

Chapter 16

A Case Study:


The Role of Technology in Facilitating Green HRD Practices Within the Hotel Industry

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ABSTRACT

The study analyse the influence of technology that supports the initiatives of Green Human Resource Development (HRD) in the hospitality industry. Environmental friendly HRD strategies are being adopted by hotels considering the increase in international emphasis on sustainability so as to diminish their impacts on environment and enhance the overall efficiency of the organization. Various ranges of technological instruments and their utilization in green HRD are scrutinize by investigation like e-learning platforms, virtual reality training, and data analytics. The research underscores the advantages, obstacles and future trajectories of incorporating technology into green HRD by conducting an extensive review of existing literature and analysing case studies of prominent hotel chains. The conclusion of the paper indicates that technology cultivates a sustainability-oriented culture within the hotel sector and it also boosts the efficiency and efficacy of green HRD practices.

INTRODUCTION

To embrace sustainability practices due to its notable implications of the environment, the hotel industry being a significant contributor to the global economy faces an escalating pressure. The importance of sustainable management is highlighted by the utilization of significant amount of energy and water and also the production of substantial waste. As a strategic method, the development of Green Human Resource Development (HRD) equips the employees with vital knowledge, skills and attitudes that bolster the endeavours of sustainability. Hotels are able to enhance their environmental performance and achieve enduring sustainability goals by incorporating the sustainability into their HRD. The hotel industry is one such industry that contributes greatly to the GDP and employment on a larger scale. Primary function of the hospitality sector includes lodging, meals and service to the tourists and travellers though the industry has diverse array of establishment like luxury resorts and even budget

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accommodation. With the increase in prioritizing sustainability and environmental responsibility over time, the hotel industry has also adjusted to meet the preferences of the consumers.

Hotels have faced increasing scrutiny for their environmental impact as it is a significant consumer of resources like water and energy while also generating substantial waste. This has prompted the calls for the adoption of more sustainable practices within the industry. In response, to reduce the environmental footprint and appeal to environmentally conscious clientele, leading hotel chains have implemented various eco-friendly initiatives.

The hotel sector has been significantly shaped by technological advancements, impacting various areas from guest experiences to operational effectiveness. Operation of the hotels and engagement with the guest have been transformed by innovations like online reservation platforms, mobile check-in options, smart room features and data analysis. Technology plays a great role in enhancing the service standards, streamlining processes and cutting costs.

Recently, attention has expanded to include technologies that support sustainability efforts. Energy management systems, for example help hotels monitor and decrease the consumption of energy, while water-saving devices and waste management technologies aid in resource conservation. These technological advancements are essential for hotels in reaching their sustainability goals.

Human Resource Development (HRD) plays a very important role in an organization that involves activities that are aimed at enhancing the skills, knowledge, and capabilities of the employees. Training and development, career planning, performance evaluation and organizational growth are some of the HRD practices. Effective HRD practices are essential for providing a skilled and motivated workforce that will help in success of the organization.

Due to high level of requirement of service interaction, HRD is very significant in the hotel industry. Employees must undergo comprehensive training to deliver exceptional experiences to the customer, cater to diverse requirement of guest and adeptly manage operational complexities. Furthermore, robust HRD initiatives are pivotal in decreasing turnover rates, enhancing employee satisfaction and ultimately bolstering organizational efficiency.

Green Human Resource Development (Green HRD) emerges as a progressive approach that integrates sustainability into HRD strategies. It involves training and nurturing employees to champion and execute environmental sustainability initiatives. Cultivating a workforce equipped with knowledge of environmental issues, proficient in sustainable practices and dedicated to the organization's objective of sustainability is the goal of Green HRD. Training initiatives focused on energy conservation, waste management, and delivering sustainable customer service are also involved in Green HRD. Additionally, it fosters a culture of sustainability within the organization, promotes environmentally responsible behaviour among employees, and incorporates sustainability into performance management and reward systems. Consequently, the researcher aims to explore the role of technology in facilitating Green HRD practices within the hotel industry. Through an examination of diverse technological tools and their applications, the study also aims to offer insights into how technology can aid in the development and implementation of sustainable practices in hotels. This understanding of the interaction between technology and Green HRD can empower hotels to advance their sustainability endeavours and enhance overall organizational performance.

LITERATURE REVIEW

According to R. B. Jora, P. Mittal, S. Kaushal and S. Raghuvaran(2023) in the article Tech-Enabled Sustainable HR Strategies: Fostering Green Practices the emergence of Green HR practices is discussed in response to the businesses growing need for sustainability. These helps in covering areas like recruitment, training and engagement of employee as the practices aims to integrate environmental concerns in the HR policies and procedures. Utilizing digital tools for recruitment and communication, implementing telecommuting and remote work, and reducing paper usage through electronic documentation are pivotal in fostering Green HR practices. This fusion of technology and environmentally-conscious HR strategies fosters sustainability within organizations, yielding benefits for both the company and the environment. This integration promotes eco-friendly workplace practices and diminishes operational environmental footprints. Green HRM practices are intricately connected with the

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