



AN APPROACH OF HOTEL INDUSTRY TOWARDS ORGANIC FARMING BY UTILIZING ORGANIC KITCHEN WASTE

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INTRODUCTION :

Tremendous increase in urban population and the modern consumer society is causing environmental exploitation and ecological damage to the nature. The environment is also under tremendous stress due to unplanned and mercenary growth of industries. Hotel industry and tourism industry which is growing in bounds and leaps and is also contributing towards the hospitality industry must take necessary steps to protect our environment and sustain it. The hospitality industry which constitutes of numerous eating outlets in the form of restaurants, hotels, and dhabas with their own initiatives can contribute in saving environment in some or the other way. Environment is one of the important aspects of hotel industry. Good environment attracts more guests, since they give importance not only to the physical infrastructure but also the environment in hotel.(1)

Environment and hotel industry go together, thus, an attractive, pleasant and clean environment will bring more guests. It is possible to develop that is economically beneficial and at the same time maintain the integrity of the environment. Ecotel is the step taken by hotel industry to prove themselves that they are eco-sensitive in the areas of energy, conservation and waste minimization by

educating employees and guests and contributing to their communities.(2)

City farming is such an innovative technology which deals with farming in urban areas and essentially on terraces, balconies, corridors and the walls of civil constructions. It is the best method to practically implement in all the catering institutes as well as various sectors of hospitality industry. With the method of city farming anyone can grow plants to keep the atmosphere healthy and fresh which could attract the large number of clientele. City farming plays an important role in waste recycling, creating a closed system in which organic waste from food manufacturing are reused instead of fostering in dumps and polluting waterways. This is an era where most of the organizations are becoming eco-conscious and is adopting eco-friendly measures. In this kind of circumstances and situation city farming is then best option to be adopted and implemented for the betterment of environment.(3)

Purpose of study:

City farming is such an innovative technology which deals with farming in urban areas and essentially on terraces, balconies, corridors, and the walls of civil constructions. It is the best methods to practically implement in all the catering institutes as well as various sectors of

hospitality industry. With the method of city farming anyone can grow plants to keep the atmosphere healthy and fresh. City farming plays an important role in waste recycling. Creating a closed system in which organic waste from food manufacturing are reused instead of fostering in dumps and polluting waterways. This is an era where most of the organizations are becoming eco-conscious and is adopting eco-friendly measures. In this kind of circumstances and situation city farming is then best option to be adopted and implemented for the betterment of environment.

Aim:- To study the approach of hotel industry towards Organic farming by utilizing organic kitchen waste.

Objectives:

- To study the concept of city farming.
- To study awareness of city farming in hospitality industry.
- To practically launch city farming in the department of Hotel Management and Catering Technology.
- To suggest catering outlets to implement city farming in their outlets.

Data Analysis:

The data collected for this study was analyzed by using tabulation method. Graphical representation was also used to show percentage and averages. Chi-square test was applied to certain question.

Limitations:

- The research was covered out for hotels in Nagpur and few cities of western Maharashtra.
- Only three star hotels of Nagpur city was selected.
- Hotels were selected randomly of the western Maharashtra.

MATERIALS AND METHODS:

Materials:-

- Interested 10 hotels were selected for imparting training.
- Two employees were appointed to follow procedure of city farming.
- Different categories of plants like ornamental, creepers, vegetables, fruits and medicinal was selected.
- Medium size plastic containers were used for practicing city farming.
- Sugar biomass was used for lining containers.

Method:-

- Two days training programme was organized for the selected hotels.
- On first day the whole procedure and importance of city farming was informed to the participants. Before the schedule begins a questionnaire was filled by the participants.
- On second day, all the participants were made to practice city farming.
- The medium size perforated plastic containers were taken. The container was lined completely from the sides and the bottom was filled one third with sugar biomass.
- Above the sugar biomass, again one third level of the container was filled with compost soil, which was purchased readymade.
- The remaining one third was filled with nursery soil, which was again bought readymade from the nursery.
- Finally, selected plant was planted in the container and approximately 250ml of water was added to the container.
- Everyday a handful of uncooked organic waste was added to each container.
- The plants planted by city farming were evaluated after every 6months, this was practiced for one year.
- A questionnaire was filled by same participants to know their responses after the practice of city farming.

RESULTS AND DISCUSSIONS:

Interpretation of the results obtained are-

From the above table, it can be said that only 25% of the Nagpur hoteliers were aware about the concept of city farming, where as 75% of the hoteliers were not at all aware about such concept. Researcher had further asked this hoteliers about implementation of city farming in their organization, as a result majority of the hoteliers has given positive response for learning and practicing city farming as they had realized that this is the only step which should be taken by the members of hospitality industry to preserve our nature and also it can be practiced easily by anyone and anywhere. Hence, city farming is being appreciated by many of the hoteliers.

From the survey, it is been found by researcher that none of the hoteliers who are a aware about city farming is practicing it, because they were not aware about the procedure of city farming, but they were aware about its benefits. The hoteliers are ready to train their gardeners for city farming and keen to implement it.

SUMMARY AND CONCLUSION:

Urbanisation has given rise to pollution, scarcity of space, unemployment, availability of fruits, vegetables at very high cost with less nutritive value and many more other problems, because of this entire ecosystem has disturbed. To overcome some of this problems, city farming is introduced which will contribute in maintaining ecological balance.

Importance of city farming is much more which cannot be described in words. Some of the importance of city farming is listed below:-

- It enables to produce fresh fruits, vegetables, and varieties of plants.
- It helps to plant reasonable price.
- Nutritive value is higher as compared to the other fruits, vegetables available in market.
- It gives strength to plants because of which plants look strong and healthy.

- The quality and taste of the product is very good.

- It also helps keeping environment pollution free. To be very

Precise, city farming is the most appropriate economical and the proven answer of the disposal of organic waste with a multiple advantage of growing fruits, vegetables, herbs , decorative plants and flowers.

A survey was conducted in local hotels to collect the information which is then concluded as follows.

- From the survey, it has been clear that the maximum hoteliers are very much aware of Ecotel and are also ready to take steps which will help in protecting the environment.

- From the survey, it was also known that all the organic waste produced in kitchens are not used by organization by any ways.

- City farming is an new concept introduced under organic farming, which has not gained popularity but this concept was appreciated and the hoteliers are ready to implement it in their hotels and want to be a part of nature saving project.

From the survey and the information gathered, it was concluded that all the hoteliers have love and affection for the environment and trying to reach the best as possible. Simultaneously, they are also looking for the new technology which can help in saving environment and also at the same time it should be economic.

SUGGESTIONS:

While carrying out a general survey to collect data for this study many points had come across and accordingly, the few suggestions are given to the industrialist regarding the waste management.

- For the freshness and the pleasant atmosphere of the employees, city farming will help in maintaining greenery in the organization.

- City farming will also help attracting customers, which will help in attracting tourist and maintaining eco-friendly atmosphere. To attract more customer city farming is more affective.
- Researchers are coming up with new techniques and concepts in eco tourism, hence they should be supported by the industrialist to motivate them, and support them to carry out their task efficiently.
- Hoteliers who have implemented city farming are requested to spread this to more and number of people and to carry out more experimental work on it.
- Hotel management institutes should be practicing city farming as they are the one who are quiet responsible for generation of organic waste as regular cooking is done in institutes.

All the private and government companies where catering is done are advised to start with city farming, as it will utilize the kitchen waste generated in the kitchens while the production if food is taking place.

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Table No 4.1 Awareness about City Farming amongst the hoteliers

Response	No.of respondents	Percentage
Yes	25	25%
NO	75	75%