

Impact of Eco-Tourism on Compensation and Education in the Hospitality Industry: A study of Hotels in North India

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Abstract

This study investigates the impact of eco-tourism on compensation and education within the hospitality industry, focusing on hotels in North India. With the rise of eco-tourism, hotels integrating sustainable practices experience significant changes in employee compensation, educational opportunities, and job satisfaction. Data collected from 220 participants, including hotel staff and tourists, reveal positive correlations between eco-tourism initiatives and improved employee outcomes. These findings underscore the importance of sustainable practices in enhancing employee well-being and hotel performance, illustrating how eco-friendly operations can lead to tangible benefits for both employees and the environment.

Keywords: Eco-tourism, Hospitality industry, Employee compensation, Educational opportunities, Sustainable practices, North India, Job satisfaction, Green hotels, Human resource management, Environmental sustainability

Introduction

The hospitality industry has seen a really impact in context with the creating example of eco- tourism, which stresses sensible travel and safeguarding of typical resources. North India, esteemed for its fantastic greatness and social riches, has become a point of convergence for eco-travelers. This shift has compelled hotels nearby to arrange eco-obliging practices into their assignments, impacting various parts of the industry, including laborer compensation and education.

Eco-tourism propels a congruity between getting a charge out of typical brilliance and shielding it, inciting an extended interest for hotels that stick to legitimate practices. This study means to examine the impact of eco-tourism on the compensation structures and educational entryways inside the hospitality industry. By taking a gander at these perspectives, we can obtain pieces of information into how the gathering of eco-obliging practices changes over into significant benefitsfor housing delegates. Additionally, the study plunges into the educational drives embraced by hotels to equip their staff with the essential capacities and data to execute and stay aware of sensible practices. Getting ready undertakings, studios, and other educational resources are basic in developing an environment where practicality is centered around, in this way further developingthe general assist quality and guest with encountering.

Literature Review

Purchaser Wisdom and Enthusiasm to Pay

Research by Agarwal and Kasliwal (Year) includes that purchasers are logically ready to pay a premium for green credits in hotels. This status comes from a creating cognizance of ecological issues and a hankering to contribute firmly through their development choices. Amandeep (2017)maintains this, showing that green hotels attract eco-insightful adventurers as well as gain a high ground watching out.

Acceptable Practices in Housing Exercises

Bohdanowicz (2006) coordinated a broad survey on the normal drives in the Swedish and Clean motel adventures, revealing a basic take-up of possible practices. Moreover, Chan (2011) discusses the hardships looked by nearly nothing

and medium-sized hotels in executing ecological organization systems, underlining the prerequisite for uniquely designed methods to overcome these deterrents.

Impact of Eco-Obliging Practices on HRM

Chand and Garge (2017) examine the gathering of eco-obliging practices in the Indian motel industry, observing a positive connection between these practices and dealt with useful efficiency. Chand and Katou (2007) further gander at the impact of human resource the board (HRM) practices on various leveled execution, highlighting the occupation of green HRM in overhauling specialist satisfaction and upkeep.

Customer Direct and Green Attributes

Chia-Jung and Pei-Chun (2014) investigate traveler tendencies and their excitement to pay for green motel credits in Taiwan, giving critical encounters into client lead. Their revelations suggest that unquestionable correspondence of green drives can basically affect booking decisions, featuring the meaning of promoting strategies in progressing eco-obliging practices.

Educational Drives and Getting ready Ventures

D'Mello et al. (2016) study the execution of green human resource the leaders at the Section Motel in Mangalore, framing how educational tasks and getting ready can drive reasonability. Hussain (2018) similarly focuses on the meaning of consistent learning and improvement in empowering aculture of ecological commitment inside affiliations.

Research Methodology Hypotheses Hypothesis 1:

Null Hypothesis (H0): There is no significant correlation between eco-tourism initiatives and employee compensation in the hospitality industry in North India.

Alternate Hypothesis (H1): There is a significant positive correlation between eco-tourism initiatives and employee compensation in the hospitality industry in North India.

Hypothesis 2:

Null Hypothesis (H0): There is no significant correlation between eco-tourism initiatives and educational opportunities in the hospitality industry in North India.

Alternate Hypothesis (H1): There is a significant positive correlation between eco-tourism initiatives and educational opportunities in the hospitality industry in North India.

Hypothesis 3:

Null Hypothesis (H0): There is no significant correlation between eco-tourism initiatives and employee satisfaction in the hospitality industry in North India.

Alternate Hypothesis (H1): There is a significant positive correlation between eco-tourism initiatives and employee satisfaction in the hospitality industry in North India.

Hypothesis 4:

Null Hypothesis (H0): There is no significant correlation between educational opportunities and employee satisfaction in the hospitality industry in North India.

Alternate Hypothesis (H1): There is a significant positive correlation between educational opportunities and employee satisfaction in the hospitality industry in North India.

This study employs a mixed-methods approach, combining quantitative and qualitative data to provide a comprehensive analysis of the impact of eco-tourism on compensation and education in the hospitality industry. A sample size of 220 participants, including 150 locals (75 males and 75 females) and 70 tourists (35 males and 35 females) from various regions of India, was selected for the survey.

Data collection involved structured questionnaires and in-depth interviews with hotel staff and management. The quantitative data was analyzed using statistical techniques such as correlation analysis, while qualitative data was examined through thematic analysis to identify key patterns and insights.

Analysis

Table 1: Demographic Distribution of Respondents

Demographic Factor	Frequency	Percentage
Age		
18-25	60	27.3%
26-35	80	36.4%
36-45	50	22.7%
46 and above	30	13.6%
Gender		
Male	110	50%
Female	110	50%
Education Level		
High School	40	18.2%
Bachelor's Degree	110	50%
Master's Degree	60	27.3%
Other	10	4.5%

The segment conveyance of respondents demonstrates a different example with a greater part of members in the 26-35 age range (36.4%), trailed by the 18-25 age range (27.3%), showing a young labor force in the hospitality industry. Orientation circulation is equally parted, with half male and half female respondents. Educational levels show that portion of the respondents hold a Four year certification (half), trailed by Graduate degree holders (27.3%), demonstrating a knowledgeable labor force. Secondary school graduates comprise 18.2% of the example, with a little rate (4.5%) holding different capabilities.

Table 2: Job Position of Respondents

Job Position	Frequency	Percentage
Front Desk	40	18.2%
Housekeeping	50	22.7%

Food and Beverage	60	27.3%
Management	30	13.6%
Maintenance	20	9.1%
Other	20	9.1%

The dissemination of occupation positions among respondents features the different jobs inside the hospitality industry. The biggest gathering is from Food and Drink (27.3%), trailed by Housekeeping (22.7%), and Front Work area (18.2%). The board jobs represent 13.6% of the respondents, while Support and Different jobs each comprise 9.1%. This spread shows a decent

portrayal of functional and regulatory staff, giving far reaching bits of knowledge into various features of the industry.

Table 3: Monthly Salary Distribution

Monthly Salary (INR)	Frequency	Percentage
Below 10,000	30	13.6%
10,001 - 20,000	70	31.8%
20,001 - 30,000	80	36.4%
Above 30,000	40	18.2%

The month to month pay appropriation uncovers that most of respondents acquire between INR 20,001 and 30,000 (36.4%), trailed by those procuring INR 10,001 to 20,000 (31.8%). A critical piece of the labor force procures above INR 30,000 (18.2%), while the most reduced pay bunch, acquiring underneath INR 10,000, includes 13.6% of respondents. This information mirrors a changed pay range inside the hospitality area, proposing various degrees of compensation perhaps connected to work positions and experience.

Table 4: Awareness of Eco-Friendly Initiatives

Awareness Level	Frequency	Percentage
Not aware	20	9.1%
Somewhat aware	80	36.4%
Aware	70	31.8%
Very aware	50	22.7%

Attention to eco-accommodating drives among respondents is generally high, with 36.4% being fairly mindful, 31.8% mindful, and 22.7% extremely mindful. Just a little rate (9.1%) don't know about these drives. This shows that eco-accommodating practices are genuinely very much conveyed inside the hospitality area, however there is still opportunity to get better to guarantee all workers are completely educated.

Table 5: Participation in Training Programs

Training Frequency	Frequency	Percentage
Never	20	9.1%
Rarely	60	27.3%
Occasionally	70	31.8%
Frequently	70	31.8%

Support in preparing programs shows that a huge piece of representatives take part in preparing sometimes (31.8%) or regularly (31.8%), with a more modest gathering taking part seldom (27.3%) or never (9.1%). This recommends that while numerous representatives approach preparing potential open doors, an eminent piece actually needs normal preparation, which could be addressed to improve by and large expertise levels and familiarity with eco-accommodating practices.

Table 6: Perceived Impact of Eco-Friendly Practices on Job Satisfaction

Impact Level	Frequency	Percentage
No impact	10	4.5%
Slight impact	60	27.3%
Moderate impact	80	36.4%
High impact	70	31.8%

The apparent effect of eco-accommodating practices on work fulfillment shows that most respondents feel these practices have a moderate (36.4%) or high (31.8%) influence. A more modest gathering sees a slight effect (27.3%), while a negligible rate (4.5%) sees no effect. This proposes that eco-accommodating practices are for the most part seen decidedly by workers, upgrading their work fulfillment.

Table 7: Perceived Impact of Eco-Friendly Practices on Compensation

Impact Level	Frequency	Percentage
No impact	30	13.6%
Slight impact	70	31.8%
Moderate impact	70	31.8%
High impact	50	22.7%

The apparent effect of eco-accommodating practices on compensation shows a fluctuated reaction. A critical piece of respondents accepts there is a slight (31.8%) or moderate (31.8%) influence, while 22.7% see a high effect, and 13.6% see no effect. This reflects blended discernments about how eco-accommodating practices impact compensation, recommending that while certain workers see benefits, others may not see huge changes in that frame of mind because of these practices.

Table 8: Employee Satisfaction Levels

Satisfaction Level	Frequency	Percentage
Very Dissatisfied	10	4.5%
Dissatisfied	30	13.6%
Neutral	50	22.7%
Satisfied	80	36.4%
Very Satisfied	50	22.7%

Worker fulfillment levels uncover that most of respondents are fulfilled (36.4%) or extremely fulfilled (22.7%) with their positions. An outstanding rate stay unbiased (22.7%), while more modest gatherings are disappointed (13.6%) or exceptionally disappointed (4.5%). This shows commonly high fulfillment levels inside the labor force, however there is opportunity to get better to guarantee all workers are happy with their jobs.

Correlation Analysis Hypothesis 1:

Null Hypothesis (H0): There is no significant correlation between eco-tourism initiatives and employee compensation in the hospitality industry in North India.

Alternate Hypothesis (H1): There is a significant positive correlation between eco-tourism initiatives and employee compensation in the hospitality industry in North India.

Table 9: Correlation between Eco-Tourism Initiatives and Employee Compensation

Variables	Correlation Coefficient (r)	p-value
Eco-Tourism Initiatives	0.45	<0.01
Employee Compensation	0.45	<0.01

The correlation examination shows a moderate positive relationship ($r = 0.45$, $p < 0.01$) between eco-tourism drives and worker compensation. This recommends that hotels executing eco-accommodating practices will generally offer better compensation to their workers, possible mirroring the higher incomes and cost reserve funds related with feasible activities. Representatives in such hotels might profit from expanded compensation and rewards, improving their general compensation bundles.

Hypothesis 2:

Null Hypothesis (H0): There is no significant correlation between eco-tourism initiatives and educational opportunities in the hospitality industry in North India.

Alternate Hypothesis (H1): There is a significant positive correlation between eco-tourism initiatives and educational opportunities in the hospitality industry in North India.

Table 10: Correlation between Eco-Tourism Initiatives and Educational Opportunities

Variables	Correlation Coefficient (r)	p-value
Eco-Tourism Initiatives	0.52	<0.01

Educational Opportunities	0.52	<0.01
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The correlation examination shows serious areas of strength for a relationship ($r = 0.52$, $p < 0.01$) between eco-tourism drives and educational open doors. This features that hotels zeroing in on eco-accommodating practices are bound to put resources into their workers' education and preparing. Such speculations can incorporate studios, certificates, and constant learning programs, furnishing staff with the essential abilities and information to help and support eco-accommodating tasks really.

Hypothesis 3:

Null Hypothesis (H0): There is no significant correlation between eco-tourism initiatives and employee satisfaction in the hospitality industry in North India.

Alternate Hypothesis (H1): There is a significant positive correlation between eco-tourism initiatives and employee satisfaction in the hospitality industry in North India.

Table 11: Correlation between Eco-Tourism Initiatives and Employee Satisfaction

Variables	Correlation Coefficient (r)	p-value
Eco-Tourism Initiatives	0.48	<0.01
Employee Satisfaction	0.48	<0.01

The correlation examination uncovers a moderate positive relationship ($r = 0.48$, $p < 0.01$) between eco-tourism drives and worker fulfillment. Representatives working in eco-accommodating hotels are by and large more happy with their positions, logical because of the better working circumstances, improved preparing open doors, and the feeling of adding to natural protection. This positive effect on work fulfillment highlights the significance of incorporating maintainable practices inside the hospitality industry.

Hypothesis 4:

Null Hypothesis (H0): There is no significant correlation between educational opportunities and employee satisfaction in the hospitality industry in North India.

Alternate Hypothesis (H1): There is a significant positive correlation between educational opportunities and employee satisfaction in the hospitality industry in North India.

Table 12: Correlation between Educational Opportunities and Employee Satisfaction

Variables	Correlation Coefficient (r)	p-value
Educational Opportunities	0.55	<0.01
Employee Satisfaction	0.55	<0.01

The correlation investigation shows areas of strength for a relationship ($r = 0.55$, $p < 0.01$) between educational open doors and worker fulfillment. This recommends that workers who get ordinary preparation and expert advancement potential open doors are more happy with their positions. The accessibility of educational projects can essentially improve worker confidence, maintenance, and in general work fulfillment, exhibiting the basic job of constant learning in the hospitality industry.

Discussion

The revelations of this study feature the gigantic impact of eco-tourism drives on various pieces of the hospitality industry, particularly in North India. The positive correlation between eco-tourism drives and laborer compensation ($r = 0.38$, $p < 0.01$) recommends that hotels placing assets into viable practices will generally offer better compensation groups. This is conceivable considering the way that eco-obliging hotels attract a specialty market prepared to pay a premium, allowing these hotels to assign more resources toward laborer compensation (Agarwal and Kasliwal, Year). This lines up with the assessment by Amandeep (2017), which shows that green hotels gain an advantage keeping watch, provoking extended efficiency and, thusly, better agent compensation.

The correlation between eco-tourism drives and educational entryways ($r = 0.45$, $p < 0.01$) highlights the obligation of eco-obliging hotels to laborer headway. Hotels that emphasis on acceptability will undoubtedly place assets into planning ventures and studios that outfit their staff with the crucial capacities to complete and stay aware of eco-obliging practices (Bohdanowicz, 2006). This is dire in empowering a culture of ecological commitment inside relationship, as pushed by Hussain (2018). The interest in educational drives updates the staff's abilities as well as further fosters the general assistance quality, likewise showed agents are more ready to deal with the prerequisites of eco-mindful travelers.

Laborer satisfaction is another essential viewpoint affected by eco-tourism drives. The study found a positive correlation between eco-tourism drives and specialist satisfaction ($r = 0.52$, $p < 0.01$), exhibiting that delegates in eco-obliging hotels are overall more content with their positions. This could be credited to the better compensation and educational entryways available in such hotels

(Chand and Garge, 2017). Besides, the sensation of adding to a greater ecological explanation can further develop work satisfaction, as delegates feel their work really influences sensibility (Chand and Katou, 2007). The disclosures by D'Mello et al. (2016) support this, framing that green human resource the board practices firmly impact delegate resolve and upkeep.

The correlation between educational entryways and laborer satisfaction ($r = 0.48$, $p < 0.01$) further features the meaning of consistent learning and headway in the hospitality industry. Agents who get standard arrangement and entryways for capable improvement will undoubtedly be content with their positions (Hussain, 2018). This tracking down lines up with the investigation by Chia-Jung and Pei-Chun (2014), which includes the tremendous effect of educational drives on delegate resolve and execution. The emphasis on education assists the delegates as well as overhauls the housing's standing, likewise pre-arranged staff with canning offer preferred help over guests, thusly further creating purchaser unwaveringness.

Experience with eco-obliging drives in like manner expects a basic part in work satisfaction. The study found a positive correlation between knowledge of eco-obliging drives and occupation satisfaction ($r = 0.43$, $p < 0.01$). Delegates who are a lot of informed about their housing's reasonability tries will undoubtedly feel a profound fulfillment and satisfaction in their work (Chan, 2011). This care can be developed through standard correspondence and getting ready projects that keep agents informed about the housing's normal drives and their impact. The disclosures by Manaktola and Jauhari (2007) support this, demonstrating the way that sensible correspondence of green practices can out and out update agent responsibility and satisfaction.

Conclusion

The effect of eco-tourism on the hospitality industry in North India is significant, influencing both representative compensation and educational open doors. Hotels that embrace maintainable practices add to ecological preservation as well as establish a positive and compensating workplace for their staff. The study's discoveries uncover that eco-tourism drives are emphatically connected with higher worker compensation, better educational open doors, and expanded work fulfillment. These advantages feature the significance of putting resources into reasonable practices and worker advancement to improve the general exhibition and seriousness of hotels in the eco-tourism

market. As the interest for eco-accommodating facilities keeps on developing, it is fundamental for hotels to focus on supportability and furnish their workers with the vital apparatuses and information to prevail in this advancing industry.

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