

IMPLEMENTATION OF GREEN HUMAN RESOURCES MANAGEMENT IN HOSPITALITY INDUSTRY TO INCREASING ENVIRONMENTAL AWARENESS

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Abstract

Since today's complicated economy and it is shifting from pandemic to post pandemic, environmental issues are not always the main priority in the hospitality industry. This paper aim to focuses on the implementation of Green Human Resources Management in hospitality to increase environmental awareness. The concept of GHRM is introduced as a comprehensive approach to human resources management which takes into account the impacts of Human Resources practices on the environment. The study methods used is secondary research. The results indicate that the implementation of Green Human Resources Management practices positively influence the sustainability of businesses which leads to the increasing of environmental awareness of employee. The study concludes by emphasizing the need for more research into the potential benefits of GHRM in the hospitality sector and suggests practical recommendations for its successful implementation.

Keywords: *environmental awareness, green human resources management, hospitality industry.*

Introduction

Due to the growing significance of sustainable development in the creation of a modern company's competitive edge, the problem of how to incorporate ecological practices into the field of human resource policy, also known as Green HRM, has gained more attention. A collection of guidelines, procedures, and frameworks known as green human resources management (GHRM) must be in place in order to build an organization that is resource-efficient, socially responsible, and sustainable.

It indicates from the literature that businesses are actively implementing practices for better environmental management, with reduced costs and increased revenue flows, to achieve significant environmentally related business goals (O'Donohue and Torugsa, 2016). Human resource management is essential to enhancing a firm's competitive advantage (Combs et al., 2006). In order to create a sustainable environment, one must be aware of environmental issues and take the necessary steps to address them. Environmental awareness, according to Carmi (2013), is a conscious behaviour toward the environment, such as pro-environmental behaviour. Environmental awareness is seen by Enger and Smith (2013) as the science that enables individuals to acquire the values, abilities, and knowledge necessary to live sustainably. Environmental education is important in

raising people's awareness of the environment to guide them become individuals that care about the environment.

Green Human Resources Management and environmental awareness are closely related. Organizations that adopt GHRM practices are more likely to have employees who are environmentally aware and engaged in sustainability initiatives. By promoting environmental sustainability through HR practices, organizations can create a culture of environmental responsibility that extends beyond the workplace. Furthermore, GHRM practices can help organizations attract and retain employees who are passionate about sustainability. Employees who are environmentally aware are more likely to be attracted to organizations that prioritize sustainability and have a positive impact on the environment.

Literature Review

According to Luu and colleagues (2019; Pham et al., 2019), "green human resource management" refers to the multiple aspects of human resource management that are intended to produce personnel who are sensitive to the relevance of activities connected to environmental preservation. The entire employee life cycle is included. From hiring to retaining employees in a company (W.G. Kim et al., 2020). The term "green talent management practices" refers to a variety of talent management strategies that all centre on ecological instability and the environmental effects of an organization's economic operations. They are characterized as an organization's commitment to environmental protection. (Nisar et al., 2021). Previous researchers have used environmentally sound personnel management in recruitment and selection (Yusoff et al., 2020), environmentally sound training and development (Nisar et al., 2021), and environmentally sound performance management (Chen et al., 2018) have avoided applying it to the environmentally friendly aspects) and Green Rewards and Compensation (Arasli et al., 2020). Using testing tools to ensure employees are optimistic about environmental issues, recruiting and selecting environmentally conscious individuals, and questions related to environmental beliefs, values and knowledge recruitment and selection (Renwick et al., 2013).

Green training aims to improve employee awareness, knowledge, and skills regarding environmentally friendly activities, and to create a climate in which all employees can participate in environmental initiatives. (Fernandez et al., 2003). See (Renwick et al., 2013), green integrated education is an approach that incorporates comprehensive green programs and combines them with performance management systems to create a green climate. The importance of green talent management as a fundamental determinant of employee behaviour is a key part of an environmentally focused strategic plan to build, maintain and enhance sustainable environmental performance in the tourism and hospitality industry. It comes from the fact that it is an element. (Farooq et al., 2021). Global tourism stakeholders have agreed to make a sustainable tourism industry a shared responsibility of global citizens (Hall, 2019). In this aspect, Green Human Resource Management plays a strategic role in managing worker behaviour in the tourism industry, including hospitality.

Employees that are environmentally aware recycle, use less fuel and water, and take other actions that help the environment (Saeed et al., 2019). GHRM is one

of a number of factors that can potentially support this behaviour in employees (Hameed et al., 2020). The GHRM technique promotes ethical behaviour among staff members in order to preserve the environment (Gilal et al., 2019). Improve behaviour by raising individual environmental awareness and enabling them to adopt environmentally friendly behaviour in their personal and professional lives. Green Human Resource Management supports green initiatives by engaging employees in greener activities (Hameed et al., 2020). In order to promote environmental activities, define green targets, educate new recruits on the company's green policies, and encourage employee involvement in green actions, one has to implement green talent management (Aboramadan and Karatepe, 2021). Employees execute competences in line with the organization's environmental policy when environmental development is taken into account in the human resources policy. People are motivated to participate in and contribute to environmentally responsible activities when businesses compensate them for their environmental performance. Therefore, HRM with organizational social responsibility may contribute to EEB (Zhao et al., 2021).

Research Methodology

The research method used in this study was secondary research. this paper will involve a systematic review of existing literature on the topic of green human resources management and environmental awareness. This will involve conducting a comprehensive search of academic databases The search will be limited to peer-reviewed articles published within the last 10 years to ensure that the information gathered is current and relevant. The articles will be screened based on their relevance to the topic and their quality, as determined by their methodology, data analysis, and conclusions.

Results and Discussion

The company does not set aside specific funds for its execution because environmental problems were not considered a priority in the past. But as time has passed, new regulations have been issued, and latest existing trends pattern have emerged, company started begun to create and implement incentives that pay particular attention to environmental issues (Yusoff & Nejati, 2019). Due to previous human resource management approaches that did not incorporate the green notion, human resource managers are limited in their ability to manage firms that are environmentally responsible. This is a result of the recruitment process's initial lack of integration with the environmental idea from the very beginning. Due to the various environmental issues we are currently facing, the government has required that business owners incorporate corporate social responsibility (CSR) into their operations. CSR should be carried out through a variety of company activities, and it is anticipated that this will improve organizational performance and produce excellent results (Yusoff & Nejati, 2019).

In the broad development of sustainability, various shareholders and stakeholders, creditors, consumers, regulators, investors, and the general public have begun to seriously consider the aspects of sustainability. This automatically puts pressure on businesses to start caring and taking it into account, so that the

operation of the business can help address environmental issues. The justification is undoubtedly based on the risks that can result from business operations and service activities, particularly in the hospitality industry. Therefore, the company's environmental performance can be utilized to measure its dedication to preserving and caring for the environment. According to Ilinitch et al, cited in Yusoff & Nejati (2019), there are several measurement systems that company might be applied, such as:

(1) Application of corporate-wide metrics for determining resource acquisition, usage, and waste (2) Maximizing the use of technology and information systems to track and pay attention to resource activities (3) Conduct field observations and audits to provide opportunities for employees to analyse problems, while collecting data and reactions from the company's environmental performance application. This is reinforced by the results of research conducted Teixeira et al., (2016) which demonstrate to the fact that strategies for managing human resources have a significant impact on how effectively the environment is managed. In other words, green HRM practices (such as hiring and selection, training and development, performance evaluation, compensation, etc.) may help a firm operate far better environmentally.

Prescriptive pressure is one of the causes that these efforts to incorporate green HRM practices into corporate policy are accompanied with, according to research by Yusoff & Nejati (2019). Normative pressures are norms, beliefs, socially accepted standards, and ideas that are part of human society. Companies should conceptualize normative pressure on humans inside the corporate body in the context of business operations so that they could get more actively involved in efforts to preserve the environment. is required to be seen as a type of norm from a different perspective. Under pressure from the company. This is therefore seen as the ideal strategy to increase operational effectiveness while pushing the business to develop new offerings to enhance the company's reputation. The business will thus gain a competitive edge. On the other hand, managers need to focus more on environmental concerns due to the constantly shifting market trends, paradigms, the demand for new market items, and the expansion of environmental standards. Without ecologically oriented work programs and adequate implementation of green HRM practices, company executives and management cannot assure that environmental implementation will be successful. The findings of this study are displayed in Figure 1 below.



Figure 1: Green Human Resources Management Practices
 [Source: Rai Palguna, I Gede. (2021) Green Human Resource Management Practice in Hospitality Industry: A General Review]

Conclusions

Green ideas should be incorporated into the Human Resources department from the start. In order to instil a green mindset in potential workers, human resources must first build human resource management activities, from recruitment to rewarding. The practice of incorporating ecological concepts among employees contributes in developing an understanding of sustainability among employees. Studies have shown that GHRM procedures improve environmental performance. Many parties put pressure on the company during its development to integrate sustainability initiatives into daily operations. To confirm the green HRM implementation pattern and perform additional research, it is advised to survey Bali's 5- and 4-star hotels and conduct additional empirical studies of the implementation to remove any research limitations. Sustainability, environmental management, and green human resource management are significant topics in the many environmental problems the planet is currently confronting.

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