

EFFECTIVENESS OF ECO-FRIENDLY INITIATIVES: BASIS FOR HOSPITALITY SUSTAINABILITY

ABSTRACT

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This research examines the impact of eco-friendly initiatives on promoting sustainability in the hotel industry, with a specific focus on the Manila Grand Opera Hotel. Guided by the Theory of Green Purchase Behavior, the study explores how the implementation of sustainable practices—such as effective waste management and energy conservation—affects both the hotel's operational performance and the satisfaction of its guests. This study employed a quantitative descriptive research design, utilizing structured survey questionnaires as the primary data collection instrument. A total of 50 employees from various departments of the Manila Grand Opera Hotel were selected using a simple random sampling method. The survey aimed to evaluate the implementation and perceived effectiveness of eco-friendly practices, including energy efficiency, waste reduction, water conservation, and environmental protection. Data gathered were analyzed using weighted mean scores, complemented by a verbal interpretation scale to assess the relevance and impact of each sustainability initiative. The demographic profile revealed that the majority of respondents were aged between 33 and 37 years and were primarily assigned to the housekeeping department. Among the various eco-friendly initiatives examined, waste management emerged as the most extensively practiced, followed by water conservation and environmental protection. In the area of energy conservation, respondents strongly agreed that the hotel utilized energy-efficient equipment and LED lighting systems, contributing to reduced power consumption. However, the adoption of solar energy received the lowest evaluation, indicating minimal integration of renewable energy sources. Waste management practices received the highest ratings, with employees citing the presence of systematic waste segregation procedures, clearly labeled disposal bins, and consistent guest reminders as critical components of the hotel's environmental sustainability efforts. The study's findings indicate that eco-friendly initiatives—such as energy-efficient infrastructure and comprehensive waste management—are not only well-integrated into hotel operations but are also positively perceived by staff members. These practices reflect a strong organizational commitment to sustainability. However, the minimal adoption of renewable energy sources, particularly solar power, highlights a significant opportunity for further enhancement. The results underscore the vital role of employee engagement and awareness in the effective implementation of sustainable practices. Moreover, the study emphasizes the need for continuous improvement to align hotel operations with evolving global sustainability goals. Strengthening these initiatives can foster greater environmental responsibility, enrich guest experiences, and enhance the hotel's reputation in an increasingly eco-conscious hospitality market.

RECOMMENDED CITATION

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