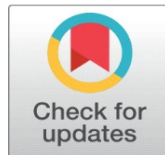


THE IMPACT OF ECO-FRIENDLY INITIATIVES ON EMPLOYEE JOB SATISFACTION AND WELL-BEING IN TOURISM: INVESTIGATING HOW INVOLVEMENT IN GREEN PRACTICES INFLUENCES JOB SATISFACTION AND OVERALL WELL-BEING AMONG EMPLOYEES IN THE TOURISM SECTOR

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ABSTRACT

This study examines how employee work satisfaction and general well-being in the tourism industry are affected by environmentally friendly activities. An extensive analysis of every facet of employee involvement with sustainable practices indicates a strong correlation between employee job satisfaction and involvement in environmentally friendly projects. Training, resource distribution, and management assistance are all crucial in promoting involvement. Obstacles like ignorance and inadequate rewards come to light as serious issues. The study offers strategies for removing obstacles and maximizing participation, and it highlights the benefits of eco-friendly practices for both business success and employee satisfaction. Future research should concentrate on comparative evaluations and longitudinal studies to advance understanding and application in a range of tourism contexts.

Keywords: Eco-Friendly, Initiatives Employee, Job Satisfaction, Employee Well-Being, Tourism Sector, Sustainable Practices, Management Support, Resource Allocation, Training Programs and Employee Engagement

1. INTRODUCTION

1.1. BACKGROUND OF THE STUDY

The current global awareness of resource depletion and climate change has led to a significant emphasis on sustainability and environmental friendliness among tourists. Travel destinations worldwide are gradually adopting sustainable practices, regardless of customer demand or government restrictions, to mitigate their environmental impact and promote long-term sustainability. These initiatives boost worker morale and productivity while enhancing local economies, environmental resources, and quality of life (Abdelhamied, 2023). By following international

environmental standards, tourism destinations can become more resilient and competitive, as well as attract eco-aware investors and tourists. It is necessary to implement eco-friendly laws and foster a supportive culture in order to promote employee involvement and encourage sustainable tourism activities.

1.2. OBJECTIVES OF THE STUDY

- Find out what stops people working in the tourist business from participating in green efforts, including things like managerial support, resources, and attitudes.
- Research the effect of top-down encouragement on green business practices in the tourism industry.
- Assess the impact of staff training and education on promoting environmentally conscious behavior.
- Find out how employees' views on environmentally conscious behavior affect their happiness on the job.
- Analyze the key organizational components that enable tourist enterprises to adopt environmentally conscious practices (Aldebert, 2011).
- Investigate the effects of environmentally conscious programs on employees' well-being, including their happiness at work and their ability to cope with stress.
- Investigate the cultural barriers and financial incentives that prevent tourism workers from adopting environmentally conscious policies.
- Determine the effect that environmental factors have on worker stress.

In order to learn more about how eco-friendly programs affect the health and happiness of tourism industry employees, these objectives provide a comprehensive framework.

2. LITERATURE REVIEW

Chand's (2017) analysis highlights the importance of the tourism and hospitality sector to India's economy, as well as the sector's considerable contributions to GDP and job creation. The sector is under pressure to adapt to volatile business environments as a result of global competitiveness, making environmentally responsible practices a strategic priority. Using a factor analysis and structured questionnaire, Chand identifies the most essential eco-friendly practices utilised by Indian hotels, emphasizing their importance for organisational performance and sustainability in a changing global marketplace.

In her study, Seyfettin Erdoğan, (2022) utilizes panel quantile regression to analyze the impact of overseas travel on carbon emissions in the top visited nations from 1995-2018. The study investigates how environmentally friendly advancements in the transport industry reduce the link between mobility and emissions, with transport identified as a key source of emissions. The findings reveal that, while going overseas generally increases carbon emissions at various quantiles, the effects are significantly minimized by the development of ecologically friendly mobility solutions. This stresses the importance of technological innovation in reducing tourism's negative environmental impact. These findings are critical for decision-makers seeking to promote sustainable tourism practices in order to fulfil their obligations under the Paris Agreement and the Sustainable Development Goals.

Roblek's (2021) study conducts a comparative Automated Content Analysis (ACA) of scholarly publications published between 1990 and 2020 to assess how beliefs about sustainable tourism have changed and grown over time. The research raises important concerns such as the use of cleaner technologies, the implementation of organisational processes for mitigating actions, and changes to business models. It also emphasises the importance of sustainable reporting, green investments, rural development projects, meeting sustainable standards, and the role of cultural assets in the development of sustainable tourism goods. These findings demonstrate how sustainable tourism practices have evolved over the last three decades, with a growing emphasis on environmental responsibility and socio-cultural preservation.

Anup K.C(2023) examines ecotourism as a multifaceted method that fosters sociocultural growth, economic expansion, and ecological preservation. The study, which focuses on Nepal, demonstrates how ecotourism affects the environment, society, and economy in both positive and negative ways. The study is based on primary data acquired through direct observation, questionnaires, and interviews, as well as secondary data gathered from various sources.

Ecotourism has proved benefits such as increased revenue sources, support for environmental conservation activities, and an increase in flora and fauna diversity. On the other side, obstacles include opportunities to promote regional cultures as well as potential cultural decline. To ensure long-term advantages and cultural preservation, the study advocates for ecotourism practices that are sustainable and community-focused, rather than large-scale mass tourism.

The research conducted by Seldjan Timur (2015) looks at how employee ownership schemes in hotels might help with sustainable growth. The paper focuses on a case study in North Cyprus. Using in-person interviews and document analysis, the study illustrates the positive socioeconomic effects of employee ownership on sustainable tourism. The strategy improved relations with the surrounding community by creating new, long-term jobs and fairly distributing corporate benefits. The project improved community well-being and protected cultural assets by emphasising moral leadership, people-focused HR procedures, individual liberty, community engagement, and government backing as essential components of success. This study emphasises how employee ownership models in hotels can support social sustainability and economic growth in tourist areas.

3. RESEARCH GAP

Eco-friendly tourism activities are becoming more popular, but less is known about their complex effects on workers' well-being and job satisfaction. Sustainable practices have been studied, however there is little empirical study on how eco-friendly practices affect employees' physical and mental health and job satisfaction (Andreea Marin-Pantelescu, 2019). It's also crucial to examine how organizational resources, employee training, and management support affect employee involvement in these programs. There has also been little research on how workers feel about environmentally friendly methods and how their thoughts and attitudes affect job satisfaction. Understanding these aspects helps create sustainable tourism strategies that boost employee engagement and well-being, boosting economic success and environmental sustainability.

4. RESEARCH METHODOLOGY

1) Research question and importance

How does participation in environmentally friendly projects connect to the level of job satisfaction and overall well-being experienced by employees working in the tourism industry?

Importance

Understand the relationship between environmentally friendly programs and tourist workers' job happiness and well-being for many reasons. It first shows how green practices may benefit or hurt employee work experiences, which can inform managerial and regulatory policies. Second, the study can help priorities employee health initiatives by identifying key well-being factors influenced by sustainable practices (Arasli, 2020). These traits may be physical or mental. When they recognize barriers to participation, they may overcome them and create a more inclusive environment. Without managerial support or enough resources, these problems arise. The role of management and training programmers in promoting environmentally friendly practices highlights the need for organizational support and continual education. Tourism companies may use this information to create a more sustainable, healthy, and enjoyable workplace for employees and the environment.

2) Issue involved

Environmental tourism degrades worker well-being. Employment happiness vs. sustainability. A green company may overburden some employees with more work, while others may thrive. Eco-friendly programming may affect job satisfaction varies by project and person. Several approaches improve employee mental and physical health. Air quality, waste minimization, and sustainable lifestyles that reflect personal values can improve mental and physical health. Sustainable practices demand management and resources. Staff who believe their companies support green initiatives. Project success may be affected by funding, training, or support (Kumar, 2024). Employee views on green projects matter. Corporate loyalty and positivism boost job satisfaction and well-being, while negativity disengages. Tourism companies must address these issues to achieve sustainability and workplace wellness.

3) Data collection method

One can use a common survey technique to determine how environmentally friendly actions affected tourism industry employees' happiness. This method was chosen because it collected quantitative data from a large sample and produced trustworthy and relevant data that met study goals (Islam, 2019). Well-designed questionnaire covered closed-ended Likert scale items, general well-being, job satisfaction, eco-friendly practices, and more. Closed-ended questions enable data analysis and comparison due to consistency. We used a Likert scale to test attitudes and perceptions along a continuum and determine whether people agreed or disagreed with claims about the benefits of environmentally friendly conduct. No open-ended questions were asked, but individuals provided rich qualitative replies that improved quantitative results with background and personal experience. The study focused on tourism workers from Telangana, Delhi, Maharashtra, and Onam. The questionnaires were sent online and on paper for convenience. In places with poor internet connection or where in-person interactions were more practicable, paper questionnaires were sent. Clear instructions, anonymity, short descriptions of the study's goals, and rewards like lottery tickets and simple gestures of thanks can improve response rates and data quality (Jabeen, 2023). This detailed approach ensured that environmentally conscious activities' consequences on tourist workers' pleasure and contentment were examined. A database was used to organize survey data and analyze quantitative and qualitative replies using statistical approaches and theme analysis.

4) Data analysis method

This initiative uses quantitative data analysis from structured questionnaires distributed to tourism workers in Maharashtra, Delhi, Telangana, Kerala, and Onam. Intentional sampling ensures that participants actively participate in environmentally friendly work activities, revealing their perspectives and experiences. To determine participant work satisfaction, well-being, and environmental activity, we will analyze quantitative data using Likert scales and closed-ended questions. Descriptive statistics will be used in this study. Correlation analysis will examine variable relationships (Lázaro Florido-Benítez, 2024). This research must examine how management support and resource availability affect staff attitudes and participation in sustainable projects. Additionally, thematic analysis of qualitative data from open-ended questions will provide complex perspectives and in-depth stories on the social and psychological repercussions of eco-friendly behavior. Using a mixed-methods approach, one may completely understand subjective observations and numerical patterns, leading to reliable findings on the relationship between environmentally friendly activities and tourism sector worker well-being.

5. LIABILITY AND RELIABILITY OF THE STUDY

Standardized questionnaires based on verified measurements and scales improve study dependability. This is done by collecting data identically in Maharashtra, Delhi, Telangana, Kerala, and Onam. Purposive sampling selects individuals who are actively participating in environmentally friendly tourist programs to ensure that the data correctly reflects the viewpoints of those directly affected (Leiper, 1979). Using Likert scales and closed-ended items in the questionnaire design allows descriptive statistics and correlational data for reliable quantitative analysis (Mooney, 2022). Qualitative insights from theme-analyzed open-ended questions deepen the study. This ensures varied viewpoints. The study's validity and reliability are ensured by strict ethical standards, including informed consent and data anonymization.

5.1. LIMITATION OF THE STUDY

Study limitations are substantial. Structured surveys with self-reported data may influence results. These programs may overstate work satisfaction and well-being due to socially acceptable reactions or excessive ecologically helpful activities. The bias continues despite anonymity and confidentiality efforts. Results generalizability is another concern (Manhas, 2020). The participants are from Maharashtra, Delhi, Telangana, Kerala, and Onam, however their organizational cultures and features may differ, making it impossible to extend the findings to a wider population or to sectors other than tourism. The cross-sectional study only examines one time point, making it impossible to prove a causal link between eco-friendly behaviors and employee well-being. Longitudinal studies illuminate sustainable project effects. Quantitative methods provide statistical data but may miss employee sustainability program interactions. Economic conditions, market trends, and global events like pandemics may affect tourism and eco-friendly activities,

affecting the study's job satisfaction and well-being results (Mooney, 2022). Future research should consider these external factors to make studies more realistic and meaningful and situate findings in a socioeconomic context.

5.2. DATA ANALYSIS AND INTERPRETATION



Chart 1: Geographical variance

The figures show how different India (IN) and Oman (OM) tourism sectors are in environmentally friendly projects. India indicates its workers care about the environment with 96.97% of responses. Oman, with 3.03 percent of the responses, is less involved in these activities than India. This considerable statistical difference shows how committed different regions are to sustainability. Future studies can investigate these disparities' reasons. Ecologically sustainable corporate practices, regulatory frameworks, and cultural beliefs on environmental preservation are the ingredients. Understanding these variations is crucial to improving sustainability programs and staff engagement and well-being in foreign tourism situations.

HOW DOES INVOLVEMENT IN ECO-FRIENDLY INITIATIVES CORRELATE WITH EMPLOYEE JOB SATISFACTION IN THE TOURISM SECTOR?

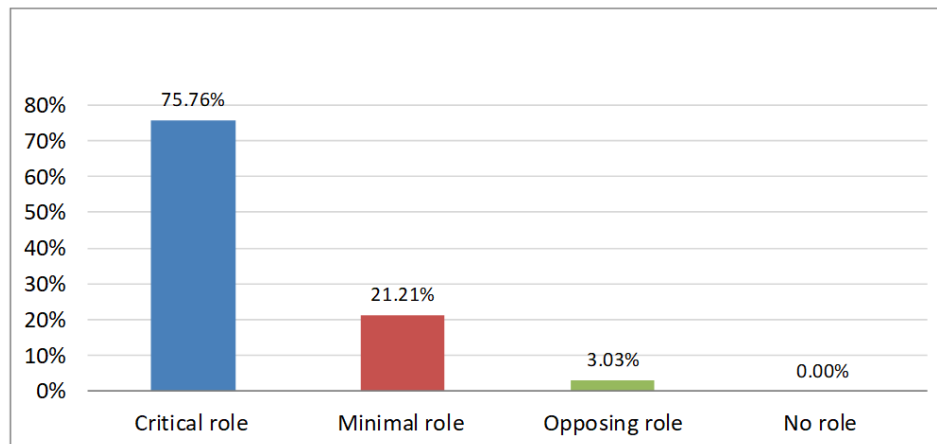


Chart 1: Correlation between Eco-friendly Initiatives and Job Satisfaction

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
1.273	95% : [1.096 - 1.449]	0.517	0.09

Interpretation: The average work satisfaction score of 1.273 suggests tourist workers value environmental responsibility. Score within confidence interval [1.096 - 1.449] indicates important respondent satisfaction. This discovery is trustworthy and promotes sustainable practices' continual work satisfaction with a standard deviation of 0.517 and a standard error of 0.090.

The study indicated that 78.79% of tourism workers who act environmentally are satisfied. The evidence reveals most participants think workplace environmental advocacy promotes pleasure. These measures harm some employees, since 3.03 percent report a correlation. Many perspectives emphasize the complexity of sustainability initiatives and job satisfaction. 15.15 percent said the correlation varies by eco-friendly initiative.

WHAT ASPECT OF EMPLOYEE WELL-BEING IS INFLUENCED BY ENGAGEMENT IN SUSTAINABLE TOURISM PRACTICES?

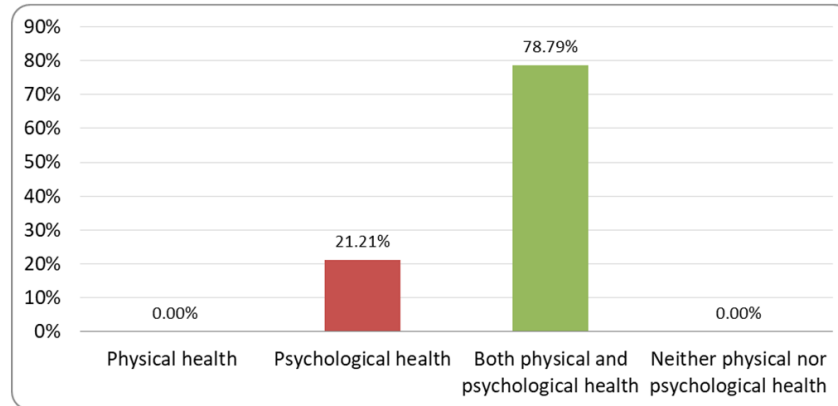


Chart 2: Impact on Employee Well-being:

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
2.788	95% : [2.646 - 2.930]	0.415	0.072

According to the report, 78.79% of tourist sector employees consider physical and mental health issues impediments to environmental engagement. The study reveals that employees' physical and mental health difficulties restrict them from fully engaging in sustainable activities. Physical issues include workload and physical demands; psychological ones include stress and job anxiety. Both results underline the need for policies and resources to assist organizations overcome health issues.

Wellness Impact Score (Mean: 2.788): The mean impact score of 2.788 with a 95% confidence interval of [2.646 - 2.930] indicates that tourism staff are usually favorable about eco-friendly activities' overall impact on their well-being. The standard deviation of 0.415 and standard error of 0.072 indicate that sustainable activities promote well-being. Ecologically sensitive programs may improve tourism workers' health.

WHAT FACTORS MIGHT HINDER FULL PARTICIPATION OF TOURISM INDUSTRY EMPLOYEES IN ECO-FRIENDLY INITIATIVES?

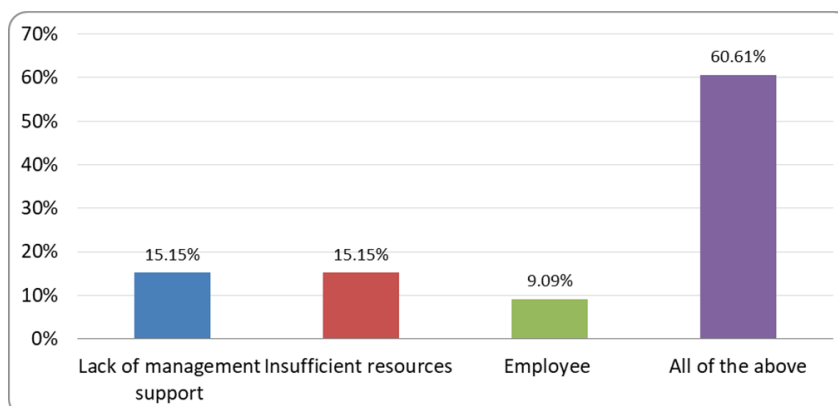


Chart 3: Factors Affecting Participation

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
3.152	95% : [2.750 - 3.553]	1.176	0.205

A survey showed challenges to tourism workers promoting environmental sustainability. Manager support, resources, and people lacked for 60.61 percent. 15.15% cited shortages of resources and managers, while 9.09% cited workforce issues. Individual causes affect sustainability, but collective effects are difficult. Organizational resource allocation and management prioritize sustainability.

These limits limit participation, as seen by the mean score of 3.152 within a 95% confidence zone of 2.750–3.553. Different employees experience these challenges, as seen by 1.176 standard deviation and 0.205 standard error. This version handles participation barriers holistically with human and company-specific solutions. The findings suggest a holistic approach to boost tourism eco-friendly program participation and efficacy. Management support, resource allocation, and employee concerns should underpin this strategy.

HOW DOES MANAGEMENT SUPPORT IMPACT THE INTEGRATION OF ECO-FRIENDLY INITIATIVES IN TOURISM BUSINESSES?

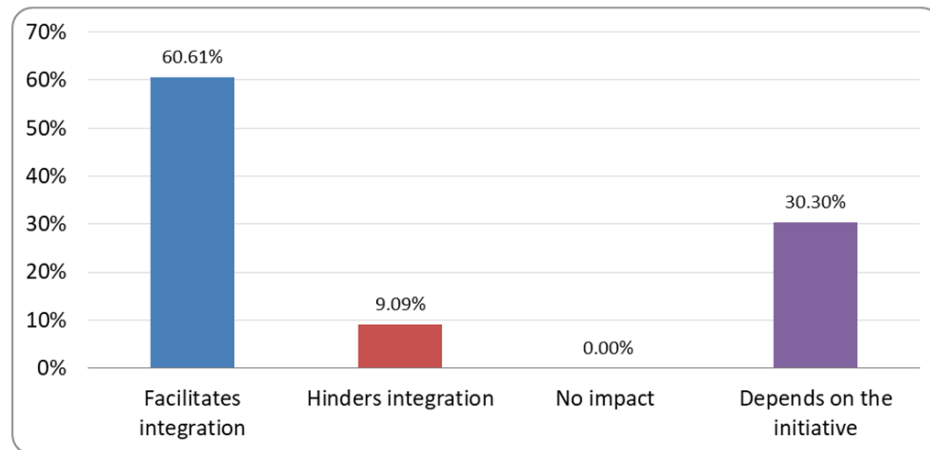


Chart 4: Management Support and Integration

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
2	95% : [1.533 - 2.467]	1.369	0.238

Survey respondents think management support greatly affects tourism companies' eco-friendliness. A majority (60.61%) believe strong managerial support integrates these ideals. These data demonstrate that tourism enterprises need managerial support and proactive leadership to adopt green practices. Just 9.09% say management support inhibits integration. Unreliable leadership can make project sustainability difficult. Leadership influences travel and tourism sustainability, according to 30.3% of participants. Management support varies by endeavor.

The mean score of 2, within a 95% confidence interval of [1.533 - 2.467], indicates a modest management aid perspective on environmental activity integration. Inconsistent responses are shown by the 1.369 standard deviation and 0.238 standard error. This indicates workforce opposition to management's sustainability efforts. These data demonstrate that eco-tourism requires strong leadership.

WHAT ROLE DOES EMPLOYEE TRAINING AND EDUCATION PLAY IN FOSTERING ENGAGEMENT WITH ECO-FRIENDLY PRACTICES?

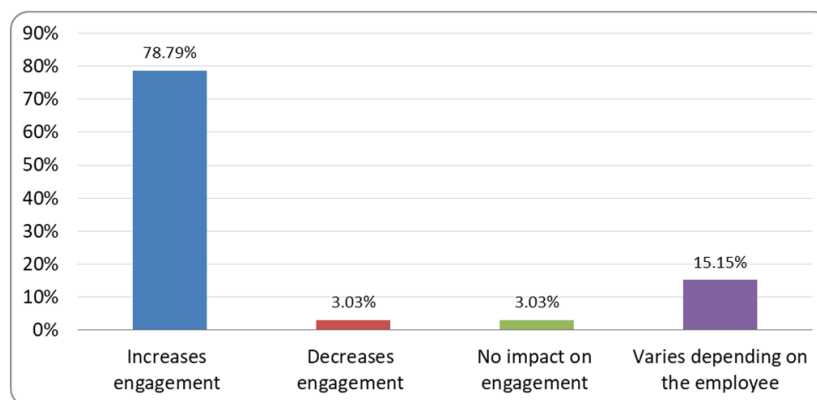


Chart 5: Role of Training and Education:

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
1.545	95% : [1.163 - 1.928]	1.121	0.195

Tourism employees are trained on environmental issues. About 78.79% think education and training enhance environmental awareness. This study emphasizes the need to train employees sustainability skills to participate in workplace environmental initiatives. The objective is that training programs will increase worker commitment to sustainable practices and awareness, encouraging tourism-related environmental responsibilities.

The mean score of 1.545, within a 95% confidence interval of [1.163 - 1.928], suggests employee education and training improve eco-friendly behavior. Training program effectiveness and outcomes variability are shown by the 1.121 standard deviation and 0.195 standard error. Continuous education and skill development are needed for travel and tourism workers to be ecologically responsible and sustainable.

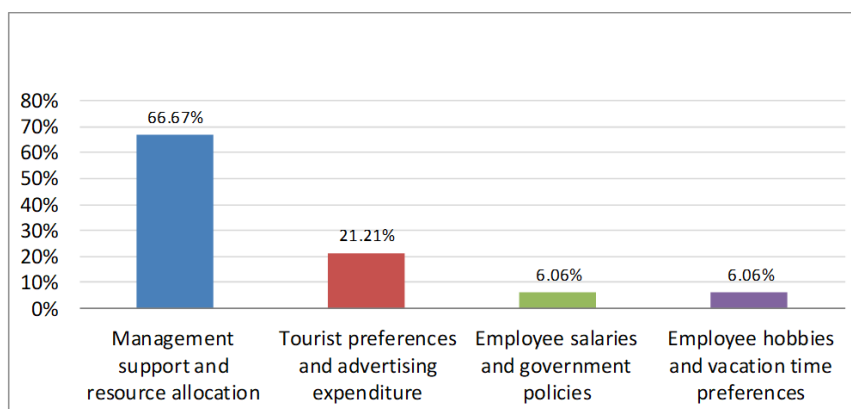


Chart 6: Organizational Factors for Success:

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
1.545	95% : [1.218 - 1.812]	0.87	0.152

According to 66.67%, management support and resource allocation were the most significant organizational components for eco-friendly project implementation. This study found that tourism environmental sustainability plans

require senior management commitment and resource allocation. Environmental measures might be difficult without management support and resources. Such traits highlight these issues.

The mean score of 1.545 with a 95% confidence interval of [1.218 - 1.812] indicates that managerial support and resource allocation are adequate for integration. Statistically, responses varied 0.87 standard deviation and 0.152 error margin. Different perspectives on organizational implications are shown. Our research shows that tourism sustainability involves organizational leadership and resource management. Environmental pledges and investments are needed long-term.

HOW DOES EMPLOYEE PARTICIPATION IN ECO-FRIENDLY INITIATIVES AFFECT THEIR OVERALL WELL-BEING?

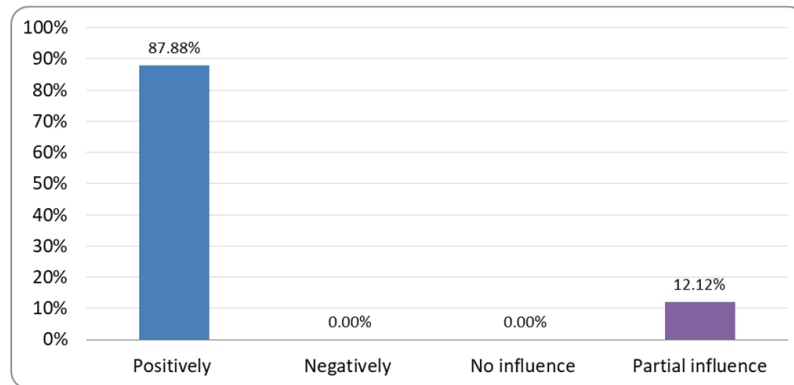


Chart 7: Impact on Overall Well-being:

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
1.364	95% : [1.024 - 1.703]	0.994	0.173

Environmental beliefs improve job satisfaction for 87.88% of individuals. Green efforts make workers happier, study finds. A caring and eco-conscious workplace may improve employee satisfaction, give occupations meaning, and link personal values to sustainability. No one stated eco-friendly activities damaged job satisfaction. Positive attitudes increase job satisfaction, however 12.12% of workers blame work environment.

The average score and 95% confidence range of [1.163 - 1.928] indicate high confidence that employee attitudes and perceptions of eco-friendly activities significantly affect job satisfaction. Responses vary (1.121 SD, 0.195 SE). This implies employees disagree on how sustainability affects job happiness. Positive environmental views are needed for visitor work satisfaction.

WHAT POTENTIAL BENEFITS DO ECO-FRIENDLY INITIATIVES BRING TO EMPLOYEES IN THE TOURISM SECTOR?

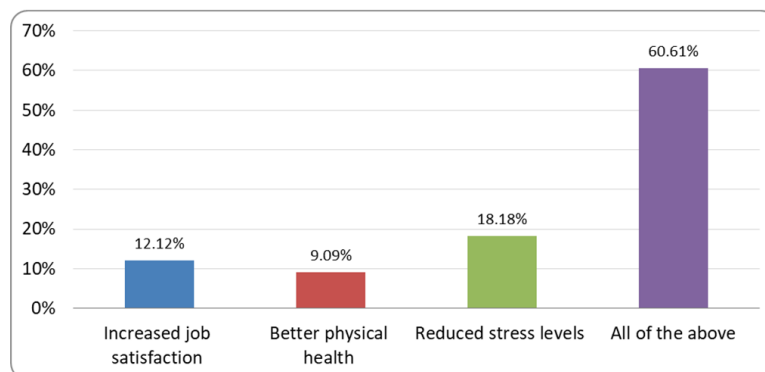


Chart 8: Benefits to Employees:

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
3.273	95% : [2.908 - 3.637]	1.069	0.186

Green initiatives benefit tourism workers 87.88%. Employee happiness increases with these actions. Sustainability activities enhance professional and personal growth, work environments promote physical and mental health, and green organizations inspire pride. Nobody stated eco-friendly activities hurt the staff. While most people know the benefits, their value varies by person or organization. 12.12% had little impact.

Tourist professionals recognize eco-friendly activities' community benefits, as shown by the mean score of 3.273 with a 95% confidence interval of [2.908 - 3.637]. Standard error 0.186 and standard deviation 1.069 indicate response variability. Employees may evaluate advantages and results differently. In sustainable tourist enterprises, environmental initiatives improve employee engagement, involvement, and wellbeing, research shows.

WHAT POTENTIAL BARRIERS MIGHT PREVENT TOURISM INDUSTRY EMPLOYEES FROM FULLY EMBRACING ECO-FRIENDLY PRACTICES?

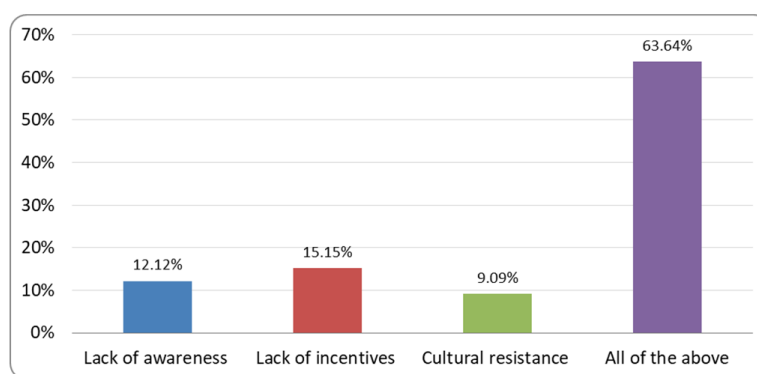


Chart 9: Barriers to Adoption:

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
3.242	95% : [2.861 - 3.624]	1.119	0.195

Most (63.64%) identified cultural opposition, lack of incentives, and lack of understanding as major issues. This study provides a comprehensive method to overcome the many barriers that prevent tourism workers from adopting environmentally friendly practices. Sustainability programs may be unfamiliar to certain employees. Unless incentives are provided, staff may not participate in these responsibilities. Conflicting sustainable habits with business or societal standards can cause cultural resistance. Only 15.15 percent of participants identified low motivation, 12.12% limited understanding, and 9.09 percent cultural barrier. These elements boost the total.

WHAT IMPACT DO ECO-FRIENDLY INITIATIVES HAVE ON EMPLOYEE STRESS LEVELS?

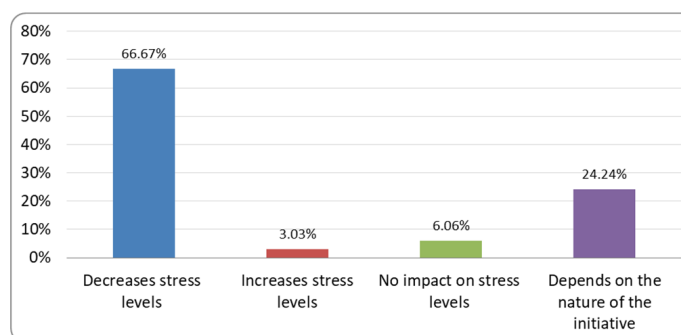


Chart 10: Impact on Stress Levels:

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
1.879	95% : [1.429 - 2.328]	1.317	0.299

Employees report 66.67% less stress from green activities. This study reveals that green corporate practices may lower stress by improving worker wellness. Improve job satisfaction, air quality, and environmental purpose to minimize stress. 3.03 percent stated eco-friendly activities may cause stress since they require more labor or changes to be sustainable. Most (24.24%) believed marketing lowered stress or had other effects. Long-term stress reduction and employee benefits are personalized here.

Environmental responsibility reduces employee stress, as shown by the mean score of 1.879 with a 95% confidence interval of [1.429 - 2.328]. Employee sustainability policy viewpoints vary (1.317 standard deviation, 0.299 standard error).

WHAT ROLE DOES EMPLOYEE ENGAGEMENT PLAY IN THE SUCCESS OF ECO-FRIENDLY INITIATIVES IN THE TOURISM SECTOR?

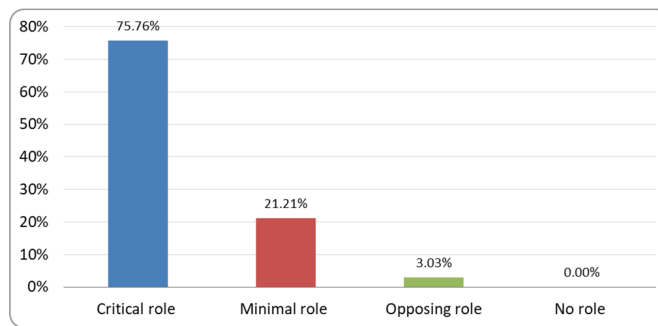


Chart 11: Role of Employee Engagement:

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
1.273	95% : [1.096 - 1.449]	0.517	0.09

75.76% said ecotourism needed staff. This illustrates that actively involving employees in sustainability efforts increases dedication, involvement, and environmental impact. Green workplace culture is promoted by employee engagement. 21.21 percent stated employee involvement has minimal sustainability impact. Only 3.03 percent feel staff participation promotes environmentally responsible conduct, maybe due to reluctance or difficulty integrating company goals.

The mean score of 1.273 with a 95% confidence interval of [1.096 - 1.449] supports green operations staff engagement. The standard deviation of 0.517 and standard error of 0.090 suggest response variability. Employees promote sustainability differently. These results suggest eco-friendly travel requires staff participation.

HOW DOES EMPLOYEE JOB SATISFACTION RELATE TO THE PRESENCE OF A SUSTAINABLE CULTURE WITHIN TOURISM BUSINESSES?

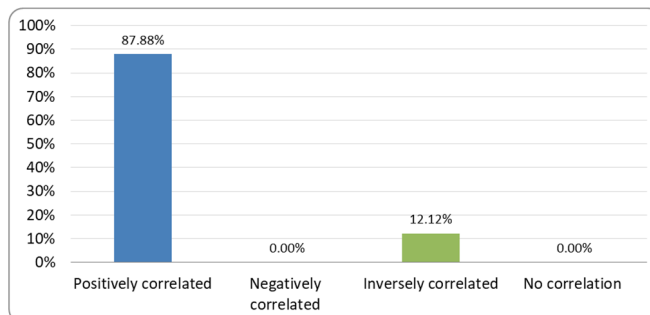


Chart 12: Sustainable Culture and Job Satisfaction:

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
1.242	95% : [1.016 - 1.469]	0.663	0.115

87-88% said sustainable tourism cultures boost employee satisfaction. This survey indicated that employees think sustainable practices will improve job satisfaction. Sustainable cultures promote workplace friendliness, purpose, and personal convictions, increasing job happiness. Some employees say a sustainable culture undermines workplace enjoyment (12.12%). The lack of a negative correlation shows persistent measures boost tourist firm job satisfaction.

With a 95% confidence interval of [1.016 - 1.469], the mean score of 1.242 indicates strong worker job satisfaction and a sustainable culture. Standard deviation 0.663 and standard error 0.115 suggest response heterogeneity. This shows workers disagree on whether sustainable activities increase job satisfaction. These findings imply sustainable culture boosts tourist worker pleasure.

WHAT MOTIVATES TOURISM INDUSTRY EMPLOYEES TO PARTICIPATE IN ECO-FRIENDLY INITIATIVES?

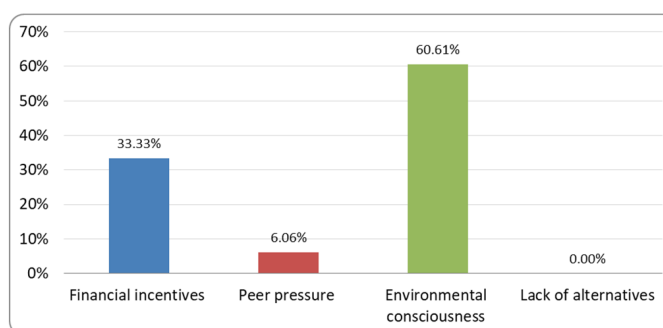


Chart 13: Motivation for Participation:

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
2.273	95% : [1.950 - 2.595]	0.944	0.164

Tourism professionals' enthusiasm and involvement in eco-friendly projects are strongly correlated, with an average score of 2.273 and a 95% confidence interval of [1.950 - 2.595]. Workers appreciate workplace sustainability. Employee incentives fluctuate with a standard deviation of 0.944 and standard error of 0.164. Tourist preservation requires identifying and supporting employees' green actions.

Ecological awareness resonates with 60.61%. Employee values improve environmental sustainability, a study revealed. Predictably, 33.33% were motivated by money, showing monetary awards may raise environmental awareness. Employees engage sustainable activities for external rewards and intrinsic values since peer pressure and a lack of choices were hardly cited. These findings advise tourism experts to promote sustainability.

HOW DO EMPLOYEE ATTITUDES TOWARDS ECO-FRIENDLY PRACTICES INFLUENCE CUSTOMER SATISFACTION?

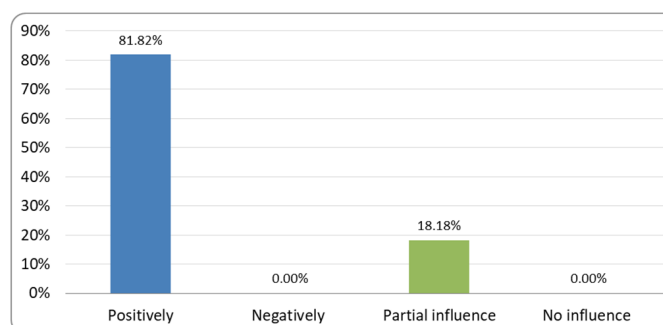


Chart 14: Impact on Customer Satisfaction

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
1.364	95% : [1.096 - 1.631]	0.783	0.136

Employee attitudes toward environmentally friendly procedures greatly affect customer satisfaction, with a mean score of 1.364 and a 95% confidence interval of [1.096 - 1.631]. It appears that tourist staff attitudes toward environmentally friendly operations and customer satisfaction are linked. Staff attitudes affect customer satisfaction to varying degrees in different settings or tries, as seen by the standard deviation of 0.783 and standard error of 0.136. In the survey, 81.82% of respondents thought employee attitudes improved customer satisfaction, whereas 18.18% thought they had little effect. This emphasizes the need of encouraging staff to practice eco-friendliness to satisfy tourists.

WHAT ORGANIZATIONAL SUPPORT MECHANISMS CAN ENHANCE EMPLOYEE ENGAGEMENT WITH ECO-FRIENDLY INITIATIVES?

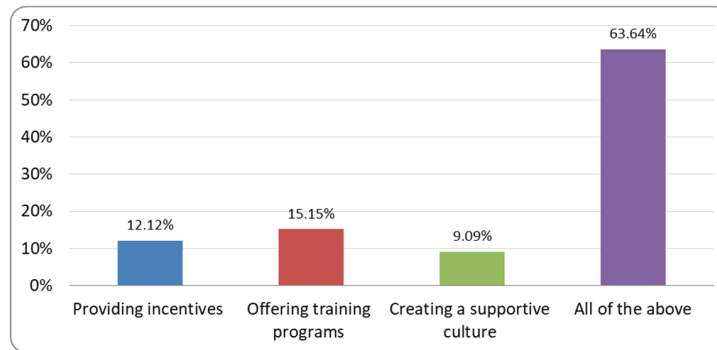


Chart 15: Organizational Support Mechanisms:

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
3.242	95% : [2.861 - 3.624]	1.119	0.195

Organizational support systems strongly affect employee engagement in environmentally friendly projects, as evidenced by the mean score of 3.242 and 95% confidence interval of [2.861 - 3.624]. 3.242 is the mean score. This suggests that training, incentives, and a happy workplace increase employee participation in ecologically responsible tourism. The 1.119 standard deviation and 0.195 standard error show that organizational contexts view these methods' efficiency differently. According to the report, 63.64 percent of respondents think each support strategy above boosts employee engagement. This illustrates that firms need a comprehensive approach to promote employee environmental responsibility.

HOW DOES THE LEVEL OF EMPLOYEE INVOLVEMENT IN ECO-FRIENDLY INITIATIVES IMPACT THEIR JOB PERFORMANCE?

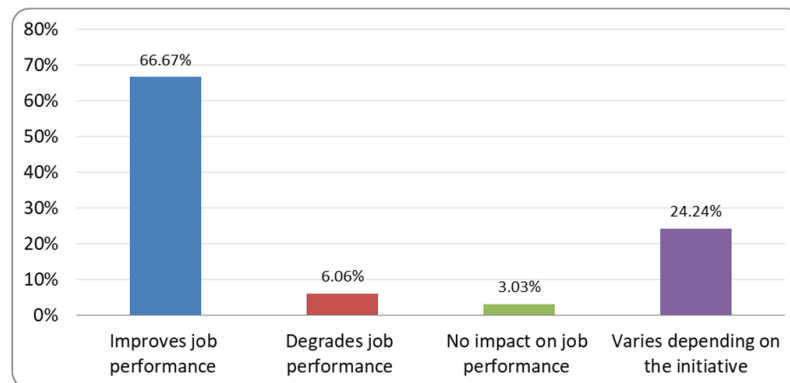


Chart 16: Impact on Job Performance:

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
1.848	95% : [1.404 - 2.293]	1.302	0.227

Employee performance is substantially connected with eco-friendly project participation; mean score is 1.848, confidence interval [1.404-2.293]. This reveals that 66.67 percent of workers think volunteering for environmental causes enhances their work. However, 6.06% think it hurts their performance, 3.03% think it doesn't, and 24.24% think it varies by software. The standard deviation of 1.302 and standard error of 0.227 illustrate that people and projects have different effects at different periods. These data show that eco-friendly tourism requires specialized strategies. They also demonstrate how green measures can boost productivity.

WHAT ROLE DOES EMPLOYEE EMPOWERMENT PLAY IN THE SUCCESS OF ECO-FRIENDLY INITIATIVES?

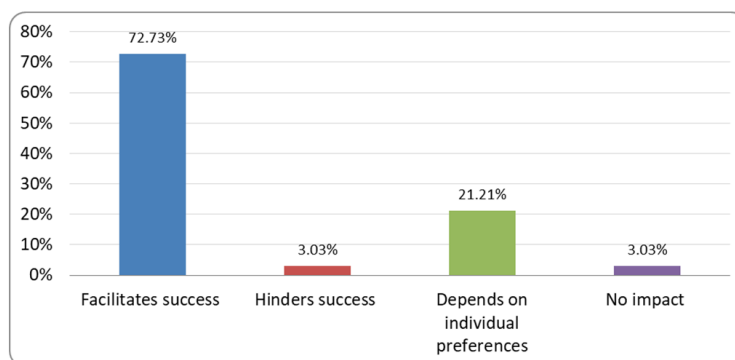


Chart17: Role of Employee Empowerment:

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
1.545	95% : [1.225 - 1.866]	0.938	0.163

Employee empowerment is crucial to tourist sector eco-friendly measures, as evidenced by the mean score of 1.545 and the 95% confidence interval of [1.225 - 1.866]. Most workers—72.73 percent—think empowerment enhances programs. However, 21.21 percent think it affects personal tastes differently and 3.03 percent say it delays progress. 3.03% more reported no immediate effects. Employees' perspectives on empowerment for environmentally friendly projects vary, as the standard deviation is 0.938 and the standard error is 0.163. These findings demonstrate the importance of providing employees with the tools they need to establish an engaging and ecologically friendly workplace. This will improve their efficiency and engagement in eco-tourism promotion.

HOW DO ECO-FRIENDLY INITIATIVES CONTRIBUTE TO EMPLOYEE RETENTION IN THE TOURISM SECTOR?

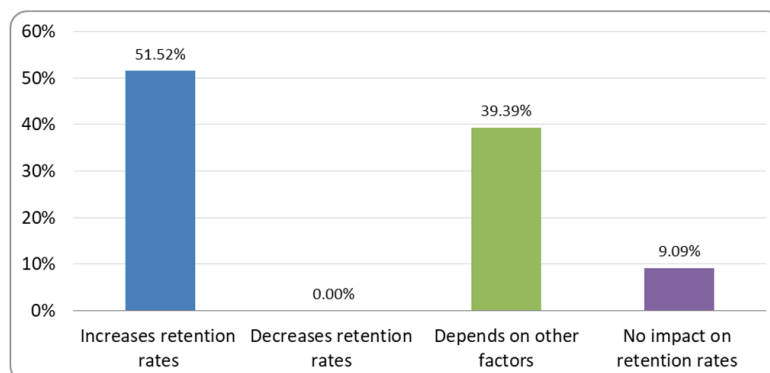


Chart18 Employee Retention:

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
2.061	95% : [1.670 - 2.451]	1.144	0.199

Eco-friendly activities affect tourist staff retention, as shown by a mean score of 2.061 and a 95% confidence interval of [1.670 - 2.451]. Most (51.52%) say these activities improve retention. 39.39% of workers think other factors affect retention. Only 9.09% think retention rates are unaffected. The 1.144 standard deviation and 0.199 standard error values suggest that employees have different opinions on how environmental activities effect retention. By creating a pleasant workplace that promotes sustainable tourism, eco-friendly activities can boost staff retention.

WHAT MEASURES CAN TOURISM BUSINESSES SHOULD TAKE TO OVERCOME BARRIERS TO EMPLOYEE PARTICIPATION IN ECO-FRIENDLY INITIATIVES?

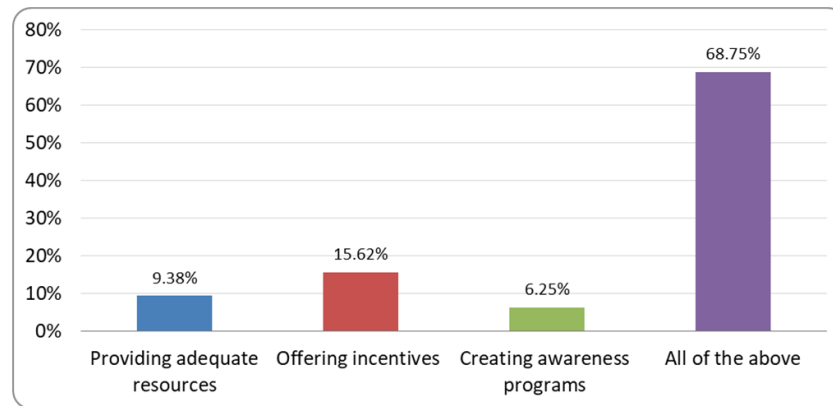


Chart 19: Measures for Overcoming Barriers:

Mean	Confidence Interval @ 95%	Standard Deviation	Standard Error
3.344	95% : [2.974 - 3.713]	1.066	0.188

Tourism organizations can engage employees in ecologically beneficial projects using comprehensive methods with a mean score of 3.344 and a confidence interval of [2.974 - 3.713]. 68.75% approve a comprehensive plan with awareness, incentives, and resources. Many barriers prohibit tourism from participating in green projects. This method is key to solving these challenges. Employee preferences differ (1.066 standard deviation, 0.188 standard error). While comprehensive is best, company-specific events may enhance involvement and performance. These findings suggest that proactive business support helps tourism organizations develop a sustainable culture and engage employees.

6. RECOMMENDATION

- **Enhance Management Support:** Ascertain that management is dedicated to and actively participates in promoting eco-friendly projects. To demonstrate the company's commitment, executives should support environmental activities.
- **Offer Ongoing Training:** Conduct regular training sessions to teach staff members the value of environmentally friendly practices and provide them with the tools they need to carry them out.
- **Encourage Participation:** Create incentive plans to honor and compensate staff members who support sustainable goals (Thermadham, 2024). These incentives could take the form of non-monetary rewards or monetary compensation.
- **Encourage a Supportive Workplace Culture:** Establish a culture where employees actively engage in environmentally friendly activities and place a high value on sustainability. Promote candid dialogue and teamwork among team members.

- **Integrate Sustainability into Job Roles:** Stress the importance of sustainability initiatives in day-to-day operations by incorporating them into job descriptions and performance reviews.
- **Boost Awareness:** Run awareness programs to inform staff members about the advantages of eco-friendly behavior and how their actions affect the environment.
- **Overcome Cultural Resistance:** Determine and get past any cultural obstacles that can keep workers from taking part in eco-friendly activities. Modify strategies to reflect employee opinions and organizational ideals.
- **Track and Assess Progress:** Establish precise metrics and tracking instruments to evaluate the influence and efficacy of environmental initiatives. Keep an eye on things and make necessary adjustments to the strategy.
- **Work Together with Stakeholders:** To increase the efficacy and scope of sustainability projects, establish alliances with vendors, clients, and regional communities. Work together on initiatives that encourage environmental stewardship.
- **Invest in green technology:** Research and purchase environmentally friendly equipment and facilities that minimize their impact on the environment while increasing their operational effectiveness.
- The tourism industry will be able to adopt eco-friendly practices more comprehensively, contributing to a more sustainable future and improving worker satisfaction, engagement, and well-being.

7. CONCLUSION

The study explored how eco-friendly operations affect tourism workers' job satisfaction and well-being. Detailed data analysis and interpretation led to important findings. First, most respondents linked green policies to employee happiness. This shows how workplace change can enhance morale. The study's second focus is management support, resource availability, and education and training, which affect eco-friendly project worker participation. Long-term participation and effective implementation of sustainable practices require organizational support structures. Worker attitudes toward green practices greatly influenced job satisfaction and organizational outcomes, the study found (Sypniewska, 2023). Good attitudes suggest eco-tourism boosts customer and job happiness. Cultural hostility, lack of information, and inadequate incentives also hinder eco-friendly behavior, according to the study. A nice company culture, reward programs, and awareness campaigns can remove barriers to sustainability project participation. Sustainable methods promote tourist workers' job happiness and well-being, but they must be constantly updated and modified, according to studies. Future study should focus on technical advances that improve the sustainability and efficacy of environmentally friendly workplace practices and longitudinal and comparative studies across industries and geographies. Companies may improve employee engagement and environmental sustainability in the changing tourism business.

CONFLICT OF INTERESTS

None.

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