hotel industry or any other sector in the country. This practice will benefit a variety of parties, particularly the hotel and its guests. Green practices more likely to catch hotel guests' attention and result in a rise in the number of guests arriving. Furthermore, it's important to note that there are several limitations to this study that should be addressed in future research. Based on the paper's comprehensive study of academic journals on the subject of green practice in the hotel sector, some major areas in green practices appear to justify further investigation. There are five barriers to change: regulation and government, customer demand, degree of competition, organizational greenest, and attitude toward change as revealed by the study. Government has a key role to play for efficient regulation of green practices in hotels. Despite the fact that many consumers are interested in green practices, hotel businesses lack information on how to implement them. According to the findings, there is an obvious need to place a greater emphasis on the contributions and measurements of green practices in any field.

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