

## ZOSTEL- An Emerging Sustainable Model of Work from Home

*Anupama S*

3<sup>rd</sup> Year BCom

Finance and Taxation

CMS College, Kottayam

anupamanambiar106@gmail.com

*Alby Maria Thomas*

3<sup>rd</sup> Year BCom

Finance and Taxation

CMS College, Kerala

albymariathomas@gmail.com

*Ritika Jose*

2<sup>nd</sup> Year MBA

HR specialization

Christ University, Bangalore

ritikajose0@gmail.com

*Nisha Anna John*

Ph.D. Scholar

Sree Balaji University, Pune

nishajosecorp@gmail.com

### **Abstract**

The COVID-19 pandemic temporarily closed the doors of business houses and opened the doors to new possibilities. It was in these times that remote work or work from home became full-fledged and rampant in the global scenario. Remote work which was a concept initiated in 1973 has been not just a term but a policy used by a lot of companies today all over the world. Hence, the relevance of this study.

Zostel is the pioneer of the new age -travel culture in India, started in 2013, and is rooted in 54 cities in India and Nepal. This study follows a Case Study method to find out how Zostel which started as the largest chain of backpackers hostels has extended its services to a workspace that carries out its operations in the 'greenest' manner. Sustainable Development speaks of making use of the present resources while saving some from the future. Zostel too works on this model of making its inmates enjoy and make use of the present while thinking/saving about the future. Another objective is to evaluate the social, economic, and environmental impact when working from Zostels.

Through the observation method, the initial primary data was collected. Structured interview schedules will be administered to the managers of various Zostels. Using the snowballing technique questionnaires will be given to inmates to understand the social, economic, and environmental impact.

Post-COVID-19, some companies continue to work from home. Employees, especially youngsters travel and work from Zostels or other abodes. This is why this study is significant even after the pandemic as it unravels what makes them prefer to stay in Zostels rather than their homes.

**Keywords :** *Zostel, Sustainable Development, Work from Zostel, Economic Impact, Environment impact, Pandemic*

## **Introduction**

In the last few decades, the term sustainable development (SD) and sustainability have been reiterated multiple times in environmental and development debates. The term "sustainable development" (SD) is currently used by international organizations and governments, development planners, as the subject of papers and conferences, and as the rallying cry for environmental and developmental activists. First introduced as a global priority in 1980 at the International Union for Conservation of Nature's World Conservation Strategy, SD has evolved from being just a fashionable term to an issue that is currently the subject of serious action. Considering the issue's significance, the United Nations set up 17 Sustainable Development Goals (SDG) or Global Goals in 2015 at the United Nations General Assembly. World leaders and governments are encouraged to give these goals supreme importance which is to be achieved by 2030.

The expansion of tourism, the Government of India's efforts to support structural reforms, changes to various fiscal policies, the acceptance of foreign direct investment, the development of IT, the availability of related facilities, and other factors have all contributed to the explosive growth of the Indian hotel industry. Additionally, the recent "Incredible India" government campaign has significantly impacted Indian tourists' travel plans (Thadani,2005). The hotel sector is growing at a rate of USD 3.8 trillion years or 12%. According to reports, there are roughly 110,000 hotel rooms on hand, while there are currently only about 150,000 needed (CRISIL Annual Summary Report for 2013). This rapid growth makes sustainable hotel operations in India even more essential. Adding to such positive changes is the alarming fact that India came in last place in a ranking of 180 nations evaluated for their environmental performance in the 2022 Environmental Performance Index (EPI).

"Economic Growth and Sustainable Development: Emerging Trends", the conference's theme, draws attention to the discussion of current trends in the sector—in this case, the Indian Hotel Industry. Zostel, established in 2013 by a group of 7 friends, is now the pioneer in the hotel and backpacking hostel chains. It has spread its presence to over 44 cities in both India and Nepal. When the pandemic hit and a new work-from-home culture was born out of it, Zostel expanded its role from being an abode of tourists to attracting corporate workers looking for a safe and relaxing work environment as well. By gathering first-hand information from guests, the study sheds light on two areas of Zostel: sustainability in its administration and how desirable the working environment it provides is.

This study showcases Zostel, one of the nation's largest networks of backpacker hostels as the case under study. It also reveals how environmentally sound and environmentally friendly Zostel's principles and practices are and how successful and socially effective their inmates found their "work from home" (WFH) environment.

## **Review of Literature**

Tourism has often been mistaken to be a recent phenomenon. In fact, tourism itself is extremely old and established in many societies. various aspects of tourism that we experience differ very little from the features of tourism even two millennia ago. Scale and participation in tourism have changed greatly over

time. The various areas visited by tourists have grown in number as have the equipment, infrastructure and facilities utilized but the basis of motivation and behavior remains the same. Over the years we can see a hike in tourists: over 17.9 million foreign tourists arrived in India in 2019 compared to 17.4 million in 2018 representing a growth of 3.5%.

The first definition of SD surfaced in 1987 in the United Nations Report titled 'Our Common Future' which is now generally referred to as the Brundtland Report of the World Commission on Environment and Development 1987. It defines SD as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Many studies defined sustainability in other contexts or disciplines such as

- Business Sustainability
- Career Sustainability
- Urban Sustainability
- Product Sustainability
- Fiscal Sustainability

The Sustainable Development Goals are a collection of 17 global goals set by the United Nations General Assembly in 2015 for the year 2030. The goals are broad-based and interdependent. Various tools exist to track the progress toward these goals. The SDGs are- No Poverty, Zero Hunger, Good Health and Well Being, Quality Education, Gender Equality, Clean Water and Sanitation, Affordable and Clean Energy, Decent Work and Economic Growth, Industry Innovation, and Infrastructure Reducing Inequality, Sustainable Cities and Communities, Responsible Consumption and Production, Climate Action, Life Below Water, Life on Land, Peace Justice and Strong Institutions and Partnership for the Goals.

The following issues were considered under economic sustainability;

1. Transportation charges
2. Zostel/ hostel charges

The widely accepted definition of economic sustainability is the maintenance of capital or keeping the capital intact.

Hotel is often referred to as a 'Home Away from Home'. The hotel industry in India has evolved remarkably over the decades. It can be traced from a long back, right from the Mughal rule. The movement of people both political and for pilgrimage stressed the need for better and improved facilities to cater varied needs of various classes of society.

Hotels in India in the 19th century were mainly introduced by the British for their use or foreign visitors. Its reference can be traced back to 1800. Coming to the 20th century, there was a turning point in the history of the hotel industry in India. We see clear growth and industry.

Hotels play a vital role in setting up viable operational practices as well as educating consumers on sustainable behavior.

The various measures opted for by the accommodation industry include:

- Using greenery as an element of pro-environmental policy.
- Reduced water usage via the use of faucet aerators, use of stored rainwater, and requests to guests to conserve water.

- Energy savings by the usage of proper energy certificate devices.
- Waste reduction by multiple-use materials
- Introduction of biodegradable plates, cups, and straws.

The recent trends in the hotel industry include

- Zostel: Zostel is one of the largest and oldest networks of homestay and homes in India. It is comparatively cheaper and affordable for backpackers. Due to the pandemic, it has also been converted into a work-from-home destination for many new start-up firms.
- OYO: The OYO rooms also known as OYO hotels and room rooms are an Indian multinational hospitality chain of leased and franchised hotels, homes, and living spaces.

### **Covid Induced Hospitality Trends in Hotels**

In the year 2020, we were faced with an unknown deadly virus known as COVID-19 which we had no clue to treat or any idea on how to survive against it. The only thing to be done was to maintain social distancing. By April 2020, half of the world's population was under some sort of lockdown. Quickly as a wildfire, it spread worldwide and travelled to parts of the world. The first case in India was registered on 27 January 2020. This made working a matter of real concern. The global economy was seriously affected. Thus a measure to continue works were found virtually by introducing work from home culture wherein many could keep their jobs and work from the safety of their homes. It covered all areas of work including training, planning, and controlling activities as well. It gave the employees much-needed family time. All this in a way helped people better cope with the pandemic and its effects bravely and courageously. Zostles have also served as a platform for 'workations'. Not just Zostel, but the entire hotel industry faced a large question mark regarding their survival as human proximity can't be avoided in a place such as a hotel. In order to overcome this globally spread disease a new plan had to be devised and at the same time it had to be successfully applied. So some of the reforms made by the hotel industry were:

1. To serve up staycation special.
  - To build the indulgent amenities that the hotel offers.
  - To focus on the need for a change of scenery.
  - To be transparent with your health and safety practices.
2. Be ready for road trippers:
  - Make sure the property has ample space for parking
  - Increase reception hours to 24\*7
  - Create flexibility with check-in and check-out times to accommodate.
3. Host online hotel events:
  - Host cooking or cocktail-making virtual classes.
  - Partner with local fitness to hold an online exercise gym or yoga near your hotel.
  - Create a series of virtual hotel and city tours.
4. New hotel health and safety trends:
  - Mobile check in and check out
  - Grab and go meal
  - Reduced housekeeping during long-term stay
  - Smart hotel rooms

## **Research Objectives**

The objectives of the case study are as follows:

1. To highlight Zostel's unique approach to sustainability
2. To study the transition of Zostels from hostels with tourists to extending their services to Work From Home
3. To identify the sustainability of the operations of Zostel
4. To evaluate the social, economic, and environmental sustainability of the Work From Home Services provided by Zostel

## **Research Methodology**

This study follows the intrinsic case study approach. To meet these objectives, data was collected from Primary and Secondary sources.

The primary sources of data were collected from the Zostel guests who have stayed at various Zostel units in India and Zostel Managers. As the population was unknown, Snowballing random technique was used to identify Zostel inmates. A structured questionnaire containing both open-ended and close ended questions was administered to them. Thirty-eight responses were received. Of the 43 Zostels in India, the Convenience sampling technique was used to identify the Zostel Managers. Responses from a total of eight of them were recorded. Some were personally at their workplace using interview schedules while others were interviewed over the telephone.

Secondary data was collected from research papers, journals, periodicals, book sections, interviews, websites, and other electronic sources both online and others.

The data was then analyzed, interpreted and suggestions were given

## **Profile of Case Under Study**

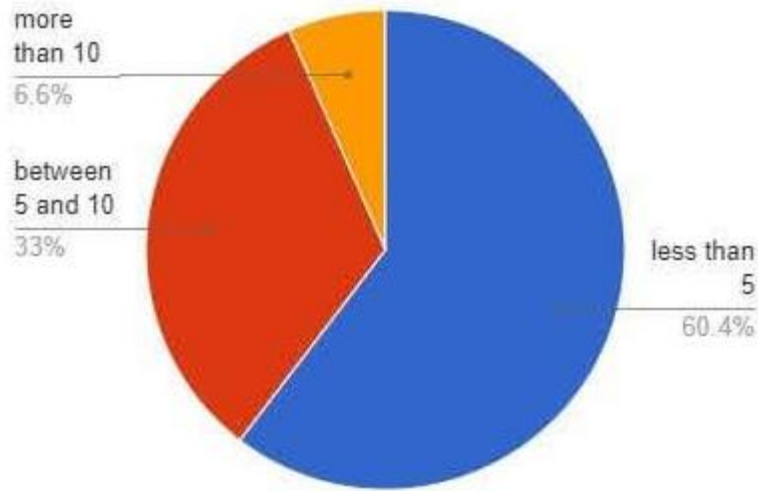
Zostel gets its name from a combination of 2 words "Hostel + GenZ" and as the name suggests, it has attracted some serious attention from travelers across India as well as foreign tourists visiting India. Established in 2013 by a group of 7 friends from IIM & IIT belonging to different backgrounds- Akhil Malik, Dharamveer Singh Chauhan, Paavan Nanda, Tarun Tiwari, Chetan Singh Chauhan, Siddharth Janghu and Abhishek Bhutra, it has now grown into a company with a funding of over \$1 million in 2014. Over the years, Zostel has earned the tag of 'budget back paper hostels' wherein beds can be rented for as little as ₹500 per night. Having started with 3 cities in Rajasthan being the hometown of one of the founders', namely Jodhpur, Jaipur and Udaipur, the list has continued getting longer with the most recent addition being properties in Munnar (Kerala), Wayanad (Kerala), and Coorg (Karnataka). The company operates 55 facilities in 40 locations in India, including 37 hostels and 18 Zostel Homes. Budget travelers, particularly those in the 18–35 age range, are the target market for Zostel, which seeks to provide safe, clean, and affordable lodging. Each outlet features both mixed-gender and female-only air-conditioned dorm rooms. Private lockers, free Wi-Fi, and a communal area where guests can mingle are all available to lodgers. Additionally, they are welcome to use the free laundry and breakfast services. The founders have given consideration to issues of safety and comfort while yet trying to maintain a lively and hip atmosphere. As recent grads, the founders found it challenging to find business opportunities, haggle over real estate costs, and develop expansion strategies to branch out to the rest of the country. But they participated in various management competitions including the ones run by the Richard Ivey School of Business, Canada, Indian Institute of Technology, Bombay, in Powai, and the Wharton India Economic Forum B-Plan contest

and won each one. They made between 40 and 50 lakh, and all went into expanding the company. Presha Paragash, an angel investor from Malaysia, also contributed 5 crores. Even though each of the founders has expertise in a certain field (operations, finance, media relations, etc.), they do not have set duties, they are all willing to step in for one another if necessary. The seven members always go between the areas where they have hostels or new ones are developing. The main competitors of Zostel include companies like Backpacker Panda, Roadhouse Hostel, etc. When mentioning competitors, it is important to mention a major challenge that Zostel experienced in the recent past. OYO Rooms, a hotel aggregator company, filed a lawsuit against Zostel when the company launched Zo Rooms, alleging Zostel of fraud and data theft. The case was taken to court but was soon settled. After that, OYO rooms was in negotiations to buy Zo Rooms but finally decided against doing so. In response, Zo rooms sued OYO rooms for data theft because they thought OYO may use their information in the future. Three years into the acquisition war, Zo Rooms finally declared victory. Currently, the different products offered by Zostel include Zostel Hostel, Zostel X, Zostel Escape, ZoZo Bus, Zo Rooms, and OTA services. However, the business model of Zostel is primarily franchise-based. The tagline of Zostel 'Live It Now' pretty much sums up what one can experience from their stay at Zostel - an excellent travel experience that makes one truly live in the present.

## **Discussion**

Tourism is and will continue to be a flourishing industry both as a part of the Indian as well as the world economy. Over the years, an important and preeminent source for economic growth in India has emerged from the tourism industry owing to the fact that it has significant influence over other economic sectors as well like the transportation industry, food and beverages industry, hotel industry and so on. With more than 8.8 million foreign visitors to India in 2016 compared to 8.03 million in 2015, a growth rate of 9.7% (4.5% in 2015), India was placed eighth in the Asia Pacific region and 24th worldwide in terms of international tourism receipts (Kumar & Rana, 2019). It is in this scenario that new inventions like the chain of backpacker hostels, Zostel, came into the picture to help further boost the tourism sector. Spread over 44 cities in both India and Nepal, Zostel offers an affordable yet safe place for travelers from across the globe visiting India. But because of the outbreak of the global pandemic COVID-19 and the extended lockdown as well as quarantine regulations, strict limits on travel were put in place. The tourism sector and every other industry dependent on it had to adapt themselves to the 'new normal. They had to move to digitization, contactless payments, and employee health and safety measures, including PPE kits. India went into multiple lockdowns during the months of March, April, and May. It was only on 8 June 2020 that hotels and restaurants were allowed to open again. Zostel, just like any other hotel in India, struggled during this phase but was quick to adapt to it by opening its units for long stay periods of over 7 days. Many units even functioned as quarantine centers. But the most effective adaptation tool of Zostel was its decision to open its gates to corporate workers from all across India as a relaxing and serene environment to work from as and when the work-from-home culture was introduced in response to the global situation. To this day, guests flock Zostel units for several reasons, the main ones being to work and as a tourist.

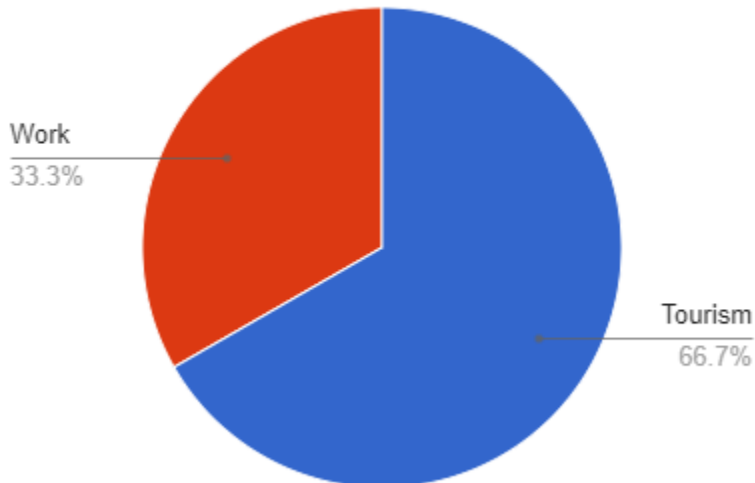
Number of Zostel units stayed in



**Figure: 1 Number of Zostels stayed**

6.6 % of respondents stayed in more than 10 Zostels. 60.4% of them stayed in less than 5 Zostels, while 33% of the respondents stayed in between 5 & 10 Zostels.

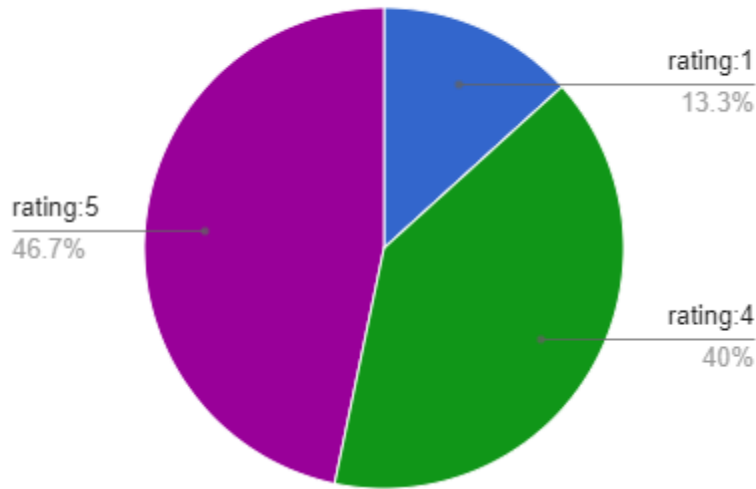
Purpose of stay



**Figure:2 Purpose of stay**

66.7% of the respondents stayed as tourists while a lesser number of them stayed to work from home.

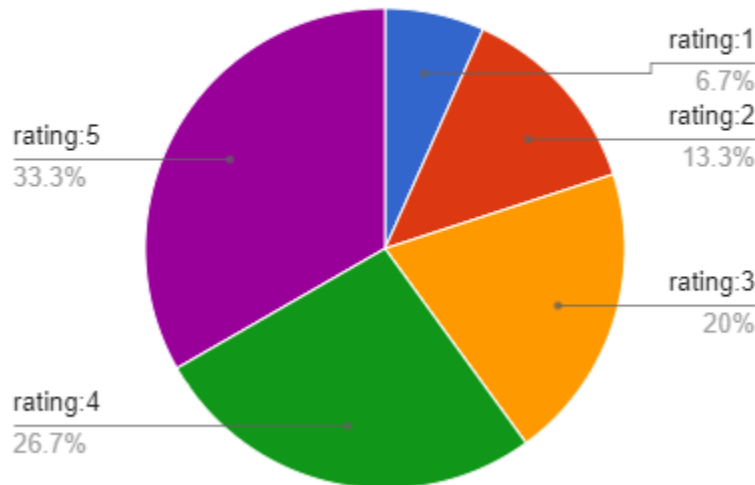
**Availability of clean water and sanitation at Zostel**



**Figure :3 Availability of Clean water and sanitation**

46.7% of the respondents were extremely satisfied that Zostels provided clean water and sanitation. 40% of them were satisfied while 13.3% were highly dissatisfied with the clean water and sanitation provided.

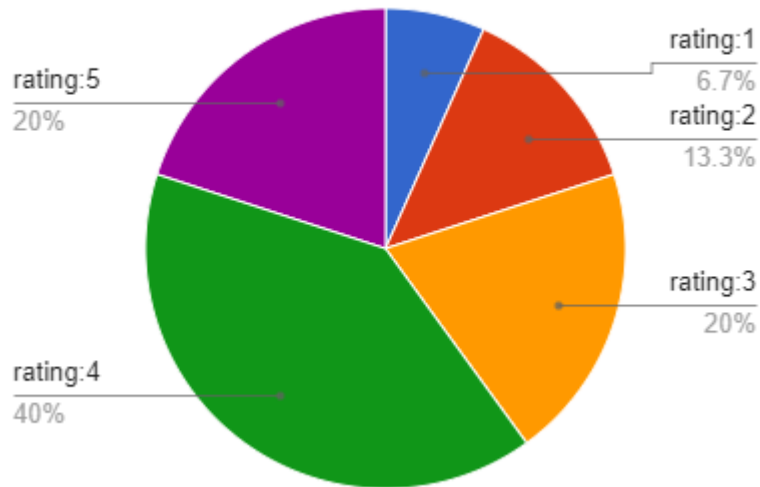
**Affordable energy sources (electricity, use of renewable resources, energy efficiency etc.)**



**Figure 4: Affordable energy sources**

6.7% of the respondents were highly dissatisfied with the provision of affordable and clean energy. 13.3% were dissatisfied, 20% were not so satisfied, 26.7% were satisfied and 33.3% were highly satisfied.

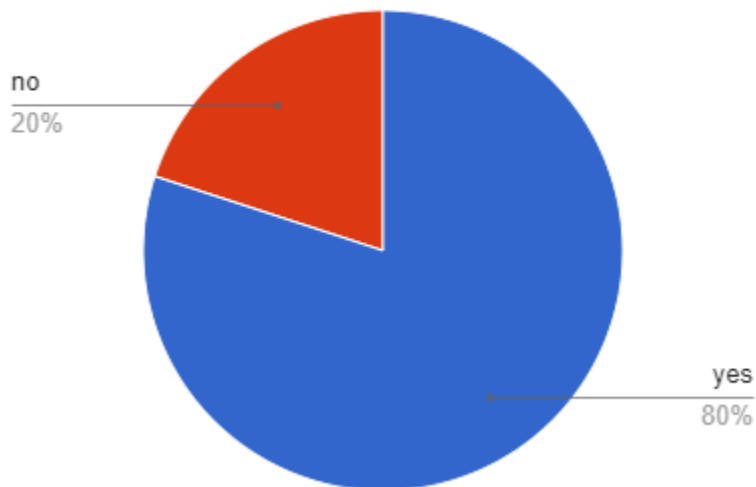
**Efficiency in consumption of resources**



**Figure:5 Efficiency in consumption of resources**

6.7% of Zostelites was highly dissatisfied with the efficiency with which Zostel units consumed resources. 13.3% were dissatisfied, 20% were not so satisfied, 40% were satisfied & 20% were extremely satisfied with the same.

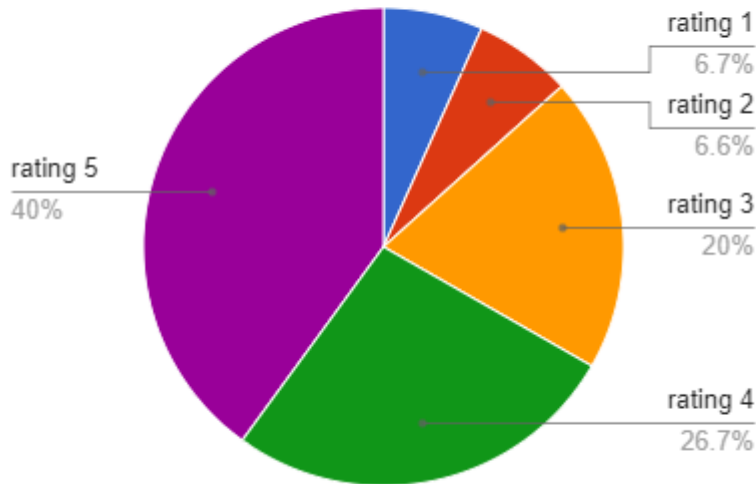
**Does Zostel promote gender equality?**



**Figure:6 Gender Equality**

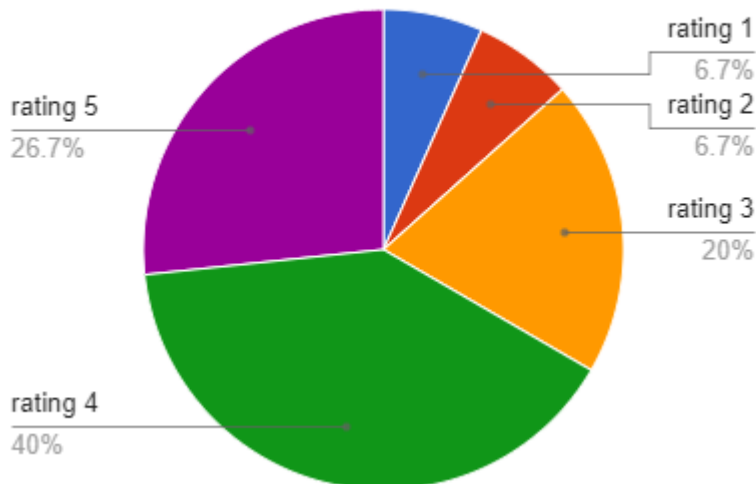
80% professed that Zostel promoted gender equality. While 20% did not think so.

How economical and easy on your pocket would you say staying at Zostel is?



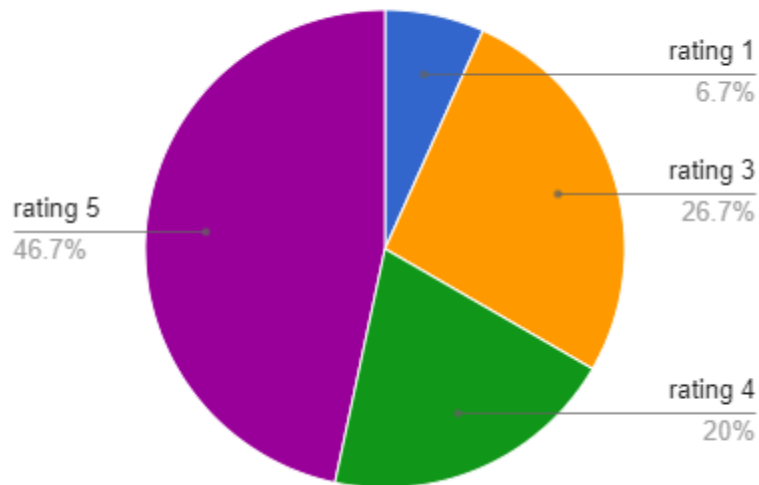
**Figure: 7** 40% of the respondents have agreed that staying at Zostel is highly affordable. 26.7% are satisfied and 20% take a neutral stand. The rest found it dissatisfactory.

How economical is the location at Zostel? (travelling to and from Zostel)



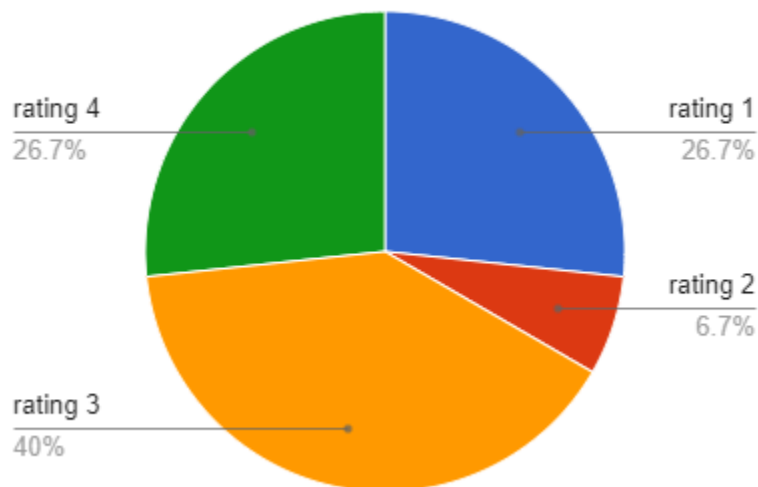
**Figure: 8** 26.7% of respondents are highly satisfied with the location and reachability of Zostel whereas 40% found it satisfactory.

How reasonable is the stay at Zostel?



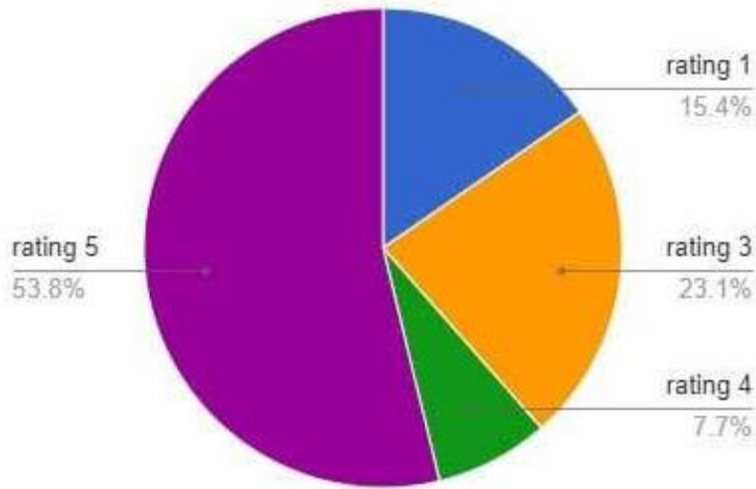
**Figure 9: Almost half of the respondents found that the cost incurred at staying in Zostel is reasonable. 20%, 26.7%, and 6.7% thought that it is satisfactory, not so satisfactory, and highly dissatisfactory respectively.**

How cost effective is the food at Zostel?



**Figure 10: When asked about the cost of food at Zostel, 26.7% found it satisfactory, 40% not so cost-effective and the rest rated it dissatisfactory.**

How would you rate your Work From Home experience at Zostel?

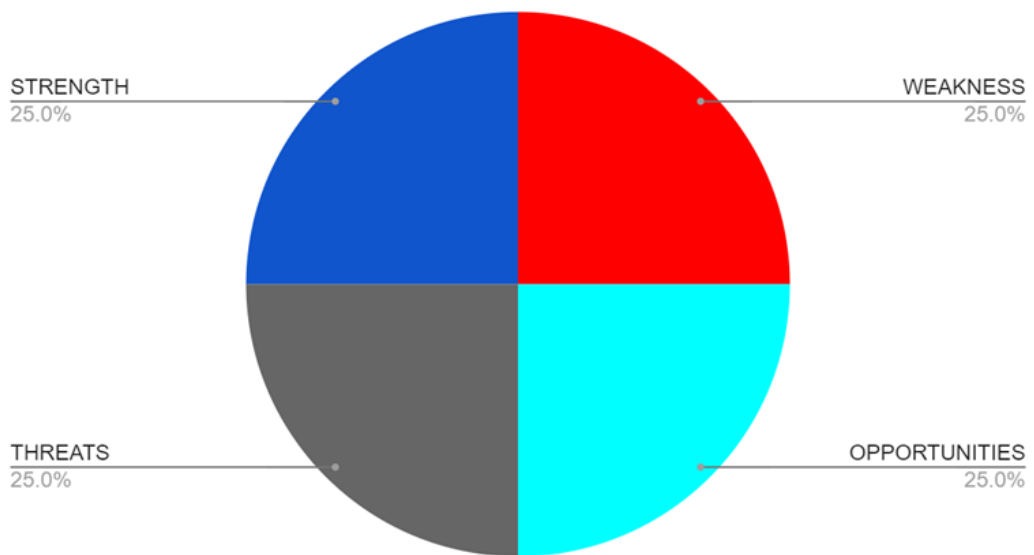


**Figure 11: More than half of the respondents were highly satisfied with the work environment**

provided by Zostel, 7.7% found it satisfactory, 23.1% found it not so satisfactory the others said it was dissatisfactory.

### SWOT Analysis of Zostel

ZOSTEL



## Strengths

The strengths are as follows:

- Affordable and inexpensive stay
- The units are spread all over India which means that they are widely distributed and easy to find. They are in prime locations. Another locational advantage is that they are moist and often situated in beautiful scenic spots close to nature.
- Amenities provided like free Wi-Fi, air conditioning, hangout area, storage units, etc.
- Unlimited learning ground for inmates on varied topics through interactions
- Cleanliness and hygiene
- Unity in diversity
- Work From Home facilities
- Promotes the culture of the place through sightseeing and other activities
- Youngsters meeting place or hub for knowledge and work sharing
- Refilling water stations thus reducing plastics
- Laundry facilities
- Food sharing facilities

## Weaknesses

- Depends a lot on customer interaction and frequent interactions.

## Threats

- Cutthroat competition from competitors
- Social media negative reviews that would affect the reputation

## Opportunities

- Expansion into foreign terrain
- Knowledge Hubs can be made

## Zostel and Sustainable Development Goals

Sustainable Development ensures the economy's growth while including all social beings and protecting the environment. It looks backward while moving forward. With the advent of technology and misuse of resources by man among other negative impacts like poverty and hunger, United Nations listed seventeen SUSTAINABLE DEVELOPMENT GOALS(SDGs). AMONG them, SDG 5- GENDER EQUALITY, SDG 6- CLEAN WATER AND SANITATION, SDG 7- AFFORDABLE AND CLEAN ENERGY, and SDG12- RESPONSIBLE CONSUMPTION AND PRODUCTION were taken for our study. This was because our literature review revealed that these SDGs resonated with Zostel's concept of sustainable development. When you dig in deeper, they broadly encompass social, economic, and environmentally SUSTAINABLE GOALS.

SDG 6, 7 and 8 were grouped under environmental sustainability, which is defined as the ability of the environment to continue to function appropriately indefinitely. SDG5, gender equality was classified under social sustainability. Social sustainability is about identifying and managing the business impact,

both positive and negative, on the people. SDG 12 came under economic sustainability. These have been given colour codes for easy interpretation.

Colour codes that depict the sustainable development goals mentioned in the study are shown in the table below:

**Table:1 Colour codes for the broader categories covered in the study**

Social Sustainable Goals	Environment Sustainable Goals	Economic Sustainable Goals
--------------------------	-------------------------------	----------------------------

The 17 SDGs with respective colour codes are categorized as follows:

**Table: 2 SDGs and categories**

SDG 1	NO POVERTY
SDG 2	ZERO HUNGER
SDG 3	GOOD HEALTH AND WELL BEING
SDG 4	QUALITY EDUCATION
SDG 5	GENDER EQUALITY
SDG 6	CLEAN WATER AND SANITATION
SDG 7	AFFORDABLE AND CLEAN ENERGY
SDG 8	DECENT WORK AND ECONOMIC GROWTH
SDG 9	INDUSTRY INNOVATION AND INFRASTRUCTURE
SDG 10	REDUCING INEQUALITY,
SDG 11	SUSTAINABLE CITIES AND COMMUNITIES
SDG 12	RESPONSIBLE CONSUMPTION AND PRODUCTION
SDG 13	CLIMATE ACTION
SDG 14	LIFE BELOW WATER
SDG 15	LIFE ON LAND
SDG 16	PEACE JUSTICE AND STRONG INSTITUTIONS
SDG 17	PARTNERSHIP FOR THE GOALS

Please note only those with the three colour codes are covered in the study as they are relevant to Zostel.

## Findings

Most of the respondents stayed in less than five Zostels. Initially, Zostels was started with the sole purpose of making tourists stay. However, the purpose of stay is majorly for tourism. There is also a trend among youngsters to stay in as many Zostels as possible. Some call it by the nickname the Zostel challenge. Cleanliness and sanitation were outstanding features. The use of renewable energy sources needs to be improved. Almost 60% of them were satisfied with the efficiency of energy.

The majority of the Zostelites were highly satisfied with the provision of clean water and sanitation while only a small percentage were highly dissatisfied with the same. On the affordable economic aspect, more than 50% agreed that the energy resources were affordable. Two-thirds of the respondents were satisfied with how Zostel used its resources. Gender equality is one of the criteria to know whether a company treats women equally and with respect. Zostel fared a high score on the same. According to respondents, gender equality is fostered by making sure that everyone is equally safe, encouraging and establishing more mixed-gender housing, treating men and women equally, etc. Female responders have likewise attested that they haven't found anything strange while there. In addition, Zostel excels in being cost-effective and providing visitors with a suitable and inexpensive location to stay. Most respondents assessed all financial aspects as satisfactory, including the price of a stay, the cost of transportation to and from a Zostel unit, and the cost of food at the Zostel. Respondents who were asked why they preferred Zostel as a place to work stated that they did so for several reasons, including comfort, the ambiance and view, a calming and pleasant setting, the quality of the food, peaceful and quiet rooms and common areas to work from, etc. Also, they mentioned that working from Zostel was a pleasant change of scenery and that one could take little pauses to mingle with other visitors who had similar interests or even go for a walk in the well-maintained surroundings.

Running through the Sustainable Development Goals, 'gender equality' (SDG 5), 'clean water and sanitation' (SDG 6), 'affordable and clean energy' (SDG 7), and 'responsible consumption and production' (SDG 12) were assessed.

### **SDG 5: Gender Equality**

This is a socially sustainable goal and has been practiced by Zostel in the following ways: there are shared dormitories that both males and females and transgenders can use without any discrimination on the basis of sex. There are no separate timings for boys and girls to enter the premises. The deadline for the last entry into Zostel premises is the same for all sexes. There is no separation of common bathrooms for either of the sexes. Anyone can sit anywhere during meal times. The use of the common area too is not separated sex-wise. In no way is anyone allowed to speak in a sexist manner. If there is any sort of complaint received against anyone, that person would be not allowed to use the facilities and will have to vacate too.

### **SDG 6: Clean Water and Sanitation**

This is an environmentally sustainable goal. Drinking water is clean and changed at regular intervals. It is kept in a clean space that is covered well. Bathrooms and other rooms are clean and sanitized well for the comfort of inmates. Separate spaces for washing and hanging clothes. Water for bathing and washing too is clean. Safe usage of water also has been displayed in all common areas and rooms.

### **SDG 7: Affordable and Clean Energy**

This is an environmentally sustainable goal. The dormitory facility provides a common heating facility in the case of winter, a common fan and air conditioning in summer. This helps to bring down the energy

spent and overhead costs of electricity. Some Zostels run on solar power. Here again, pollution emitted comes down.

### **SDG 8: Decent Work and Economic Growth**

This is an environmentally sustainable goal. Sustainable tourism is practiced by Zostel. With group tours that inmates arrange themselves carpooling and so on they help preserve the tourist destination that they are located in.

### **SDG12- Responsible Consumption and Production**

Food is not made in excess. Orders are taken well in advance so this reduces wastage.

The food and almost all consumable resources are shared by the inmates. Since bills are split there is less chance of wastage of food ordered and it becomes cost economical.

Inmates share transportation costs during their stay. They do so to go sightseeing and also return to airport travel. Using local transportation also adds to making things more economically viable.

### **Suggestions**

The following are the suggestions that have been put forward:

A gender ratio can be made mandatory in the workforce of Zostel so that males, females and transgenders get equal opportunities to work. Air conditioning need not be provided during seasons when the climate is pleasant. This will bring down global warming

Zostels can go on a time-sharing basis like Sterling Resorts and Mahindra have been doing. That way they can get customers all the time.

Young India can be found in Zostels. In the future, they can be stricter on the age limits to ensure a good amount of customers.

The furniture in the dormitories is standardized beds. However, there was a need to increase the bed length size to accommodate 6-footers.

A notice board at the reception mentioning those who wish to avail travel pool could be installed so that guests can plan travel in advance accordingly at a low cost.

For adventurous people, Zostel could buy and keep hiking shoes, gear, camera and other accessories so that they can be rented out and at the same time guests don't have to pack too many things and bring them.

### **Conclusion**

The study has given insight into how a large company like Zostel operates in the most eco-friendly manner while still making a profit. It demonstrates to people like us how crucial it is to support sustainability and sustainable practices in any way possible while also returning to the environment in which we live. As a part of the earth, we have a duty to preserve and maintain it for future generations because everyone has the right to live in a safe, clean and healthy environment. Topmost priority must be given to taking steps to build and maintain a long-term momentum that may aid the world in achieving its aims and bringing the Sustainable Development Goals to life. A steady interaction between human activity and the natural environment is the foundation of this type of growth because it preserves the chances that future generations will live in conditions at least as excellent as our own. In other words, we must all be socially

and environmentally conscious. Resources are getting scarcer and there is less time than ever to take action.

If we want to see tomorrow, action has to be taken today – the Zostel way.

## References

- Aryal, S. (2022, August 4). Questionnaire- Types, Format, Questions. Retrieved from The Biology Notes: <https://thebiologynotes.com>
- Banerjee, A. (2022, February). Sustainable Development in India. Retrieved from ResearchGate.
- Bavadam, L. (2022, August 25). India ranks at the bottom in a list of 180 countries in the 2022 Environmental Performance Index. Retrieved from Frontline, The Hindu: <https://frontline.thehindu.com>
- Davahli, M. R., Karwowski, W., Sonmez, S., & Apostolopoulos, Y. (2020, October). The Hospitality Industry in the Face of the COVID-19 Pandemic: Current Topics and Research Methods. *International Journal of Environmental Research and Public Health*. Retrieved from ResearchGate.
- Goodland, R. (2020). *Sustainability: Human, Social, Economic and Environmental*.
- Jones, P., & David Hiller, D. C. (2014). Sustainability in the global hotel industry. *International Journal of Contemporary Hospitality Management*.
- Joseph, S. T., & Brako, P. (2017, August). AN EXPLORATORY RESEARCH INTO THE HOTEL INDUSTRY AS A VIBRANT CONTRIBUTOR TO INDIA'S ECONOMIC REFORMS. Retrieved from ResearchGate: <https://www.researchgate.net>
- K.Ozili, P. (2022, February). Sustainability and Sustainable Development Research around the World. Retrieved from ResearchGate.
- Kumar, A., & Rana, G. S. (2019, July ). A Review of Economic Impacts of Tourism Industry on Growth of Indian Economy. 104-112.
- Lele, S. (1991, February). Sustainable Development: A Critical Review. Retrieved from ResearchGate: [https://www.researchgate.net/publication/222795821\\_Sustainable\\_Development\\_A\\_Critical\\_Review](https://www.researchgate.net/publication/222795821_Sustainable_Development_A_Critical_Review)
- Mahapatra, A. (2021, September 4). Zostel - The one with the Flashback of Hostel memories. Retrieved from Startup Talky: <https://startuptalky.com/zostel-startup-story/>
- Mohan, R. (2021, September 2021). What is a Case Study? [+6 Types of Case Studies]. Retrieved from Venngage: <https://venngage.com>
- Pandey, C. A. (2021). Indian Hotel Industry: Past, Present and Future. *International Journal of Trend in Scientific Research and Development*, 582-586.
- Rosa, F. S., & Silva, L. C. (2017). Environmental sustainability in hotels, theoretical and methodological contribution. *Brazilian Journal of Tourism Research* , 39-60.
- Sehgal, K. (2015, June 17). India's first chain of backpacker hostels is attracting some serious money. Retrieved from Quartz: <https://qz.com>

Tyagi, D. H., Gumaste, D. R., Shende, D. K., & Shah, D. G. (September 2021). Hotels Journey - Pre Pandemic to Post Pandemic with Reference to the year 2020 & 2021. UGC Care Group 1 Journal, 187-197.

Varshney, R. (2019, November 22). How Zostel pivoted from a hostel for backpackers to the OTA segment. Retrieved from YourStory: <https://yourstory.com/2019/11/zostel-hostel-backpackers-ota-segment-startup-oyo>

Vyas, L., & Butakhieo, N. (23 December 2020). The impact of working from home during COVID-19 on work and life domains: an exploratory study on Hong Kong. Taylor & Francis Online, 59-76.

Ghoshal, S. (2014, September). Zostel : Passion for Travel. Retrieved from [livemint.com](http://livemint.com).