

ENVIRONMENTAL PRACTICES AND ORGANIZATIONAL PERFORMANCE IN THE HOSPITALITY INDUSTRY

A Study of this Relation in the City of Porto Alegre, Brazil

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In times of a consumer and less sensitive culture, the human being is causing several environmental problems. In this context, organizations that are positioned in an environmentally responsible way are gaining importance in the market place. The tourism and hospitality sectors, when well planned, can help mitigating the environmental impact and also improve levels of organizational performance. However, it also can help increasing the burden that the natural environment already receives when sheltering many tourists that are not responsible in destinations and hotels that are not planned to work in an environmentally sustainable way. Thus, this article proposes to analyze the hospitality industry of Porto Alegre in regard of its organizational performance and environmental practices. To answer this question, a survey via e-mail was conducted in the hospitality industry of Porto Alegre, analyzing the relations between environmental practices and organizational performance in the hospitality industry of the city. From the 88 hotels inquired, 39 responses were obtained. Analyses were carried out using nonparametric statistical methods. The main findings show that the lodging facilities that have more environmental practices tend to present the best organizational performances. Likewise, the hotel chains showed better results when compared to independent hotels.

KEY WORDS: *environmental practices, organizational performance, hospitality industry, sustainability.*