

73. Environmental aspects of the Hotel business

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Introduction. One of the main area of the hotel industry development in Ukraine is the development of environmentally friendly or "green" enterprises of the hotel industry. Usually, this is a recreational hotel. In order to meet the requirements of green tourism, the hotel company must be certified by an independent auditing organization.

Materials and methods. For current research were used materials of one of the most prominent auditors in Europe is Green Key, which includes 2,400 eco-certified hotels in the world in more than 56 countries of the world. In Ukraine there are just 10 hotels that have passed the environmental audit of Green Key. Also, I have used last researches and statistic from Trip Advisor web site.

Results. The main aspects of each hotel from the perspective of the International Organization for Environmental Education are criteria developed by the International Committee, including environmental management in the enterprise, monitoring of electricity and water consumption, waste management, training of personnel, involvement of guests, work with relevant communities around the hotel. Based on the above, for the successful passage of the environmental audit, the company must make incredible efforts both in terms of economic costs and moral. So what can be the incentive for the organization to be involved in green activities?

First of all, it is understanding of each employee that due to the operational activity of the company its reduce environmental footprint.

Second argument is the economic component, because the proper treatment of resources such as water and energy leads to a reduction in their consumption, and the company saves some money.

Thirdly, green tourism has already reached such levels, that it is become a criteria for hotels bookings, and tourist can choose a place from the green hotel category only. For example, the world-renowned Resident Reservation Resource Trip Advisor has created a special criteria for Hotel Green ridge Hotel facilities. The TripAdvisor's "EcoLiders" program features a variety of hotels and mini-hotels, ranging from budget to luxurious ones. But all of them are conducting their economic activity reasonably and environmentally conscious, in particular, in dealing with waste, using natural products of local households, installing charging stations for electric vehicles.

Conclusions. Careful attitude towards our natural resources is not only an image indicator, but also becomes a source of potential profit. So, this aspect of Hotel industry in Ukraine is highly recommend to be researched and developed.

References

1. <http://www.greenkey.global/criteria/>
2. <https://www.tripadvisorsupport.com/>