

**6<sup>th</sup> Smart Cities Conference  
Bucharest, Romania**

**Green Hotel Development: Towards The Building of Resilient Cities In Ghana.**

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6<sup>th</sup> December, 2018**



## PRESENTATION OUTLINE

- Background of the study
- Research problem
- The research objective
- Conceptual framework
- Methodology
- Research Findings
- Policy Implications
- Conclusion



## Background of the Study

- Environmental problems were widely understood as by-products of industrial development
- Recent times, policy-makers especially in developing countries are now adopting the appropriate remedy to save these predicaments (Meadowcraft, 2002; Weaver, 2012).
- In other words, there have been the need to take business actions towards the reclaiming of the natural environment in developing countries



## Background of the Study-ii

- Governments across the world have reacted by placing environmental issues on the International Agenda via events.
- United Nations Conference on Human Development (UNCHD) held in 1972 and the Rio Earth Summit of 1991 and
- Sustainable Development Goals (SDGs) of the United Nations (Weaver 2001; 2006; 2012).
- Goal 11 of the SDG



## Research Problem

- The tourism industry consumes considerable amount of natural resources, both in its developmental and operational stages (Kasim 2004, Bohdanowicz 2005, Chan, Wong & Lo 2009, Dickson, 2010).
- Energy savings and emissions reduction became a key role to play in the industry and this led to the emergence of green hotels (Lee et al. 2010, Han et al. 2011)
- Han *et al.*, (2009) argue green tourists are seeking to purchase eco-friendly products and services, preferring firms that favor environmental practices.



## Research Problem

- Financially, there is a split incentive problem for hotel customers, as they are not charged for electricity and water, and thus have no incentive to conserve resources or pay extra for resource conservation (Bodhadovic, 2006; Doherty, 2013).
- The hotel sector in Ghana has also grown rapidly since the 1990s in response to tourism growth.
- Various research have therefore revealed the level of implementation of environmental management practices and policies as well as practice among hotels in selected cities in Ghana.



## Research Objective

- To contribute to the development of green hotels as a way of building a resilient, vital and healthy city using Koforidua, which is the study area.



## Green Business in Hotels

Environmental management practices in the hotel industry include:

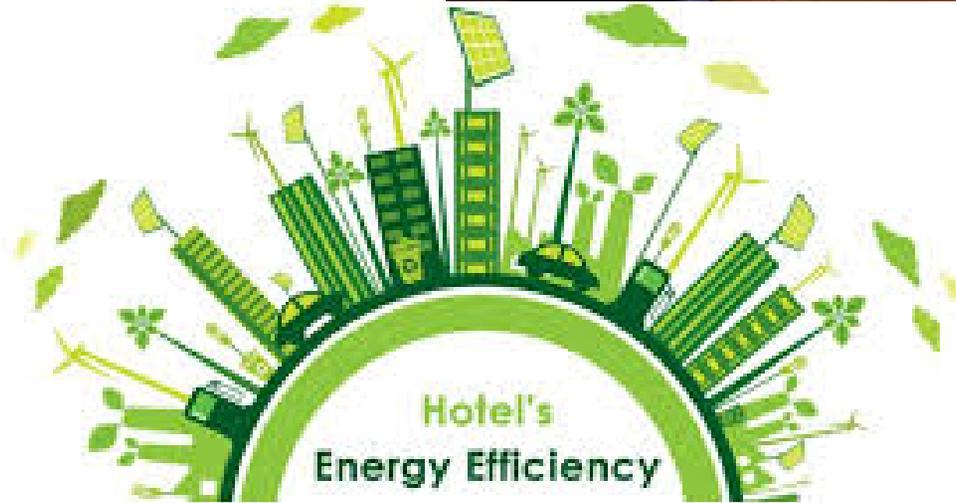
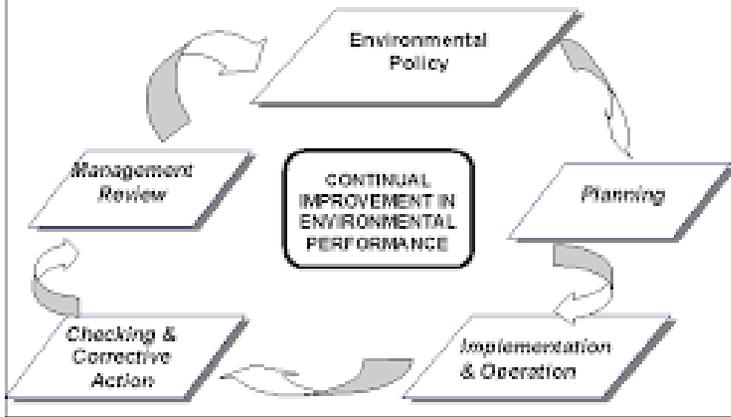
- green procurement,
- environmental policy formulation,
- environmental auditing, compliance with environmental laws and regulations, eco-labelling and certification,
- waste management and recycling,
- resource conservation,
- pollution prevention,
- environmental education
- environmentally responsible marketing and corporate social responsibilities (Bohdanowicz, 2006; Erdogan & Baris, 2007).





**ISO Model**

An environmental management system is part of the overall management system that includes organizational structure, planning activities, responsibilities, practices, procedures, processes and resources for developing, implementing, achieving, reviewing and sustaining the environmental policy.



# Methodology

## The study area

- The study was carried out in the New Juaben Municipality, Koforidua specifically, falling within the Eastern Region of Ghana.
- It has a settlement population of 127,334 (Population and Housing Census, 2010).
- The city serves as the center for commercial activities for the New Juaben Municipality. It was chosen because little research attention had been paid to green business practices among hotels in the area.
- The highest-rated hotels in the city were used as case studies. The reason for the choice of these hotels is the competitive advantage they are enjoying being the highest rated star hotels in the industry in the city, Koforidua.



## Methodology-ii

### Research Design

- The study adopted the **qualitative research approach**
- Provides an in-depth understanding of environmental impacts that arises from the activities of the hotel industry as well as green practices currently adopted to mitigate the associated environmental impacts.
- **15 participants** were interviewed.
- **Site observations** enabled the researcher gain deeper insight into the various green business practices or strategies and the extent to which sustainable environmental practices are adopted.



## Research Findings

### *Hotels' compliance with environmental management policy*

- The hotels had complied with the Environmental Protection Agency Act 490, (1994) and the Environmental Assessment Regulations (LI 1652), the Accommodation and Catering Enterprises Regulation (LI 1205), Fire Precautions (premise) Regulations 2003, (LI 1724)
- The EPA is responsible for the country's environmental protection and enhancement and with its statutory responsibility, the agency, among other things should seek to ensure that environmental policy and planning are implemented and integrated to be consistent with the country's desire for effective, long term maintenance of environmental quality.



## Research findings-ii

### ***Waste Generation and Management***

- Waste sources:
- Water used for sanitary purposes such as laundry, cleaning, personal washing, bathing and lavatories amongst others
- Water used for kitchen and catering services like the restaurant and bars
- Water from the swimming pool during cleaning and scrubbing sessions.
- About 80% of this waste is composed of food waste (fruit and vegetable peels) which is biodegradable



## Research findings-iii

### Waste Management

- Patronized products with less packaging and do well to buy in bulk rather than small packs in order to reduce waste.
- liquid waste from the washrooms is channeled into a septic tank on the hotel premise.
- This is dislodged by the New Juaben Municipal Assembly as and when it gets filled up to prevent pollution.
- Waste water discharges from the laundry, kitchen, and other areas are channeled through laid down pipes to a nearby drainage system





## Research findings-iv

### Resource efficiency (energy and water)

- The hotel sector is associated with excessive consumption of energy and is regarded as a significant contributor to greenhouse gases.
- Solar energy.
- The key card (swipe card) is also an important energy saving measure for both hotels since it avoids the unnecessary consumption of electricity (Erdogan and Baris, 2007).
- Low-flow shower heads and sinks since this is also a cost saving measure



## Research findings-v

### Resource efficiency (energy and water)

- Planned maintenance of fittings and fixtures
- Immediate fixation of leaking pipes
- Installation of water-efficient devices and equipment.



## Policy Implications

- The unpopularity of voluntary environmental management calls for Ghana's lead regulators in the hospitality industry to put in place an effective monitoring system which will reveal lots of environmental sensitive areas which need environmental management in the industry.
- This indicates that a gap exists between managers' awareness of appropriate environmentally-friendly practices for hotels, implying a need for training and increased awareness of green management.



## Conclusion

- The empirical evidence in the preceding sections show that hotels are mindful of the environmental impacts of their activities and thus, taking conscious efforts to put in place appropriate policy measures and initiatives that ensure sustainable development and a healthy environment.
- The case study hotels are strategically implementing green business strategies in order to enhance sound environmental and sustainable hospitality business in the country.



**THANK YOU**