

CURRENT STATE AND PROSPECTS FOR THE DEVELOPMENT OF ECO-HOTELS IN UKRAINE

Halyna Ya. Ilnytska-Hykavchuk¹

The article reveals the state, problems and prospects of development of ecological hotels in Ukraine. Reduction of negative impact of hotels on the environment is possible thanks to their operation on the basis of sustainable development. The paper reveals the principles of the hotel sector's activity based on the concept of sustainable development. The main hotel certification systems in the world are presented. The Green Key environmental certification programme was found to be the leader in the Ukrainian hotel market, but the number of certified hotels in Ukraine is still small. The main obstacles to the implementation of the greening of the hotel industry are identified. It has been emphasised that the advantages of the implementation of ecological hotels are the reduction of costs due to the saving of resources, the growth of a positive image in society, the activation of the use of locally produced products, the popularisation of local traditions, crafts, products, the use of environmentally friendly food products, detergents, the reduction of environmental pollution, a positive impact on people's health. There are several measures proposed for the greening of hotel activities.

Keywords: ecological hotel, greening, innovation, environmental certification, sustainable development.

JEL Classification: L83

Statement of the problem. The increase in the number of tourists, the active development of the tourism industry contributes to the growth of the number of hotels. On the one hand, hotels attract new tourists and bring income to the economy; on the other hand, they cause environmental pollution and damage to the most valuable natural objects. In order for the development of the hospitality industry not to have a negative impact on the environment, it must operate on the basis of sustainable development.

Analysis of the recent research and publications. Problems of operation of ecological hotels have been studied by such scientists as Pankiv N.Ye., Hunko V.M., Pandiak I.H., Krainiuk L.M., Hanych N.M., Abramova A.H., Titomyr L.A., Zahorianska O.L., Tereshchuk N.V. and others.

The issue of implementing best environmental practices in the activities of accommodation facilities in order to reduce their negative impact on the environment and strengthen their positive environmentally oriented image requires further research.

Formation of the article's objectives (task statement). The purpose of the article is to define the meaning and principles of operation of ecological hotels, to reveal the existing systems of their environmental certification, to identify the strengths and weaknesses of ecological hotels, to reveal the main types of environmental measures that need to be implemented.

Summary of the main research material. The hotel industry is actively developing, the number of hotels is increasing and the range of services is expanding.

This increases the negative impact on the environment. In particular, water resources are used intensively, the environment is polluted, the number of tourists in sensitive areas increases, a lot of energy is consumed, natural landscapes are degraded due to the construction of tourist infrastructure facilities, noise pollution and biodiversity is destroyed [1; 2]. The extent of the hotel's negative impact on the environment depends on its size, category, environmental policy and season.

Reducing the negative impact of the hotel industry on the environment is possible thanks to its operation on the basis of sustainable development. Based on the concept of sustainable development, it is possible to highlight the principles of activity in the hotel sector [3]: minimisation of negative impact on the environment, conservation, rational use of various resources (natural, social, cultural); respect for the culture of local communities, their customs; obtaining economic benefits for local communities from tourism, active involvement of local residents in economic activities, increasing business activity; increasing environmental awareness of society.

The greening and sustainable development of the hotel industry requires the introduction of eco-innovations, which can be understood as processes, products, services that ensure the least use of natural resources and the least negative impact on the environment. Thanks to the implementation of eco-innovations, companies receive benefits such as cost reduction through resource saving, improvement of competitiveness and image of the company.

¹Halyna Ya. Ilnytska-Hykavchuk, Candidate of Economic Sciences, Docent, Associate Professor at the Department of Tourism Lviv Polytechnic National University
ORCID: <https://orcid.org/0000-0003-4176-2784>
E-mail: halyna.y.ilnytska-hykavchuk@lpnu.ua



Environmental innovations are implemented by eco-hotels. According to European standards, such hotels should have ecological heating systems, sewage treatment plants, waste classification, use ecological lamps for lighting, use ecologically clean products for cooking, as well as organic personal hygiene products available [4].

Environmental certification, which is voluntary in the hotel industry, is an effective tool for greening. To achieve eco-hotel status, a hotel must demonstrate compliance with the international quality standard ISO 14001. A number of countries have created their own standards based on this standard. Yes, the countries of the European Union – EMAS [5].

The best known hotel certification schemes are Green Globe (UK), Green Key (Denmark), HAC Green Leaf (Canada), Touristic Union International (TUI) (Germany).

In 2022, more than 3,900 businesses from more than 60 different countries around the world will be Green Key certified [6]. America and Mexico have the most green hotels.

Large hotel chains around the world, such as Marriott, Hilton, Starwood, Hyatt, support the Hotel Carbon Measurement Initiative programme, which aims to reduce the amount of carbon dioxide emitted by hotels, and also implement a number of environmental measures [7].

The international programme of environmental certification of hotels ("Green Key") is widely spread in the Ukrainian hotel market. In Ukraine the activity of "Green Key" is carried out by the public organisation "Ecological Initiative". In order to receive the Green Key label, hotels must pass an assessment of more than 70 criteria in the areas of environmental control, management, personnel policy, guest information, water supply, waste and energy saving.

The first hotel in Ukraine to receive environmental certification in 2011 was the Radisson Blu in Kyiv [5]. The number of hotels with environmental certification in Ukraine is still small. Most of these hotels are located in Kyiv and Lviv (Reikartz, Radisson chain).

Greening the hotel industry has a number of obstacles:

1) The lack of desire among tourists to adhere to ecological behaviour, save resources, and limit their needs and desires. Therefore, it is necessary to conduct an awareness-raising policy among clients on the activities they can undertake to reduce their negative impact on the environment.

2) Environmental friendliness is often not the main factor when choosing a hotel. It is necessary to educate the public about saving all kinds of resources, sustainable development, etc.

3) Low public awareness of hotels' environmental practices. In this regard, it is necessary to inform society about the implementation of sustainable development principles in the operation of hotels. For example, major hotel chains such as Marriott, Accor and Hilton have launched their own sustainable development projects and actively disseminate information on their websites.

Consider a SWOT analysis of the development of eco-friendly hotels (Table 1).

In order to be recognised as an environmentally friendly hotel, it is advisable to follow the following measures [7–9]:

1) Use environmentally friendly building materials such as wood, bamboo, etc. in the construction of hotels.

2) Use ecological means and materials for interior decoration.

3) It is necessary to provide for the maximum possible natural lighting of the rooms when designing them. In eco-hotels, it is advisable to place rooms on the south side, to design large windows and skylights.

4) Provide customers with locally grown organic food. Avoid using genetically modified products. In organic cuisine, use local raw materials or products with organic labels, focus on these products in the menu; reduce the use of meat in food; create a vegetarian or vegan menu; package products in disposable dishes only when necessary; reduce the amount of food waste.

5) Landscaping the exterior and interior of the hotel. A new trend in hotel design is the use of indoor phytowalls. When landscaping, it is advisable to use local plants, as they are resistant to local conditions, as well as drought-resistant plants. Use irrigation controllers.

Table 1 – SWOT-analysis of ecological hotels of Ukraine

Strengths	Weaknesses
Positive image among the public. Implementation of environmental innovations. Application of locally produced products. Promotion of local traditions, crafts and products. Use of environmentally friendly food, detergents, etc. Use of renewable energy sources. Reducing costs by saving resources (water, energy).	Significant capital investments in the acquisition of environmental technologies. Higher cost of certain services and products compared to traditional hotels. High cost and lack of green technologies. Lack of qualified personnel. Low public awareness of eco-friendly hotels, low marketing support.
Opportunities	Threats
Expansion of market share, growth in the number of consumers. Introduction of advanced technologies. Sustainable development of tourism. Expanding the range of services. Government support for hotels.	Economic crisis. Decline in household income. Low popularity among consumers. Increased competition. Unstable political situation, military operations.

- 6) Implement an environmental management system.
- 7) The hotel establishment should contribute to improving the well-being of the local community, involving them in the economic activities of the hotel. Use services and products from local producers.
- 8) Support local communities: schools, kindergartens, medical facilities and other social institutions.
- 9) Collect and reuse rainwater for technical and economic needs (watering the garden, toilets, etc.).
- 10) Saving and controlling water consumption. This is possible thanks to the installation of aerators, a double drainage system. It is recommended to use intelligent water management systems for the water supply of the eco-hotel. In addition, visitors should be reminded to conserve water and resources.
- 11) Energy saving through the use of energy saving lamps, alternative heating sources, automated energy saving systems, thermal insulation of windows, use of renewable energy sources, heat conservation in all rooms. Compared to traditional LED lamps, it is possible to save 80% more energy. In addition, there are automated energy management systems on the market (Energy Management System). Thanks to them, the hotel can reduce its electricity costs by 30%.
- 12) Use household appliances that save electricity.
- 13) Sort and dispose of waste properly. Sort rubbish into clearly marked bins, collect organic product waste for soil fertilisation, use leftover soap not used by guests for washing.
- 14) Buy products in bulk and use reusable materials, do not use plastic.
- 15) Use environmentally friendly detergents for all hotel needs. Many hotels now offer their customers high quality ecological cosmetics that do not contain sulphates, do not pollute the water and do not have a negative effect on people's skin.
- 16) Anti-discrimination, protection of rights and dialogue with employees. Employee care is provided through health care packages, fitness packages and creative learning opportunities.
- 17) Openness and honesty in the company's advertising policy. It is appropriate to inform guests about the hotel's

actions in the field of sustainable development. For this purpose, hotels should have attractions and signs that inform customers on how to save water, electricity, heat and waste. It is also necessary to thank customers for saving resources.

18) Transfer of tourists by environmentally friendly means of transport (electric cars). Introduce the service of recharging them.

19) Provide bicycles for rent to customers, popularise bicycle tours.

20) Use phosphate-free household chemicals or cleaning probiotics.

Each eco-hotel should have its own concept that makes it unique. Therefore, architects and designers are working on the creation of ecological hotel projects, trying to find an original approach to the design of hotel interiors.

Hence, in the face of growing competition, comprehensive innovation activities will help to create an eco-hotel that will attract both Ukrainian and foreign tourists.

The main conditions contributing to the development of eco-hotels are: the development of organic production; the growing attention of society to the ecological quality of products and services, the environment; the availability of natural resource potential, areas suitable for the location of eco-hotels; the greening of other sectors of the economy which supply the hotel industry with products (building materials, chemicals, textiles, resource-saving technologies); the spread of energy-saving, water-saving and other nature-saving technologies.

Conclusions. Consequently, eco-hotels are a promising type of accommodation, as society's attention to its own health, the problems of saving resources and preserving the natural environment is constantly growing. For their effective development, a set of measures is needed, which includes both state support for such facilities, educational activities among people, and the implementation of advanced environmental innovations by hotels. The implementation of eco-practices in the activities of accommodation facilities has such advantages as saving resources, increasing customer loyalty, increasing income and a positive image of ecologically and socially responsible business management.

REFERENCES:

1. Hanych, N. M., Hataliak, O. M. (2019). Ekolohizatsiia hotelnoho ta restorannoho biznesu [Greening of the hotel and restaurant business]. *Heohrafiia ta turizm – Geography and tourism*, 43, 39–47. Available at: <http://www.geolgt.com.ua/images/stories/zbirnik/vipusk43/v436.pdf> [in Ukrainian].
2. Tereshchuk, N. V., Tranchenko, L. V., Tranchenko, O. M., & Shashero, A. M. (2023). Ekolohizatsiia hotelno-restorannoho biznesu [Greening of the hotel and restaurant business]. *Visnyk Odeskoho natsionalnoho universytetu. Heohrafichni ta heolohichni nauky – Bulletin of Odessa National University. Geographical and geological sciences*, 1(42), 105–114. [in Ukrainian].
3. Hou H., Wu H. (2021). Tourists' perceptions of green building design and their intention of staying in green hotel. *Tourism and Hospitality Research*, vol. 21, no. 1, pp. 115–128. DOI: <https://doi.org/10.1177/1467358420963379>
4. Cingoski, V., Petrevska, B. (2018). Making hotels more energy efficient: the managerial perception. *Economic research – Ekonomska istraživanja*, vol. 31, no. 1, pp. 87–101. DOI: <https://doi.org/10.1080/1331677X.2017.1421994>
5. Tereshchuk, N. V. (2022). Vplyv ekolohichnoi sertyfikatsii na reitynh hoteliv z boku kliientiv [The influence of environmental certification on the rating of hotels by customers]. *Ekonomika pryrodokorystuvannia ta okhorony navkolyshnoho seredovyscha – Economics of nature use and environmental protection*, 65, 133–137.
6. Green Key: Available at: <https://www.greenkey.global>

7. Pankiv, N., & Byk, V. (2023). Ekolohizatsiia hotelno-restoranoi sfery v konteksti staloho rozvytku turyzmu v Ukraini [Greening of the hotel and restaurant sector in the context of sustainable development of tourism in Ukraine]. *Visnyk Khmelnytskoho natsionalnoho universytetu – Bulletin of the Khmelnytskyi National University*, 2, 146–156. [in Ukrainian].
8. Titomyr, L. A., Korotych, O. M., & Khalilova-Chuvaieva, Yu. O. (2021). Ekolohizatsiia hoteliv yak napriam rozvytku hotelno-restorannoho biznesu. [Greening of hotels as a direction of hotel and restaurant business development]. *Ekonomika kharchovoi promyslovosti – Economics of the food industry*, 13 (3), 88–93. [in Ukrainian].
9. Abramova, A. H., & Myroshnyk, Yu. A. (2020). Eko-trend v sferi hostynnosti: ekonomichni ta sotsialni aspekty [Eco-trend in hospitality: economic and social aspects]. *Efektivna ekonomika – Efficient economy*, 5. Available at: http://www.economy.nayka.com.ua/pdf/5_2020/84.pdf

СПИСОК ВИКОРИСТАНИХ ДЖЕРЕЛ:

1. Ганич Н.М., Гаталяк О.М. Екологізація готельного та ресторанного бізнесу. *Географія та туризм*. 2019. Вип. 43. С. 39–47. URL: <http://www.geolgt.com.ua/images/stories/zbornik/vipusk43/v436.pdf>
2. Терещук Н.В., Гранченко Л.В., Гранченко О.М., Шашеро А.М. Екологізація готельно-ресторанного бізнесу. *Вісник Одеського національного університету. Географічні та геологічні науки*. 2023. № 1(42). С. 105–114.
3. Hou H., Wu H. Tourists' perceptions of green building design and their intention of staying in green hotel. *Tourism and Hospitality Research*. 2021. Vol. 21. № 1. P. 115–128. DOI: <https://doi.org/10.1177/1467358420963379>
4. Cingoski V., Petrevska B. Making hotels more energy efficient: the managerial perception. *Economic research- Ekonomska istraživanja*. 2018. Vol. 31. № 1. P. 87–101. DOI: <https://doi.org/10.1080/1331677X.2017.1421994>
5. Терещук Н.В. Вплив екологічної сертифікації на рейтинг готелів з боку клієнтів. *Економіка природокористування та охорони навколишнього середовища*. 2022. Випуск 65. С. 133–137.
6. Green Key: URL: <https://www.greenkey.global>
7. Паньків Н., Бик В. Екологізація готельно-ресторанної сфери в контексті сталого розвитку туризму в Україні. *Вісник Хмельницького національного університету*. 2023. № 2. С. 146–156.
8. Тітомир Л.А., Коротич О.М., Халілова-Чуваєва Ю.О. Екологізація готелів як напрям розвитку готельно-ресторанного бізнесу. *Економіка харчової промисловості*. 2021. Том 13. Випуск 3. С. 88–93.
9. Абрамова А.Г., Мирошник Ю.А. Еко-тренд в сфері гостинності: економічні та соціальні аспекти. *Ефективна економіка*. 2020. № 5. URL: http://www.economy.nayka.com.ua/pdf/5_2020/84.pdf

СУЧАСНИЙ СТАН ТА ПЕРСПЕКТИВИ РОЗВИТКУ ЕКО-ГОТЕЛІВ В УКРАЇНІ

Галина Ярославівна Ільницька-Гикавчук¹

У статті розкрито стан, проблеми та перспективи розвитку екологічних готелів в Україні. Встановлено, що готельне господарство негативно впливає на природні ресурси, забруднює викидами навколишнє середовище. Зменшення негативного впливу на довкілля можливе завдяки функціонуванню галузі на засадах сталого розвитку. Розкрито принципи діяльності в готельній сфері на основі концепції сталого розвитку. Наведено наявні основні системи сертифікації готелів в світі. Встановлено, що на готельному ринку України лідирує програма екологічної сертифікації Green Key, проте кількість готелів, які пройшли екологічну сертифікацію в Україні, ще невелика. В основному готелі, які пройшли екологічну сертифікацію, знаходяться в Києві та Львові (мережа Reikartz, Radisson). Встановлено, що основними перешкодами для впровадження екологізації готельного господарства є відсутність фінансових ресурсів, низька поінформованість суспільства про екологічні практики готелів, низька екологічна культура суспільства, слабка державна підтримка закладів екологічного спрямування, вища вартість послуг. Виділено, що перевагами впровадження екологічних готелів є зниження витрат за рахунок економії ресурсів, зростання позитивного іміджу серед суспільства, активізація використання продуктів місцевого виробництва, популяризація місцевих традицій, ремесел, продукції, використання екологічно чистих продуктів харчування, миючих засобів, зменшення забруднення довкілля, позитивний вплив на здоров'я людей. Запропоновано впроваджувати такі заходи для екологізації діяльності готелів: екологічні матеріали в будівництві, екологічні миючі засоби, органічна продукція харчування місцевого вирощування, впровадження екологічного менеджменту, використання продукції та послуг місцевих громад, економія води, збір і використання дощової води, економія енергії, сортування відходів, використання продуктів у великих упаковках, не використовувати пластик, турбота про працівників, використання екологічно чистих транспортних засобів та інше.

Ключові слова: екологічний готель, екологізація, інновації, екологічна сертифікація, сталий розвиток.

Стаття надійшла до редакції 15.02.2024
The article was received February 15, 2024

¹ Галина Ярославівна Ільницька-Гикавчук, Національний університет «Львівська політехніка»