

## The Struggle for Environmental Sustainability: Hospitality Industry Perspectives

By

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### Abstract

Environmental sustainability has emerged as a pressing concern for the hospitality industry due to its intensive consumption of natural resources and growing environmental impact. This study examines the struggle for environmental sustainability within the hospitality sector in Ahmedabad, drawing insights from an exploratory study conducted across two hotels and two restaurants. The research assesses sustainability awareness, identifies key environmental challenges, analyzes barriers to implementation, and evaluates the integration and outcomes of sustainable practices within hospitality operations.

The findings reveal that government regulations play a significant role in shaping sustainability awareness and influencing business practices. Many establishments have adapted their operational strategies primarily to comply with regulatory requirements, highlighting the strong impact of governmental guidelines on sustainability initiatives. Key environmental concerns identified include excessive energy and water consumption, waste management challenges, and carbon emissions, which affect operational efficiency and, to a moderate extent, profitability. While the overall impact on brand reputation was reported as moderate, certain establishments—such as La Pino'z—observed a notable positive influence on customer perception due to visible sustainability efforts.

The study found that hospitality businesses have adopted a range of sustainable practices, including energy-efficient lighting and appliances, water conservation measures, waste segregation and composting, eco-friendly packaging, and the sourcing of sustainable and plant-based food options. However, implementing these practices is constrained by high costs, limited awareness and technical expertise, and resistance from staff and management, particularly in larger establishments.

Sustainability performance is measured through cost savings, customer feedback, reduced environmental impact, and regulatory compliance. Despite existing challenges, the establishments demonstrate a strong commitment toward expanding future sustainability initiatives, indicating a gradual shift toward more sustainable hospitality operations in Ahmedabad.

**Keywords:** Environmental Sustainability, Hospitality Industry, Environmental Management, Waste Reduction, Energy Efficiency, Regulatory Compliance

### Introduction

Environmental sustainability has become a central concern for organizations across industries, particularly for service sectors such as hospitality that are highly dependent on natural and environmental resources. Hotels and restaurants consume significant amounts of energy and water, generate substantial waste, and contribute to carbon emissions through daily operations. At the same

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time, the hospitality industry plays a vital role in economic development, employment generation, and urban growth. This dual role positions the industry at the intersection of economic progress and environmental responsibility, making sustainability a strategic, ethical, and operational challenge.

Globally, the growing awareness of climate change, resource depletion, and environmental degradation has compelled hospitality organizations to adopt sustainable practices such as energy-efficient technologies, waste minimization, water conservation, and responsible sourcing. Customers, investors, and regulatory bodies increasingly expect hospitality businesses to demonstrate environmental accountability and transparency. However, despite heightened awareness and policy advocacy, the adoption of sustainable practices within the hospitality sector remains inconsistent. Many organizations struggle to move beyond symbolic initiatives toward systematic integration of sustainability into business strategy and decision-making.

In developing economies such as India, the challenge of environmental sustainability in hospitality is particularly complex. Rapid urbanization, expanding tourism, infrastructure constraints, and cost pressures often limit the ability of hotels and restaurants to invest in sustainable technologies and processes. Moreover, gaps in awareness, limited technical expertise, and ambiguous regulatory frameworks further impede effective implementation. As a result, sustainability efforts in the Indian hospitality sector are frequently reactive rather than proactive and operational rather than strategic.

Ahmedabad, one of India's fastest-growing urban cities and a prominent commercial, educational, and cultural destination, provides a relevant context for examining these challenges. The city has experienced notable growth in hotels and restaurants catering to business travelers, tourists, students, and local consumers. The numbers are projected to rise further with Ahmedabad having won the bid to host the 2030 Commonwealth Games. Simultaneously, Ahmedabad faces significant environmental concerns, including water scarcity, waste management challenges, and rising energy demand. Given these conditions, hospitality organizations in the city play a crucial role in supporting urban environmental sustainability. However, empirical research examining how hotels and restaurants in Ahmedabad perceive sustainability, respond to environmental challenges, and integrate sustainable practices into management strategies remains limited.

## Concepts

### *Sustainability*

'Sustainability' is a concept of economics, related to welfare. Economists use 'sustainability' as a criterion indicating development, and propound that specific indicators of welfare are non-declining over the very long term. Under these conditions, development is sustained (Pezzey, 1989). Before this, in 1987, the Brundtland Report, also on the topic of development, defined sustainability as "meeting present needs without compromising future generations' ability to meet theirs" (Our Common Future, 1987). This definition remains the foundation and serves as the bedrock of the concept. Penn State University sees sustainability as "the simultaneous pursuit of human health and happiness, environmental quality, and economic well-being for current and future generations" (Penn State, n.d.).

Today, sustainability has evolved into a multifaceted concept encompassing environmental, social, and economic dimensions. Environmental sustainability is indeed fundamental to human survival, but social factors are crucial to its appeal (Goodland, 1998). To this three-pillar framework, Seghezzeo proposed a model incorporating place (the three dimensions of space), permanence, and persons (Seghezzeo, 2009).

### *Environmental Sustainability*

Environmental sustainability, or ES, is defined as "a set of constraints on four major activities regulating the scale of the human economic subsystem: pollution and waste assimilation on the sink side, and the

use of renewables and non-renewables on the source side” (Goodland, 1998). Based on this definition, it is clear that we are doing the opposite of ES. We contribute to pollution and waste assimilation while also consuming renewable and non-renewable resources. Our activities, such as burning fossil fuels, deforestation, and urbanization, have increased the concentration of greenhouse gases in the Earth’s atmosphere, causing climate change. The manufacturing sector is a significant contributor to climate change, alongside the power generation and mining industries (United Nations - Climate Action, 2025). Over the past decade, the world has witnessed the effects of climate change, including higher temperatures, more severe storms, increased droughts, rising sea levels, species loss, and heightened health risks, among other issues (United Nations - Climate Action, 2025). Through our actions, we have not improved “environmental quality,” nor have we contributed to the “economic well-being of current and future generations,” in any meaningful way.

Since accountability for harming the environment lies with us both individually and socially, corrective actions must also be taken at multiple levels.

## **Literature Review**

Education plays a crucial role in overcoming existing problems and preventing further environmental degradation. Environmental sustainability education, social sustainability education, education for sustainable development, and green skills education are crucial for addressing global challenges (Maniatis, 2024).

On their part, organizations; particularly business organizations are also held accountable. In the mid-1990s itself, the growing role of sustainability in corporate strategy was recognized as businesses responded to industrial pollution, resource depletion, and climate change. Companies began integrating Environmental Management Systems (EMS) to reduce waste, enhance efficiency, and comply with regulations. Proactive strategies, such as pollution prevention, green product design, and recycling, that enhance financial performance and competitiveness, started being adopted. Case studies from 3M, AT&T, and Xerox highlight cost savings and profitability through eco-friendly practices.

Organizations tackle sustainability through various macro trends and innovation types, including technological, marketing, and product/service innovations (Gaudig, 2021). A corporate sustainability typology has been proposed to analyze sustainability drivers and foster sustainable practices in enterprises (Silvestre, Antunes, & Filho, 2016). Manufacturing organizations focus on specific sub-dimensions of sustainability that include water withdrawal, emissions, waste generation, and resource depletion, with the environmental aspect often receiving the most attention (Eslami, Dassisti, Lezoche, & Panetto, 2019). Dynamic capabilities for sustainability have been developed and categorized, based on innovation, novelty, and stakeholder integration (Ortiz-Avram, Ovcharova, & Engelmann, 2024). In agriculture, sustainability can be assessed across multiple dimensions, with factors such as education and good agricultural practices, particularly organic farming, influencing cultivation sustainability. However, challenges such as regulatory compliance, consumer demands, and technological limitations persist. Successful firms align environmental goals with business strategies, leveraging innovations such as eco-friendly materials and circular-economy principles.

Berchicci and Bodewes (Berchicci & Bodewes, 2005) examine the challenges of integrating sustainability into new product development (ENPD), as traditional NPD often overlooks environmental concerns. Companies face trade-offs between sustainability, price, quality, and performance, with success relying on strong management support and market alignment. While green products enhance brand reputation, consumer willingness to pay a premium is often overestimated. Barriers include organizational resistance and misaligned corporate strategies. Successful cases, like Xerox’s copier leasing model, show that innovative business models can achieve both sustainability and profitability.

Subrata Mitra (Mitra, 2023) highlights the vital role of Indian MSMEs in economic growth, accounting for 30% of GDP and employing over 110 million people. However, they generate significant carbon emissions and industrial waste, necessitating sustainable practices. Barriers to sustainability include financial constraints, lack of awareness, and limited government support. Despite these challenges, flexibility of MSMEs and their community ties position them as key drivers of sustainable development.

Radoslaw Wolniak, Bożena Gajdzik, and Wes Grebski (Wolniak, Gajdzik, & Grebski, 2023) emphasize the need to integrate sustainability into corporate strategies to balance economic, social, and environmental goals. Sustainable practices like energy efficiency, waste reduction, and carbon footprint minimization enhance innovation, cost savings, and brand reputation. However, challenges include high costs, resistance to change, and complex supply chains. Government policies, stakeholder collaboration, and technology play key roles in adoption. Companies like Google, Patagonia, and Tesla showcase how sustainability can drive competitive advantage and long-term business success.

In the hospitality industry, Shaikh and Bhautik (Shaikh & Bhautik, 2022) review sustainable practices, highlighting the growing importance of environmental conservation. Hotels adopt green initiatives such as energy and water conservation, waste management, and eco-friendly sourcing to reduce their environmental impact. Their research shows that sustainability improves cost savings and brand reputation, with guests willing to pay more for eco-friendly stays. However, challenges include high investment costs, lack of awareness, and resistance to change. Studies in Turkey and the U.S. reveal gaps in environmental policies, calling for further research on government incentives and consumer behavior to enhance sustainability in hospitality.

## Research Gaps

From the Literature review, a clear research gap emerges:

1. Limited studies on the service sector: Most research on environmental sustainability focuses on manufacturing and SMEs. In contrast, fewer studies examine how service-oriented businesses (hotels and restaurants) integrate sustainability into their business strategies.
2. Lack of focus on business management in hospitality sustainability: While some research explores sustainable practices in hotels, few studies analyze how environmental issues influence business management strategies, decision-making, and competitive positioning in the hospitality sector.
3. Overemphasis on large hotel chains: Existing research is seen to focus on global hotel brands rather than small, independent hotels and restaurants, which face different sustainability challenges due to resource constraints and operational limitations.
4. Minimal research on sustainability challenges in restaurants: While hotels have been studied in sustainability contexts, restaurants receive significantly less attention in environmental management research. Key issues like food waste, energy consumption, and sourcing sustainable ingredients are not widely explored.

## Research Objectives

Thus, the research objectives of our study are:

1. To assess the awareness and perception of environmental sustainability among hotels and restaurants in Ahmedabad.
2. To identify the key environmental issues affecting the hospitality sector.

3. To analyze the major barriers that affect the implementation of sustainable management strategies in the hospitality industry.
4. To investigate how sustainability is integrated into business management strategies and decision-making processes.
5. To examine the measurable benefits of sustainability practices on cost savings, operational efficiency, and brand reputation.
6. To recommend effective strategies and policy measures to enhance environmental sustainability in Ahmedabad's hospitality sector.

## Methodology

This study adopts a qualitative approach to gain in-depth insights into how hotels and restaurants in Ahmedabad manage environmental sustainability. The data source is primary as it was gathered through personal interviews and observation, allowing for firsthand insights from industry professionals. Hotel/restaurant owners, managers, sustainability officers, and key decision-makers were the target interviewees. A semi-structured interview format was used to allow flexibility while ensuring that key research areas were covered.

For this study on environmental issues and business management in hotels and restaurants in Ahmedabad, the sample consisted of:

- Hotel Managers: 2
- Restaurant Managers: 2
- Total Sample Size: 4 respondents

A purposive sampling approach was used. Participants were selected based on their role as decision-makers in their establishments (hotel and restaurant managers). The researchers tried to ensure that each participant knew sustainability practices, business operations, and regulatory compliance. Radisson Blu and Le Grande were the two hotels and Space6 and La Pino'z were the two restaurants chosen based on their engagement with environmental issues.

## Interview Feedback and objective-wise findings

Interviews with two hotels (Radisson Blu & Le Grande) and two restaurants (Space6 & La Pino'z) were conducted in Ahmedabad as part of this research, which examines the impact of environmental issues on business management practices in the city's hospitality sector.

### *Objective 1. Awareness and Perception of Environmental Sustainability*

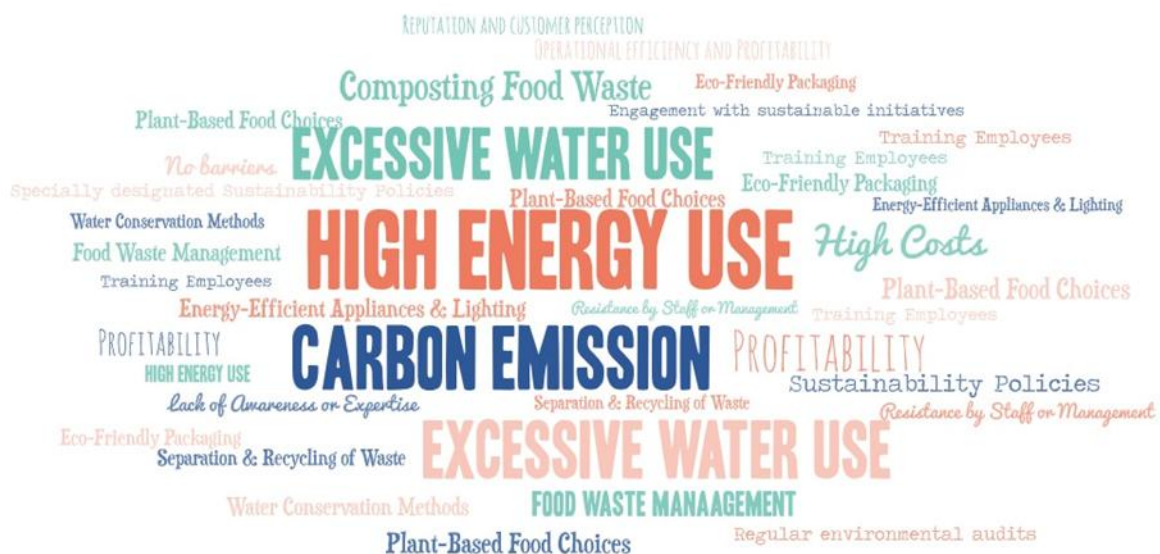
The study found that all four businesses—Radisson Blu Hotel, La Pino'z, Space 6, and Le Grande Residency—were aware of the importance of environmental sustainability. However, the reasons for this awareness varied across businesses:

- Radisson Blu Hotel, Space 6, and Le Grande Residency demonstrated a strong awareness of sustainability practices, primarily driven by government regulations and industry norms. These businesses recognize sustainability as an essential aspect of long-term business viability and compliance.
- La Pino'z, on the other hand, was more influenced by customer expectations rather than government regulations. The restaurant noted that customers increasingly prefer eco-friendly establishments, pushing them to adopt sustainability initiatives.

- Despite this awareness, some businesses struggle to translate knowledge into action. Smaller businesses, like La Pino’z, find it difficult to implement large-scale sustainability measures due to budget constraints, while others, like Radisson Blu Hotel, lack specialized expertise in sustainability management.

Thus, while awareness exists, the level of engagement and implementation differs, with larger businesses having more structured sustainability strategies and smaller businesses focusing on incremental, customer-driven changes.

*Objective 2. Key Environmental Issues in the Hospitality Sector*



Navy Blue- Radisson Blu

Coral- Le Grande

Peach- Space6

Teal- La Pino’z

The businesses identified several environmental issues impacting their operations, including:

- High Energy Use – A significant concern for Le Grande Residency and La Pino’z, leading to increased operational costs.
- Water Overuse – A significant issue for Space 6 and La Pino’z, with Space 6 focusing on low-flow taps and water recycling.
- Waste Management – Plastic and packaging waste were highlighted by Space 6 and Radisson Blu, while food waste management was a major issue for La Pino’z.
- Carbon Emissions – Specifically reported by Radisson Blu Hotel, which is considering solar energy to reduce its footprint.

These environmental issues have a moderate impact on operational efficiency but a minor impact on profitability. La Pino'z, however, reported a strong impact on reputation and customer perception, as customers prefer eco-friendly businesses.

### *Objective 3. Barriers to Implementing Sustainability Strategies*

Despite their commitment to sustainability, businesses in Ahmedabad's hospitality sector face multiple challenges in implementing sustainability measures.

- **High Costs** – The biggest barrier, especially for smaller businesses like La Pino'z, which struggle to afford the infrastructure changes required for sustainability.
- **Lack of Expertise & Awareness** – Radisson Blu Hotel reported that knowledge gaps make sustainability adoption difficult. Businesses often lack specialized personnel trained in environmental management.
- **Resistance from Staff & Management** – Le Grande Residency and La Pino'z indicated that employees and management sometimes resist change due to a lack of understanding or motivation. Internal training and engagement programs could help overcome this issue.
- **Regulatory Complexity** – Although businesses comply with government regulations, they expressed the need for clearer policies and stronger incentives, such as subsidies or tax benefits, to make sustainability investments more feasible.

These barriers suggest that while businesses want to be more sustainable, they need financial support, training, and industry collaboration to achieve their goals.

### *Objective 4. Integration of Sustainability into Business Strategies*

The study found that sustainability is being integrated into business operations, but the extent of integration varies across businesses:

- Radisson Blu Hotel and Space 6 have formal sustainability policies and actively engage with sustainable suppliers. Their strategies include employee training, energy-efficient technologies, and waste management programs.
- La Pino'z has taken smaller but important steps, such as eco-friendly packaging and customer engagement programs. However, it lacks a formal sustainability strategy due to financial and operational constraints.
- Le Grande Residency follows Standard Operating Procedures (SOPs) for energy efficiency and waste reduction but faces internal resistance, making it difficult to implement advanced sustainability measures.

While sustainability is integrated into daily operations, it is not yet a core business strategy for all businesses, indicating a need for more structured long-term planning.

### *Objective 5. Measurable Benefits of Sustainability Practices*

Businesses assess the success of their sustainability initiatives using the following key performance indicators:

- **Cost Savings** – All businesses, particularly Radisson Blu Hotel and Space 6, reported savings from sustainability programs, such as lower electricity bills and reduced waste disposal costs.

- Customer Feedback – La Pino’z found that sustainability measures enhanced customer loyalty and brand reputation, showing that eco-conscious consumers prefer green businesses.
- Environmental Impact – Businesses measure sustainability success based on waste reduction, lower carbon emissions, and improved energy efficiency.
- Regulatory Compliance – Ensuring ongoing compliance with government policies is another important indicator of success.

While businesses recognize short-term benefits, some struggle to measure long-term profitability improvements, suggesting the need for better data tracking and impact assessment methods.

### **Other findings**

#### *Future Sustainability Plans*

Companies expressed a strong commitment to expanding their sustainability efforts. Radisson Blu Hotel aims to reduce its carbon footprint, Le Grande Residency plans to transition to plastic-free operations, and Space 6 intends to further optimize water conservation strategies.

### **Limitations of the Study**

#### **1. Limited Sample Size**

The study is based on interviews with four organizations (two restaurants and two hotels), which may not be indicative of the diversified hospitality sector of Ahmedabad. The small sample size limits conclusions to be derived from the outcomes, as big or small hotels, budget hotels, or fine dining restaurants could have varying sustainability issues and approaches. A wider and diversified sample could potentially provide a better summary of regional trends in sustainability.

#### **2. Geographical Scope**

The study focuses on hospitality companies solely in Ahmedabad, which could limit its ability to generalize for other cities or areas. The environment, regulations, and operational practices of a company are widely divergent for different geographical regions, and findings may not reflect the conditions for hospitality companies for other parts of India or other countries. Conducting research in multiple cities or regions on a larger scale would allow for comparisons and broader implications.

#### **3. Self-Reported Data and Potential Bias**

The data provided herein is based on self-reporting data obtained from interviews and may be subject to response bias. Respondents would tend to overstate their chase for sustainability and understate any challenges in the hope of presenting a better image for their firm. Another explanation for adjectives like "moderate" or "major" impact on profitability or efficiency will be applied by respondents, in such a manner that it is difficult to establish the severity degree of some issues quantitatively.

#### **4. Absence of Quantitative Data**

The study is based mainly on qualitative interview data, which provides rich detail on sustainability practice but without a quantitative value. The absence of quantitative data on the reduction in carbon footprint, cost savings, or increase in energy efficiency makes it difficult to ascertain the actual impact

of sustainability initiatives. The inclusion of quantitative analysis in subsequent studies would make the result more valid and reliable.

### **5. Time Limitations and Short-Term Analysis**

The study is time-bound and does not yield any long-term movements or trends in sustainability practice. Since measurements of sustainability and their impacts vary with time, the findings cannot be generalized to performing better constantly or facing problems in the future for the companies. Longitudinal study would provide more insight into the improvement and success in sustainability practices in the long run.

### **6. Limited Application of Customer Point of View**

Although the study recognizes that customer sustainability preferences exist and are known to firms, it lacks evidence from customer feedback. Customers' likes, expectations, and satisfaction levels regarding sustainability programs can lead to a more equitable and holistic evaluation. Attaining customers' opinions in future research might be a major insight into how sustainability affects customer loyalty and firm reputation.

### **7. Regulatory Impact Variation**

The study reveals that the companies did not seem to face any serious challenges to comply with environmental law, a fact that might be a picture of local culture for enforcing such laws. Still, regulatory impact is prone to government scrutiny, enforcement severity, and industry type. Subsequent research might continue exploring the structure of regulation in depth, breaking down the range of regulations for different sizes and types of hospitality companies.

### **8. Lack of videographic evidence & unanswered questions**

While businesses discussed their sustainability practices, three out of four organizations denied providing videographic evidence, limiting the ability to visually verify their claims. Additionally, some interview questions remained unanswered, either due to confidentiality concerns or a lack of detailed knowledge by respondents. This missing data may have affected the depth of analysis.

### **Strategies and Policy Measures for Enhancing Sustainability**

This was the final objective of this study. To improve sustainability efforts in Ahmedabad's hospitality sector, the study recommends:

- Government incentives and support – Radisson Blu Hotel suggested that businesses would benefit from tax incentives, grants, and CSR collaborations to support green initiatives.
- Employee Training and Awareness Programs – Addressing the knowledge gap in Le Grande Residency and La Pino'z by conducting industry-led training sessions on sustainability.
- Waste Reduction and Plastic-Free Initiatives – Le Grande Residency aims to eliminate plastic-based products, which could be encouraged across the industry.
- Stronger Supplier Engagement – Radisson Blu and La Pino'z are working with local sustainable suppliers, a strategy that can be expanded to other businesses.
- Industry Collaboration and Knowledge Sharing – Hosting sustainability forums, workshops, and industry networking events can help businesses share best practices and collaborate on sustainability solutions.

According to the results of this study, some practical recommendations can be given to increase sustainability practices within Ahmedabad's hospitality industry. These recommendations take into account both new trends and old values to come up with inclusive, practical, and locally applicable advice for hotels and restaurants:

### **1. Adopt Traditional Eco-Friendly Practices**

Based on Indian Knowledge Systems (IKS) and Indian traditional practices, sustainable hospitality in India can be enhanced by embracing eco-conscious methods that have existed for centuries. These practices not only reduce environmental impact but also celebrate India's rich cultural heritage. The following examples would explain how traditional Indian techniques can be adapted innovatively in hotels and restaurants:

- **Use of Leaf Plates**

In many parts of South and Central India, plates and bowls made from sal, banana, or palash leaves have been used for generations. These natural serving materials are biodegradable, hygienic, and cost-effective. Adopting them in hospitality settings can also provide livelihood support to rural craft communities and reduce dependency on plastic alternatives.

- **Serving Water in Copper or Earthen Pots**

Traditional Indian households often stored drinking water in copper vessels or earthen pots (matkas). These materials keep water naturally cool. Introducing them in restaurants not only eliminates plastic usage but also educates guests on sustainable.

- **Oil Lamps (Diyas) Instead of Electric lighting**

For festivals or themed events, using oil lamps (diyas) made from clay and fueled with mustard oil or ghee offers a low-energy, culturally rich alternative to electric lighting. Candles can also be used as an alternative for diyas.

- **Rooftop or Courtyard Gardens**

Drawing inspiration from traditional "aangan" courtyards, setting up herb or kitchen gardens on rooftops or open spaces can be highly effective. These spaces not only support sustainability but also create a refreshing, green atmosphere for guests and staff alike. Growing local seasonal plants or vegetables not only reduces food sourcing costs but also brings a sense of authenticity and freshness to the dishes served.

- **Community Eating Spaces**

Inspired by the communal dining traditions of langar or bhojanalaya, hotels and restaurants can design shared spaces or offer buffet-style setups that reduce individual packaging and food waste. Surplus food can be managed sustainably through composting or community donations, aligning with values of inclusivity and minimal waste.

### **2. Encouraging Customers to Make Eco-Friendly Choices**

Hotels and restaurants can play a big role in protecting the environment by encouraging customers to make eco-friendly choices. One way to do this is by offering small rewards or discounts when guests take part in sustainable practices. These rewards not only motivate people but also build a positive image for the business as being responsible and sustainable. The following ideas show how hotels and restaurants can encourage eco-friendly behavior by offering small rewards to guests:

- **Personal Containers for Food Pickup**

If customers bring their own clean containers for takeaways or leftovers, restaurants can give them a small discount or a loyalty stamp. This reduces the use of plastic or single-use packaging, which often ends up in landfills or oceans.

- **Choose Plant-Based Meals**

Hotels and restaurants can offer a special discount or bonus points on loyalty cards when guests order plant-based or vegetarian meals. These meals are usually better for the environment because they use less water, land, and energy to produce compared to meat-based dishes.

- **Stay Without Daily Linen Change**

In hotels, guests who choose not to change their towels and bed sheets every day can be rewarded with a small voucher, discount on food, or free beverage. This saves a lot of water, detergent, and energy used in laundry services.

- **Participate in Food-Sharing or Donation Programs**

Restaurants that partner with local food banks or charities to donate leftover food can involve customers in this effort. Guests can round up their bill or contribute a small amount to support food donation programs—helping reduce waste and feed the needy.

### 3. Use of Technology to Support Sustainability

Hotels and restaurants can use modern technology to make their operations eco-friendlier and more efficient. By tracking what they use and how much waste they produce, they can find better ways to reduce their environmental impact. The following examples illustrate how hotels and restaurants can use technology to reduce their environmental impact and operate more sustainably:

- **Carbon Footprint Trackers**

These tools help hotels and restaurants measure the carbon they produce from energy use, water consumption, food waste, and transport. Once they understand their impact, they can take steps to reduce it—like using more efficient lighting, local ingredients, or renewable energy sources.

- **Guest Feedback Apps**

Technology can also be used to ask guests for ideas or feedback on green practices. For example, a restaurant might include a short sustainability survey in the digital bill or a hotel might offer a QR code in rooms asking for suggestions. This makes customers feel involved and can lead to helpful, real-world improvements

## Conclusion

Ahmedabad's hospitality industry is increasingly integrating sustainability into business operations, driven by regulations, cost savings, and customer preferences. Businesses are adopting energy-efficient appliances, water-conservation measures, waste management practices, and eco-friendly packaging. However, challenges such as high costs, a lack of expertise, and staff resistance hinder full implementation, especially for smaller hotels and restaurants.

Key environmental concerns include excessive energy and water use, waste management, and carbon emissions, impacting operational efficiency and profitability. While larger businesses can implement sustainability measures more easily, smaller establishments struggle with financial constraints.

Government policies play a crucial role, with businesses seeking incentives and training programs to support sustainability efforts.

Sustainability is not just an ethical responsibility but a strategic necessity, enhancing cost efficiency, brand reputation, and competitiveness. As environmental concerns grow, businesses that proactively refine sustainability strategies will gain an advantage. Collaboration between businesses, policymakers, and consumers is essential for long-term success.

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