

Evaluation of Green Practices Studies In Hospitality Industry

Dindo D.Silud, Princess Christ Castelo, Donna Mae Lascuna, Rex Peterchill
Rabia

University of Mindanao
Matina Davao City, Philippines
College of Hospitality Education

ABSTRACT. This study was conducted to evaluate the different studies from the University of Mindanao that focused on the idea of Green Practices. Using the comparative methodology of Pickvance, 2005, the results revealed that as the years go by, the awareness of Green movement was slowly spread all over the community especially to Hospitality industry. Different ways were used that helped to spread the awareness conveniently. Some of those was includes the government who conducted seminars, social media advertisements, flyers, etc. Also, it showed that each research met in one point. This was to sustain the implementation of the Green Practices and Solid Waste Management in order in order to protect nature and improve the quality of life. These revelations helped the researchers to conclude that these ways should be kept or enhance since they were relevant in order to spread more awareness to the people about Green Practices.

Keywords: *Green Practices, Green Movement, Green Demands*

INTRODUCTION

"Go green" is an Earth-friendly approach to living. This means the choices you make in your day-to-day life are in the best interest of the environment. This concept has been a developing fashion inside the hotel industry.

According to the study of Bohdanowicz, 2006, hotels have numerous motivations for going Eco-friendly including: the social responsibility feeling, monetary benefits and governmental regulations. However, as the wide variety of eco-friendly hotels continues to increase, present day research about consumers' perceptions of them is missing (Lee, Hsu, Han & Kim,2010).

Sustainability Asia Pacific (2010), a body which examines new developments and concepts in hospitability industry, indicated that some hoteliers are quite in the so-called sustainability dilemma which has been due in part to the perceived demand to level up services and standards. The guests' demand units the task in the direction of attaining environmental overall performance while sufficiently satisfying stakeholders to continue to be profitable (Baker, et al., 2013; Jackson, 2010; Petzer, Steyn, & Mostert, 2009). This study identified the efforts of the accommodation and lodging establishments in Siquijor City in the direction of greening as they provide vacationers the expected comfort through the environment friendly use of energy, water and materials. These businesses are investigated in their one of a kind packages on water conservations (Ahn & Pearce, 2013; Wang, 2012), electricity efficiency (Mungai & Irungu, 2013; Wang, 2012), solid waste minimization (Noor & Kumar, 2014; Radwan, Jones,& Minoli, 2012) and environmental purchasing (Moser, 2015; Tilikidou, 2007).

In the Philippines, going green has been a type of internal organizational effort and for others, for the purposes for branding hotel and eventually for advertising positions (Edralin & Castillo, 2001). As the industry is being confronted with several troubles

concerning environmental impact and degradation (Choi, et al., 2009; Eldemerdash & Mohamed, 2013; Ham & Han, 2012; Kang, et al., 2012), the tourism sector cannot simply turn a deaf ear to this trending global landscape on greening. It also raises the issue about sustainability issues (Brody, 2014; Sloan, Legrand, Tooman, & Fendt, 2009; Zuriyati, et al., 2014) in the tourism agencies where much of the enterprise operations like eco-tourism capitalize on natural resources and nature landscape.

Because of these, researchers felt the need to evaluate the studies about Green Practices to realize the differences and improvements of the related researches as the years go by. Also, to help management for the decision making to effectively implement Green Practices.

METHOD

The main instruments used in this study were the selected Green Practices research that had been published in the University of Mindanao which was approved by the researcher coordinator and by the panel of experts.

This study used the comparative methodology wherein selected data gathered for the study were analyzed and being compared to determine their significant differences. Accordingly, comparative analysis is conducted to explain and gain a better understanding of the causal processes involved in the creation of an event, feature or relationship usually by bringing together variations in the explanatory variable or variables (Pickvance, 2005). Typically, comparative analysis emphasized on the "explanation of differences, and the explanation of similarities". This helps in establishing relationships between two or more phenomena and provide valid reasons. Comparisons are now carried out on various levels being regional, national or wider geographical boundaries based on specific subject or area of interest. The data were gathered through the following procedure: Asking Permission to Collect studies. The researchers submitted formal duly noted letter by their thesis adviser, to the research coordinator of College and Hospitality Education to collect studies about green practices.

RESULTS

The table below shows the similarities and differences of the researches according to its indicators. The data are presented in thematical way.

Table 1. *Recycle, Reuse and Reduce*

Theory	Mean Result			Author	Recommendations	Conclusion
	Re-use	Recycle	Reduce			
This study is anchored on the study of Mark purphy, that there	4.03	4.14	4.12	1.6 M. Gementiza A. Calatayud I. Bato I. Escano 2010	It is recommended that further research can be conduct in the area that is not explored in this study.	Waste management oftentimes practiced by the selected fast food

<p>is an urgent need for adaption of the different waste management practice</p>						<p>in davao city is the Repair/Recover method</p>
<p>This study was anchored on the theory cited by Lilo (2005) it indicates that the development of the non-biodegradable waste management and national health care waste management policy constitutes an important step toward creating a healthy environment for all to live.</p>	<p>3.45</p>	<p>3.84</p>	<p>3.75</p>	<p>2.3 R. Escamis C. Sagut E. Urbiztondo R. Villar 2011</p>	<p>The resort management must be encouraged to increase their efforts of proper disposal of non-biodegradable material until it will become a habit and practice of the resort.</p>	<p>The level reducing and reusing among the beach resort is at the often level. There is a significant difference in terms of recycling, reducing and reusing</p>

The study was anchored on the waste hierarchy theory developed by Lindquist (1990).	3.66	3.74	3.63	5.2 R. Anabieza J. Dela cruz K. Lloren 2015	The local government officials of Davao City should continue to conduct information campaign regarding solid waste management practices to the students , teaching and non- teaching to continually learn to reduce , reuse and recycle .	The level of solid waste management practices in university of Mindanao was high .
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Table 2. *Water and Energy Conservation*

Theory	Mean Result		Author	Recommendations	Conclusion
	Water Conservation	Energy Conservation			
This study came up the idea from Liz Pichon (2009). Some hotels in different countries practices on how to be an eco-friendly industry	4.34	4.02	2.5 H.M. Limocon G. A. Miculob C. C. Ranara R. M. Revil 2011	The Laundry management may be able to dry clothes, linens and other textile on sunlight to conserve energy.	The extent of applications on green laundry among selected hotels in Davao city is extensive
The study is anchored to green port theory developed by Meurling & Raman (2005).	4.02	4.07	3.3 D.L. Padilla E. C. Valenzona C. D. Sarsosa G. S.Bitoy' 2012	The seaport employees should learn by heart the mechanics of sustainable green practices , particularly solid waste disposal ,	The total frequency of the respondent is 36 wherein in terms of position, the rank and file employees have the highest frequency, in

				water conservation and energy conservation.	terms of length of service the respondent working 6 to 10 years have
This study is anchored on the theory and ideas of Wilson (2007) Expresses that the preservation or improvement of the natural environment		2.08	3.5 M.R. Lopeccillo M. F. Babor G. P. Siglos E. N. Ramos 2012	It is Highly recommended that the local government should coordinate with the sanitation's bureau to formulate rules and policies and strict	Majority of the respondents who are owners/operators of fish pen restaurant slightly
The study is anchored to waste management design developed by pongracs (2005).	4.26	4.03	3.6 A.C. Altamirano J.T. Lorico M.S. Montojo J.E. Tutor 2012	The government sector should give more attention in checking if fast food chains around Davao City are following the ordinance , banning the use of non-biodegradable plastics and polystyrene containers used for food and beverages.	All of the four fast food chains got the total of 20 percent each. In the level of eco friendly practices of fast food chains , the fast food chains often practice energy conservation , water conservation and recycling
The study was anchored to modern environmentalism theory adapted by	4.38	4.31	3.8 B. Gonzales J. Racza J. Padoo J. Kasim 2012	The Local Government Administration of IGACOS may provide written directives in line with RA 9003	The level of awareness on sustainable green hospitality among privately owned resorts

<p>Cartwright (2010).</p>				<p>regarding proper waste disposal as well as conservation of water and energy, which the resort owners should introduce to their employees and guests for sustainable green resorts</p>	<p>at IGACOS is high.</p>
<p>According to natrons restaurant news (2011), that three out of five adults , or 60 percent , said that they would rather visit restaurant that adopting green practices . According to Hudson Riehe the associatio ns senior vice presidents of the research and knowledge group.</p>	<p>4.20</p>	<p>4.20</p>	<p>4.4 J. Felisan R. Galicia R. Olis K. Trinidad 2014</p>	<p>The owners or managers of restaurants may implement more green practices in their restaurants to encourage other restaurateurs to become more environmental ly responsible and not just to become eco-friendly but it could capture the interest of the customers.</p>	<p>Green restaurant practices are highly important for the customers resulting to very high customer purchase intentions.</p>
<p>This study is anchored on the theory of Kurzinger (2006)</p>	<p>3.80</p>	<p>3.56</p>	<p>4.6 M. A. Encarnacion R. L. Labajo K. M. Ferrer J. M. Oniola 2014</p>	<p>The resort owner should consider using the dual flush and low flow toilet flush which is</p>	<p>The level of sustainable housekeeping practices in selected resorts in</p>

which states that sustainable housekeeping practices describes to the different activities that deals the prevention of inefficient use and depletion of raw materials.				highly efficient and is one of the many technologies that provide a way to conserve water and save money to establishment	Davao city is moderate.
This study anchored in the theory of Kotler (1974); Turley and Miliman (2000) studied about “atmosph eric” that focuses on the visual characteristic of restaurant.	4.54	4.54	6.2 D. C. Barriatos J. C. Cabuga L. M. Salilin 2016	Restaurant should also be aware of the customers’ age , educational attainment and status , as these are factors that affect their restaurant choices of dining.	Green demands of restaurant is very high .there is no significant difference in the level of green demands of restaurant in davao city .

Table 3. *Willingness to Stay and to Pay.*

Theory	Mean Result		Author	Recommendations	Conclusion
	Willingness to stay	Willingness to pay			

Theory of planned behaviour as mentioned by Han & kim (2010) in their study on green hotel customers decision formation	4.16	4.06	4.3 C. D. Capricho E. D. Gabertan D. H. Rombaon C. R. Romero 2014	Those resorts and other lodging establishment that are not yet environmental friendly, they must implement green practices to attract more guests.	In the level of guest purchase intention respondents were very likely to pay and stay at green
	4.17	3.91	4.2 S. Gomez T. Podador R. Udang 2014	Highly recommended to those future researcher to study the other side and deeper side of Inn socio demographic	It concluded that the Inn customers in terms of socio demographic and green behaviour of dynamic is very high. level of customers socio demographic is high

Table 4. *Waste Management*

Theory	Mean Result	Author	Recommendations	Conclusion
	Waste Management			
This study was anchored on the theory of Mancur Otsun Jr.(1965) named "Collective Action Theory	4.84	2.4 K. S. Cabe A. S. Inte R. A. Perez 2011	LGU must provide Waste Management Program campaigns where residents in Davao City will be responsible enough for the waste Management Program of Davao City	The level of Environment programs that the local government is implementing which has the highest mean level is the waste management program.
This study is anchored on the Republic Act 9003, known as, An act providing for	4.30	3.1 R. M. Siman J. M. Bandiala G. D. Polido	It is a recommended that another study be conducted in other museums excluded of this study to be able to	The three museums have almost the same artefacts like tribal clothes, painting, tribal houses, history of

an ecological solid waste management program		L. T. Crowel 2012	see a bigger and clearer picture of the green practices of all museums in this city	the different tribes of Davao city.
This study is anchored on the theory and ideas of Wilson (2007) Expresses that the preservation or improvement of the natural environment	2.28	3.5 M.R. Lopeccillo M. F. Babor G. P. Siglos E. N. Ramos 2012	It is Highly recommended that the local government should coordinate with the sanitation's bureau to formulate rules and policies and strict	Majority of the respondents who are owners/operators of fish pen restaurant slightly
Study based on the theory of responsible garbage management introduced by Hernanie de guzman 2010 (health and home)	3.47	3.7 I.R. Cahipe C.M. Camile M.P. Brato III R.M. Sidayon 2012	The food establishment should negotiate to other food establishment to generate another income from non-conforming waste specially the leftover of the customer	In the area of waste management and eco-friendly there is a significant difference exist in the awareness on environment saving using non-conforming waste converted into feeds among restaurant
According to natrons restaurant news (2011), that three out of five adults , or 60 percent , said that they would rather visit restaurant that adopting green practices . According to Hudson Riehie the associations senior vice presidents of the research and knowledge group.	4.20	4.4 J. Felisan R. Galicia R. Olis K. Trinidad 2014	The owners or managers of restaurants may implement more green practices in their restaurants to encourage other restaurateurs to become more environmentally responsible and not just to become eco-friendly but it could capture the interest of the customers	Green restaurant practices are highly important for the customers resulting to very high customer purchase intentions.

This study is anchored on the theory of Kurzinger (2006) which states that sustainable housekeeping practices describes to the different activities that deals the prevention of inefficient use and depletion of raw materials.	3.66		4.6 M. A. Encarnacion R. L. Labajo K. M. Ferrer J. M. Oniola 2014	The resort owner should consider using the dual flush and low flow toilet flush which is highly efficient and is one of the many technologies that provide a way to conserve water and save money to establishment
				The level of sustainable housekeeping practices in selected resorts in Davao city is moderate

Table 5. *Waste Disposal and Segregation*

Theory	Mean Result		Author	Recommendations	Conclusion
	Waste disposal	Segregation			
This study is anchored on the theory of petts et al. (1995) the objectives are to isolate the waste from the surrounding environment to undertake the transfer in such as a manner as to eliminate or reduce the risk of an accident		4.06	1.3 S. P. Delda J. G. Ojas K. F. Valencia 2009	Establishment should deepen the training of employees regarding the importance of waste segregation	First , In terms of hazardous material separation, employees undergo training and procedure regarding the method of separation.

<p>This study is anchored on the Republic Act No. 9003 or the “Ecological Solid Waste Management Act” provides the legal framework for the country’s systematic, comprehensive and ecological solid waste management program</p>	3.5	4.0	<p>1.4 J. S. Arcamo J.A. Maestrado J.Olis L. S. Similatan 2009</p>	<p>The selected parks in Davao City should maintain continuously the implementation of waste management practices so that the ordinance will not be useless and the park visitors will be able to discipline and become responsible in taking good care of the park</p>	<p>The extent of waste management Program is often practiced. There is a significant difference between in waste management practices of four recreational parks in Davao city as to the different practices come from respondents.</p>
<p>The study is anchored also to the germ theory adapted by McMichael (2005).</p>		4.47	<p>2.1 D. I. Pabilada C. Pinongpong R. S. Mulat R. Lu 2011</p>	<p>Recommended barangays officials to continue the information drive until the residents are fully complying with the city ordinance on Ecological Solid Waste Disposal program 2009.</p>	<p>The level of awareness on solid waste disposal system among park goers in Davao city high. There is no significant difference on the awareness on solid waste disposal system among park goers in Davao city when analysed by age and educational attainment.</p>
<p>The study is anchored to green port theory developed by Meurling & Raman</p>	4.16		<p>3.3 D.L. Padilla E. C. Valenzona C. D. Sarsosa G. S.Bitoy' 2012</p>	<p>The seaport employees should learn by heart the mechanics of sustainable green practices ,</p>	<p>The total frequency of the respondent is 36 wherein in terms of position, the rank and file employees have the highest frequency, in terms of length of service the respondent</p>

(2005). In defining green practices at the container terminal, port planners have begun where environmental				particularly solid waste disposal , water conservation and energy conservation.	working 6 to 10 years have
Study based on the theory of responsible garbage management introduced by Hernanie de guzman 2010 (health and home)	4.65		3.8 B. Gonzales J. Racza J. Pado J. Kasim 2012	The Local Government Administration of IGACOS may provide written directives in line with RA 9003 regarding proper waste disposal	The level of awareness on sustainable green hospitality among privately owned resorts at IGACOS is high.

DISCUSSION

In general, there were 29 researches used as the data of the study that focuses on the idea of Green Practices.

In the first table, it was shown that the indicators were the 3 R's (Reuse, Recycle, Reduce). There were three studies that used the same indicators and had different recommendations and conclusions.

The study that was conducted during 2010 concluded that waste management oftentimes practiced by the selected fast food in Davao City is the Repair/Recover method and recommended that further research can be conducted in the area that is not explored in this study.

A study during 2011 concluded that the level reducing and reusing among the beach resort is at the often level. There is a significant difference in terms of recycling, reducing and reusing and recommended that the resort management must be encouraged to increase their efforts of proper disposal of non-biodegradable material until it will become a habit and practice of the resort. The 2015 study concluded that the level of solid waste management practices in university of Mindanao was high. Researchers of the said study recommended that the local government officials of Davao City should continue to conduct information campaign regarding solid waste management practices to the students, teaching and non- teaching to continually learn to reduce, reuse and recycle.

The next indicators for different researches with the same main idea were Water Conservation and Energy Conservation. There were seven research who used these indicators.

The study conducted by the group of H.M. Limocon, 2011 concluded that The extent of applications on green laundry among selected hotels in Davao city is extensive. The group also recommended that the Laundry management may be able to dry clothes, linens and other textile on sunlight to conserve energy.

In 2012, a study concluded that the total frequency of the respondent is 36 wherein in terms of position, the rank and file employees have the highest frequency, in terms of length of service, the respondent working 6 to 10 years have and recommended that the seaport employees should learn by heart the mechanics of sustainable green practices , particularly solid waste disposal , water conservation and energy conservation.

On the same year, a study concluded that majority of the respondents who are owners/operators of fish pen restaurant slightly. It was highly recommended that the local government should coordinate with the sanitation's bureau to formulate rules and policies and strict.

Another study of the same year concluded that All of the four fast food chains got the total of 20 percent each. In the level of eco-friendly practices of fast food chains, the fast food chains often practice energy conservation, water conservation and recycling. The recommendation was government sector should give more attention in checking if fast food chains around Davao City are following the ordinance, banning the use of non-biodegradable plastics and polystyrene containers used for food and beverages.

For the year 2012, a study concluded that the level of awareness on sustainable green hospitality among privately owned resorts at IGACOS is high and recommended that the Local Government Administration of IGACOS may provide written directives in line with RA 9003 regarding proper waste disposal as well as conversation of water and energy, which the resort owners should introduce to their employees and guests for sustainable green resorts.

In 2014, a study concluded that green restaurant practices are highly important for the customers resulting to very high customer purchase intentions. The study also recommended to the owners or managers of restaurants that they may implement more green practices in their restaurants to encourage other restaurateurs to become more environmentally responsible and not just to become eco-friendly but it could capture the interest of the customers.

On the same year, a study concluded that the level of sustainable housekeeping practices in selected resorts in Davao city is moderate and came up with a recommendation that resort owner should consider using the dual flush and low flow toilet flush which is highly efficient and is one of the many technologies that provide a way to conserve water and save money to establishment.

The last research who used the same indicators was conducted during 2016. The study concluded that green demands of restaurant is very high. There is no significant difference in the level of green demands of restaurant in Davao City and recommended that restaurant should also be aware of the customers' age, educational attainment and status, as these are factors that affect their restaurant choices of dining.

It was followed by the researchers that used the "willingness to stay" and "willingness to pay" as their indicators. There were two studies who used these indicators. Both studies were conducted in 2014.

The study conducted by the group of C. D. Capricho concluded that in the level of guest purchase intention respondents were very likely to pay and stay at green. Researchers also recommended that resorts and other lodging establishment that are not yet environmentally friendly, they must implement green practices to attract more guests.

Meanwhile, the study that was conducted by the group of S. Gomez concluded that the Inn customers in terms of socio demographic and green behaviour of dynamic is very high. Level of customers socio demographic is high. The recommendation for the study was for the future researcher to study the other side and deeper side of Inn socio demographic.

This time, the indicator that was being emphasized was the Waste Management. There were six studies who used the said indicators and of different years.

The first study who used the Waste Management as indicator was conducted in 2011. The study concluded that the level of Environment programs that the local government is implementing which has the highest mean level is the waste management program. The recommendation was that LGU must provide Waste Management Program campaigns where residents in Davao City will be responsible enough for the waste Management Program of Davao City.

In 2012, a study conducted by the group of R. M. Siman concluded that museums have almost the same artefacts like tribal clothes, painting, tribal houses, history of the different tribes of Davao City. It also recommended that another study should be conducted in other museums excluded of this study to be able to see a bigger and clearer picture of the green practices of all museums in this City.

Another study in 2012 concluded that majority of the respondents who are owners/operators of fish pen restaurant slightly and highly recommended that the local government should coordinate with the sanitation's bureau to formulate rules and policies and strict.

On the same year, the group of I.R. Cahipe concluded in their study that in the area of waste management and eco-friendly there is a significant difference exist in the awareness on environment saving using non-conforming waste converted into feeds among restaurant. The study also recommended that the food establishment should negotiate to other food establishment to generate another income from non-conforming waste specially the leftover of the customer.

In 2014, the study of M. A. Encarnacion's who used the same indicators concluded that the level of sustainable housekeeping practices in selected resorts in Davao city is moderate. It was recommended in the study that resort owner should consider using the dual flush and low flow toilet flush which is highly efficient and is one of the many technologies that provide a way to conserve water and save money to establishment.

On the same year, another study conducted and concluded that green restaurant practices are highly important for the customers resulting to very high customer purchase intentions and

recommended that owners or managers of restaurants may implement more green practices in their restaurants to encourage other restaurateurs to become more environmentally responsible and not just to become eco-friendly but it could capture the interest of the customers.

The last indicators were the Waste Disposal and the Segregation. There were five studies who used the said indicators.

In 2009, a study concluded that in terms of hazardous material separation, employees undergo training and procedure regarding the method of separation. The recommendation of the study was that establishment should deepen the training of employees regarding the importance of waste segregation. Additionally, another study conducted on the same year concluded that the extent of waste management Program is often practiced. There is a significant difference between in waste management practices of four recreational parks in Davao city as to the different practices come from respondents. Also, it was recommended by the study that the selected parks in Davao City should maintain continuously the implementation of waste management practices so that the ordinance will not be useless and the park visitors will be able to discipline and become responsible in taking good care of the park.

In 2011, another study came up and concluded that level of awareness on solid waste disposal system among park goers in Davao city high. There is no significant difference on the awareness on solid waste disposal system among park goers in Davao city when analysed by age and educational attainment and recommended that barangay officials to continue the information drive until the residents are fully complying with the city ordinance on Ecological Solid Waste Disposal program 2009.

There were two of different studies conducted in 2012 that used the same indicators. First, the study conducted by the group of D.L. Padilla. The group concluded that the total frequency of the respondent is 36 wherein in terms of position, the rank and file employees have the highest frequency, in terms of length of service the respondent working 6 to 10 years have. The recommendation of the study was that, seaport employees should learn by heart the mechanics of sustainable green practices, particularly solid waste disposal, water conservation and energy conservation.

Lastly, the study conducted by the group of B. Gonzales. The group concluded in their study that the level of awareness on sustainable green hospitality among privately owned resorts at IGACOS is high and recommended that the Local Government Administration of IGACOS may provide written directives in line with RA 9003 regarding proper waste disposal.

To sum up these information, over the years, the awareness of Green Movement was slowly spread all over the community especially to the Hospitality industry. There were different ways that helped in spreading the awareness conveniently. These such ways were: government conducting seminars, owners of the establishments' hands-on participation, social media advertisements, poster and flyers.

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