



The effects of undertaking “green” practices on the performance of selected hotels in Kampala, Uganda

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Introduction


Green practices are environmentally friendly practices that promote efficient use of water, energy and minimizing solid waste production while ensuring that quality service is provided in hotels. Green practices are based on the belief that establishing sustainable and responsible business practices is a basis for cutting down costs and obtaining loyal customers. Many hotels today are investing in environmentally friendly practices for various reasons, including environmental purity and sustainability for altruistic reasons, but most importantly for profitable reasons.

Objectives

The study objectives were:

1. to assess the green practices undertaken by the selected hotels in Kampala,

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2. to determine the barriers hindering the implementation of green practices,
 3. to find out the benefits of undertaking green practices in the selected hotels, and
 4. to determine the relationship between green practices and the performance of the selected hotels in Kampala.


Methodology

The study was conducted in five-star hotels i.e. Kampala Serena Hotel, Sheraton Hotel, Commonwealth Resort Munyonyo, and Pearl of Africa Hotel. A sample of 197 respondents from the hotels was selected for the study. The study employed purposive sampling and simple random sampling.

The study employed a cross-sectional survey design with both qualitative and quantitative approaches. A semi-structured questionnaire and interview guide were used to collect data. The data were organized and presented quantitatively in form of frequency tables and percentages. Interview responses were reported qualitatively and were used to compare and enrich the responses from the structured items. The quantitative findings were analyzed using the linear regression model in SPSS.

Key findings

The findings showed that there was a significant effect ($r = .486$, $p\text{-value} < .05$) of undertaking green practices on the performance of selected hotels in Kampala. The study also found the key green practices had enormous advantages



such as cost reduction, competitiveness, customer retention, and environmental purity. The barriers associated with their adoption were: high costs of implementation, uncooperative staff and guests, among others.

Key recommendations

The study recommended that hotels should train all staff and sensitize guests on green practices, install water-saving equipment, harvest water, install solar systems and energy-saving bulbs and equipment, recycle waste and donate usable waste to those in need, employ green purchasing and use locally grown organic foods. The government should put in place a mechanism for promoting the implementation of green practices in the hospitality sector as well as in training institutions.

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