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HOTEL INDUSTRY IN UKRAINE EMBRACES GREEN REVOLUTION

***Annotation.** The article argues the relevance and importance of environmental development of the hotel industry in Ukraine. The current state of the eco-hotels in Ukraine, their features, challenges and opportunities for development were also analyzed in this article.*

***Key words:** eco-hotel, greening, hotel industry, environmental certification.*

I. Introduction

The greening means that the hotel is becoming more aware of environmental issues. Green hotels focus on preserving the purity of harmony in nature to improve the natural balance of life. With the rapid growth of the world population is increasing urgency of environmental protection and conservation of natural resources.

Ecological hotels appeared as a result of increased demand for nature recreation, which has formed at the hotel market in the last two decades. Today eco hotels become more and more popular and open everywhere. Some of them offer services in megalopolises, providing guests with 100% clean water, food and natural materials of room decoration [2].

Sociological researches showed that people are willing to pay extra for environmental cleanliness and helped to promote environmental ideas in the hotel industry. Thus, the survey, conducted at Cornell University during the recent economic crisis has shown that, despite the recession, people do not forget about environmental issues and are willing to pay more for «green» products and services. According to a survey conducted by a European company, the curiosity of tourists to eco-hotels is

increasing. The survey involved 66 thousand guests, who lived in the hotels of North America during 2001-2012. The study found that significantly increased the awareness of visitors about environmental initiatives in hotels (66% in 2012 compared with 57% in 2011), 72% of clients involved in environmental programs organized by hotels. Demand creates supply and eco-hotels already conquered many countries in Europe and America and is gradually emerging in Ukraine, but very slowly [5].

II. Statement of the problem

Over the past few years the hotel market of Ukraine is undergoing active development. Many hotels were built and constructed in preparation for the Euro 2012. As a result, the problem of luxury hotels was almost solved, but the eco-hotels are not enough. Although Ukraine has sufficient ecotourism resources, the use of which naturally lead to an intensification of infrastructure development and the territorial organization of ecotourism activities. So the main task is to determine the causes inhibition of greening local hotels and opportunities to address them.

III. Results

Ukraine gradually marching towards adaptation of technical regulations with EU requirements, where state mandatory requirements combined with voluntary certification system that meets the requirements of a unified international and European standards. The system of environmental certification in Ukraine began to develop much later than in the EU, U.S., Canada, Japan, but has some achievements. Ukraine was the first country in the former Soviet Union, which began to develop a system of environmental certification and labeling, following international standards ISO 14000. Ukraine joined the Global Ecolabelling Network - an international organization that brings together 27 certification systems 60 countries and 43 harmonized standards for environmental goods and services. European Commission for granting the status of ecological hotel requires adhere to 37 criteria and 21 conditions.

However, the voluntary environmental certification and a large number of conditions for obtaining this certificate become an obstacle to the emergence of a sufficient number of eco-hotels in Ukraine. Hoteliers are not seeking to receive a certificate of environmental as this procedure requires not only additional costs but significant alteration of thinking, conceptually new approaches to organizing activities. But according to the practice of foreign hotels, costs of environmentalizing recouped in less than 5 years. The status of eco hotel can be awarded to those who save electricity, heating and water; who sort their trash and encourage their guests to help protect the environment. For example, key card systems switch off electricity automatically when guest rooms are vacated, and thus avoid useless consumption of electricity (TV, lights...). These and many other innovations help eco-hotels to use less water and electricity than other hotels.

Although the process of greening the hotels has some problems in Ukraine, but we can identify the major players among them. In 2011, the hotel complex «Artemida» (Crimea, Yalta, the village Ponizovka) became the first institution in Ukraine for temporary accommodation, which is certified according to the international environmental standard ISO 14024. This hotel uses energy-saving lamps and air conditioning system / heating. Also it uses the saving program of fresh water, waste water is treated with a special installation without the use of chemicals. They buy electrical equipment and computers class «A», «A+», as a part of the complex they have special system for paper saving. This hotel offers all guests ecological food from local producers.

Another well-known eco-hotel «ShyshkiNN» with Turkish bath is located on the shore of the lake, near the pine forest in an ecologically clean area in the village Snov'yanka Chernihiv region. The hotel is located in an ecologically clean area and uses environmentally friendly materials to design rooms.

Eco-hotel «Friend House» is located on 3 hectares plot in forest resort zone aside of Orel river bank, 30 km far from Dnepropetrovsk. It is a single-floor group of buildings with open yards, parking, terraces, garden and park zones (covered area 1750 square meters). During process of siting, an ineological analysis of the region was used, taking into account Earth energy-information field conception. It is space,

reflected in details, surrounded by wildlife. In this project were used exclusively ecological harmless materials: clay, reed and wood. Construction's carcasses designed from wood and shell stone. Cobwork cocoons of room are united by the roof plate [4].

These are the most famous eco-hotels in Ukraine. In most cases they use natural materials for construction and design of buildings, organic food production, location in an environmentally friendly natural areas to show their environmental trend. Ideally, all this should be complemented by innovative technological systems for the conservation of natural resources. Hotels in Ukraine also use other methods of greening (Table 1).

Table 1 – Tips for Greening the Hotel

ENERGY MANAGEMENT	WATER CONSERVATION	IAQ IMPROVEMENT	WASTE REDUCTION & RECYCLING
Lobbies & Public Areas:			
Install energy-efficient lighting in lobbies, bathrooms, and hall-ways Use LED exit signs.	Use low-flow toilets, faucet aerators, and touch less faucets in public bathrooms. Don't over-water your lobby plants.	Strategically place entrance mats to keep dirt out of the building. Install hardwood or resilient flooring to reduce particles and allergens commonly trapped in carpet. Specify green paints and wall coverings.	Make sure recycling bins are available for public use. Use hand dryers in public restrooms. E-mail check-out information to clients to avoid unnecessary printing.
Guestrooms:			
When rooms are unoccupied, make sure drapes are closed, lights are off, and AC is set to a higher temperature.	Use towel/sheet reuse cards to cut down on laundry. Install low-flow toilets and showerheads, faucet aerators, and	Use cotton, bamboo, or other natural bed linens, towels, and curtains.	Have recycling bins in each room. Don't put newspapers at each door – have them available in the

Install only energy-efficient electrical appliances.	touch less faucets in guest bathrooms.	Specify green paints and wall-coverings.	lobby or dining area.
Provide guests with in-room thermostats.	Post signs encouraging guests to take brief showers.	Avoid using air fresheners.	Use soap/shampoo dispensers in bathrooms instead of individual bottles.
Install occupancy sensors.			Have hotel stationery available on request only.
Encourage the cleaning staff to leave the TV off while preparing the rooms.			Don't line garbage cans with plastic bags.

Ukraine currently offers several different eco-regions. The most popular is the peninsula of Crimea located on the northern coast of the Black Sea. Here, in a large variety of features hiking, biking and horseback riding. So it is very appropriate place for eco-hotels building. Carpathians mountains are also region with a great eco-resource. The Carpathian Mountains are considered to be the Green Pearl of Ukraine. It is one of the most popular resorts and tourist centers of the country. A beautiful mix of natural areas, forests, meadows, shepherds and humans living in harmony with nature is what makes the mountains so attractive to tourists. This place with original nature of territory, beauty of its Alpine meadows and woods, rough rivers and mountain lakes, soft climate, curative mineral sources, the historical and architectural monuments is the best place for development of eco-hotel infrastructure [3].

IV. Conclusions

The largest number of eco-hotels located in Kyiv region, 10 areas have one eco-hotel and 13 regions do not have any. Number of eco-hotels is low, although environmental services is a significant advantage for attracting visitors.

Despite the voluntary environmental certification in Ukraine hoteliers need to understand that passing international certification that meets the international standards

ISO 14024 makes it possible to obtain a certificate of accreditation, which is recognized in 27 countries of the world. Hotels receive documentary evidence, which can be effectively used in applications for marketing and increasing workload accommodation facilities, as well as successful participation in tenders. In addition, the title of eco-hotel offers significant investment opportunities for business development [1]. For Ukraine, it is very important to meet existing demand for eco-hotels, which today is the most popular and have great prospects for the future.

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