Chapter 26
Green Marketing Initiatives and Sustainable Issues in Hotel Industry

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ABSTRACT

With the fast degradation of the environment and changing lifestyle of the consumers, the companies have started moving towards the concept of green marketing. Although green marketing has been able to address concerns of green consumers but as anticipated has not shown much expected results from companies as well as from mainstream consumers’ acceptance level. This chapter is an attempt to draw attention towards sustainable issues in hotel industry, what are the opportunities’ and challenges’ the hotels are facing with respect to green initiatives and how successful the present companies are in incorporating the green practices. The authors conclude the chapter giving the focus on future research directions in green marketing and green practices to be followed by hotel industry.

INTRODUCTION

*Green Marketing* concept is emerged in the late 1980s. The term describes an organization’s efforts at designing, promoting, pricing and distributing products that will not harm the environment. It has been defined as the management process that is responsible for identifying, anticipating and satisfying the requirements of customers and society in a profitable and sustainable way (Chan E.S.W 2013). Green marketing means the marketing of products and services which are environment friendly. The green marketing has originated under three phases according to Peattie (2001), first phase was termed as “Ecological” green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was “Environmental” green marketing and the focus shifted on clean technology that involved designing of innovative new products,
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which take care of pollution and waste issues. Third phase was “Sustainable” green marketing. It came into prominence in the late 1990s and early 2000. The concept is not restricted to only products but also services. The emergence of green hotels has taken a prominent step and has become major issue in today’s scenario because of the increasing concern of environment in the eyes of consumers.

BACKGROUND

Why Green Marketing?

In today’s scenario, with the fast degradation of the environment it has become the important part in everyone’s life to accept those products and services which can save environment. The fast changing of lifestyle of people also compels them to adapt to those products which will not harm the environment. So marketing of green products and services has become important so that it can be positioned in consumer’s mind. Further marketing can also help consumers to make them aware about the green products and services. With the changing time, the concept of green marketing is taking place rapidly. Different rules of green marketing have been identified by Jacquelyn A. Ottman (2010) in his book “The New rules of Green Marketing”. The 20 new rules of green marketing are as follows:

1. **Green is Mainstream:** Today, 83% of consumers – representing every generation, from Baby Boomers to Millennials and Gen Ys – are some shade of green. Moreover, there are now finely defined segments of green consumers.
2. **Green is Cool:** In fact, green consumers are early adopters and leaders who influence purchasing behaviour. Celebrities and other cool types generally are espousing green causes.
3. Greener products work equally or better – and are often worth a premium price.
4. Green inspires innovative products and services that can result in better consumer value, enhanced brands, and a stronger company.
5. **Values Guide Consumer Purchasing:** Historically, consumers bought solely on price, performance, and convenience
6. **A Life-Cycle Approach is Necessary:** Single attributes such as recyclable, organic, or energy-efficient matter greatly,
7. **Manufacturer and Retailer Reputation Count Now More than Ever:** In addition to looking for trusted brand names on supermarket shelves, consumers are now flipping over packages, saying, “Who makes this brand? Did they produce this product with high environmental and social standards?”
8. **Save me!** Today’s consumers buy greener brands to help protect their health, save money, or because they simply work better.
9. Businesses are their philosophies: It used to be that companies were what they made. Now, businesses and brands are what they stand for.
10. Sustainability represents an important consumer need, and is now an integral aspect of product quality.
11. The greenest products represent new concepts with business models with significantly less impact.
12. Consumers don’t necessarily need to own products; services can meet their needs, perhaps even better.