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ECOLOGICAL HOTEL IN THE FORMATION OF THE PRODUCT SUCH AS THE ELECTRONIC CATALOGUE

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Abstract. Today, humanity is facing unprecedented environmental problems. Among them, the most dangerous are global climate change and the greenhouse effect, which are causing a continuous increase in Earth’s temperature due to excessive carbon dioxide emissions. This leads to rising sea levels and more frequent extreme weather events. Another serious problem is the depletion of the ozone layer, posing significant threats to human health and ecosystems. World oceans are increasingly polluted by plastic waste, oil spills, and industrial contaminants. Soil fertility is declining, and erosion is intensifying, creating major risks for food security. This article studies the importance of implementing ecological hotels integrated into electronic catalogues as a sustainable tourism product. These hotels apply green technologies, recycling systems, and environmental management to ensure environmental protection and social responsibility.

Key words: electronic catalogues, green technologies, hospitality industry, environmental protection, social responsibility, eco-friendly, recycling systems, sustainable tourism, environmental management.

INTRODUCTION

The electronic catalogue is produced and actively used abroad, especially in the tourism and hotel business. Among the most popular are: hotel guides, flight manuals, cruise ship guides, HRS, business traveler catalogues, airline catalogues, and others, including compact discs for individual areas. Electronic catalogues are usually updated every month, and subscriptions are available. In addition, many catalogues support internet functions for flight bookings and hotel reservations.

A flight instruction catalogue contains information from more than 800 airlines worldwide, flight schedules, tourism formalities in various countries, airport transfer services, airport layouts, aircraft seating plans, and more. The drive search system greatly increases the possibility of finding the necessary information quickly, taking into account selected classes, required times, and other terms without difficulties.

Hotel guides and RADIO electronic aids provide information about several thousand hotels worldwide, including photos of hotels and rooms. The drive search system allows users to select hotels based on various criteria, such as location, category, room type, service type, price, and others.

REVIEW OF LITERATURE ON THE SUBJECT

“Environmental resources to the development and application of efficient technologies, innovation, creation of environmentally friendly products, the introduction of new methods of organization of production, for example, environmental management, environmental innovations in marketing, and the nature of access to others, and use the results of applying economic, environmental, social, and other effects. This definition shows that the positive effects of environmental innovation will appear in all areas of human life in a positive way,” interprets their vision Yashalova N. The idea of environmental innovations has appeared relatively recently¹.

Information about eco-innovation from Claude Fussler and James Peters can be found in their book. Their book, “Eco-Innovation: A Breakthrough Discipline for Innovation and Sustainability,” was published in 1996. The authors describe eco-innovations as “new products and processes that give value to customers and businesses, but at the same time significantly reduce their environmental impact.” According to the sociologist E. V. Pecheritsa, “an environmentally friendly hotel is a property that has significant purchasing power while reducing its environmental impact.” These hotels are often called eco-hotels or green hotels. She also states,

1. Н.Н.Яшалова, канд. экон. наук, доцент, 1 г. Череповец Экологические инновации как приоритетное направление «зеленой» экономики. Вестник УрФУ. Серия экономика и управление. № 5/2012

“Environmental innovation consists of new product technologies, production methods, and the organization of new or modified processes, methods, systems, or social programs. Using them will improve the environment in different areas and activities, reducing environmental risks, pollution, or other negative environmental consequences”.²

RESEARCH METHODOLOGY

In 1998–1999, the journal “Tourism: Practice, Problems, Prospects” and professionals from the tourism industry prepared a CD manual. This publication, presented in two editions, provides information on various aspects of the tourism business, including licensing, certification, taxation, and others. It also contains regional geographical information and the most interesting articles from magazines. From a management viewpoint, the tourism sector involves a vast amount of information and processing flow transmitted within a complex system. By using modern information technology in management, a high level of quality can be achieved. Therefore, specialized directories in the field of socio-cultural services and tourism widely utilize information technology.

ANALYSIS AND RESULTS

Results analysis and pedagogy agreed to pay extra money for the research, showing that people who cared about a clean environment and ecology helped to put forward these ideas. The survey conducted during the last economic crisis by Cornell University’s pedagogy department showed that people did not forget environmental issues and were willing to pay extra for “green” products and services. Similar studies conducted among hotel visitors showed that people (especially those with high levels of education and income) care about environmental problems. From a marketing point of view, the “green” theme is a useful method to distinguish a brand and stand out among competitors.

The introduction of environmental technologies in hotels and restaurants can attract wealthy customers, as it is associated with a responsible attitude towards nature, and the additional costs are usually covered by equally responsible guests. In the USA, hotels are awarded environmental ratings (the most widespread rating being Bronze) by the U.S. Green Building Council (USGBC). American experts pay great attention to the design of buildings and rooms, the building materials used, and toxic substances. Hotels also focus heavily on beautification directions, rational use of water, streamlining heating and cooling processes in buildings, and reducing plastic bag consumption.

For example, Gaia Napa Valley Hotel in America uses “grey” water output (rainwater and drainage from washing). This water is filtered and used to fill the pool and irrigate the hotel’s large landscaped areas.³

Environmental initiatives of hotels improve their appearance and bring various benefits. Creating and advertising the hotel’s website with information about environmental protection and human health achievements will appeal to environmentally conscious guests. To reduce business costs and attract more guests, hotels will be obliged to become more environmentally friendly, as people are increasingly paying attention to environmental issues. In developed countries, hotels usually maintain a high level of environmental protection, and this adds to their reputation. Such hotels are often selected for their cleanliness and safety standards.

In Russia, Rezidor’s appropriate five hotels in St. Petersburg have already obtained the Green Key international environmental certificate. Among them are the Park Inn Pribaltiyskaya Hotel, Park Inn by Radisson Nevsky, Park Inn Pulkovskaya, Radisson Royal, and Radisson Sonya. The “Green Key” is an international quality mark granted to hotels for their achievements in environmental protection. To obtain the environmental certificate, hotels must meet fifty mandatory requirements and several recommended ones. The criteria cover various areas: environmental management, employee participation, guest information, water consumption, cleaning and laundry, waste management, energy consumption, food and drinks, office work, green areas and parking, environmental events, and others.

Rezidor hotels’ achievements in this direction include the use of energy-saving light bulbs, installation of aerators, separate garbage collection and recycling, use of environmentally labeled cleaning agents, and installation of energy-saving equipment. For their restaurants, Rezidor mainly purchases products that do not require long transportation and have environmental labels.

The “Green Key” program in St. Petersburg was launched in summer 2010 with the support of the Baltic Environmental Forum. The first Russian hotel to receive this environmental certificate was “Cronwell Inn Stremyannaya,” which received the Green Key in August 2010. Resource saving and cost optimization are becoming means of competition, especially in the hotel industry during stable periods: “Both foreign and local

2. Е.В.Печерица.Российский опыт применения экологических инноваций в средствах размещения (на примере Северо-Западного федерального округа). 42 (231) – 2013 39 Стратегия развития экономики

3. <https://uz.hydroponicsbc.com/6770-formation-of-a-hotel-product-for-an-environmental-ho.html>

clients now consider the availability of an environmental certificate as a mandatory parameter when choosing a hotel. Supporting the green movement remains a priority task for the hospitality sector.”

Hotels apply several innovative solutions, paying attention to the following: installation of faucet regulators (reducing monthly water consumption by 17%), use of environmentally friendly cleaning tools (reducing chemical components, making room cleaning ten times cheaper compared to traditional methods), use of cardboard disposable packaging, and dispenser-based cosmetics (57% cheaper per ml compared to single-use packaging). Information materials are also optimized (terry wash product usage reduced by 10%), alongside no-smoking policies and others.

Currently, not only existing hotels but also design and construction processes are integrating environmental protection standards. Despite the fact that green technologies increase construction costs by 10-15%, they are considered the main criteria for saving operational funds in the future. According to Cronwell Management General Director Alexei Muse, who spoke at the “Hotel Property Management II” conference in Moscow at Swissotel Krasnye Holmy, environmental aspects offer an effective tool for improving profitability and serve as a responsible business model for hotel networks.

According to specialists’ opinions, future environmental development will not only reduce internal costs but also significantly increase the organization’s reputation, attracting new customers and increasing existing customer loyalty levels. Such hotels often receive many positive comments and are ranked first by foreign guests. For them, compliance with environmental standards becomes a necessary condition when choosing a place to stay for a long time. Hotels that have not yet confirmed the effectiveness of environmental programs should continue actively participating in the development of environmental management systems.

For example, Cronwell Park Hotel regularly conducts campaigns such as cleaning the shores of the Gulf of Finland to draw attention to acute environmental problems. In addition to certification for “green” hotels, there is also the prestigious LEED system (“Leadership in Energy and Environmental Design”), which awards certificates to the most environmentally clean buildings. LEED ratings are independently recognized worldwide and are based on energy and water savings, as well as the use of environmentally friendly materials.

The Intercontinental Hotel Group (IHG) hotel network has its “Green Engage” environmental responsibility system, which has been awarded a LEED certificate by the U.S. Green Building Council. Notably, IHG was the first hotel company to receive an award for this eco-program. The Green Engage system allows hotels to save 15-20 percent of energy consumption, reducing annual energy costs by up to 90 thousand dollars. With approximately 4,500 hotels in its portfolio, the program provides an opportunity to save more than 300 million dollars. Additionally, it allows hotels to offer guests behavioral responses to eco-friendly initiatives. Green Engage also provides an online tool that allows hotels to manage and monitor the environmental aspects of their activities.

In Kazakhstan, there are currently no absolutely “green” hotels, but the beginning has been made. Such hotels should be showcased as examples; they are not only authoritative for saving the environment but also beneficial. In the hospitality industry, following standard environmental technologies has become a general trend, but obtaining a green certificate alone is not enough. For example, Chaliapin Palace Hotel meets standard environmental classification requirements, including noise and vibration level controls, sanitation and protection zone standards, furniture and kitchen equipment quality, the presence of oil traps, waste sorting and disposal, use of household chemical substances, and more.

Environmentally conscious hotels require the development of placement marketing service directories and proactive promotion. According to Cornell University recommendations, companies that already understand environmental reputation collaborate with such hotels to integrate these standards without significant internal organizational changes, thus presenting themselves as green companies.

Interestingly, in Kazan city, news has reported that in a local youth hostel, young residents are always at the forefront of fashion and leadership trends, and they are usually interested in environmental problems. For example, Air Sungatullin, the owner of the Republic Hostel in Kazan, has introduced several measures to limit shower water use to 10 minutes, improved the hostel’s landscaping, and allocated funds for room improvements and common areas.

The prospects for introducing foreign environmental technologies in CIS countries are valued much more than before, as tourism-related “environmental disasters” have been seen here more often. The “green hotels” project is becoming an increasingly urgent topic nowadays, and some of them are truly surprising. For example, the “Montaña Mágica” hotel in Patagonia, Chile. This is a wonderful natural area unlike anywhere else on the planet. About five years ago, the Chilean Patagonia territory became part of the UNESCO World Heritage. Thus, this territory has been protected, and opportunities have arisen to preserve the region’s ecosystem.

On the territory of this reserve, local artisans used natural materials to build the “Montaña Mágica” or Magic Mountain, which is recognized as one of the most successful environmental hotel projects in the field of

eco-hotel creation. Indeed, these projects have multiple aspects: they not only protect the environment but also contribute to the country's economic and cultural development.

The "Montaña Mágica" hotel looks like a picture from a fairytale: it is built like a mountain with a waterfall cascading from its top. The interior spaces are decorated with natural materials, and guests reach the hotel via a rope suspension bridge, which also preserves the area's ancient legends and traditions.

Another interesting example of a new type of environmental management is Hilton Worldwide's collaboration with "The Global Soap Project," a nonprofit organization. This project collects used soap from hotels, reprocesses it into new bars, and distributes them to developing countries where poor sanitation increases disease risk. The "Global Soap Project" has become very popular for recycling hotel soap into hygienic products for those in need.⁴

"Hilton worldwide" sustainable development, strengthening the brand standards one has become and is ISO 9001 and 14001 quality and environmental management on the certificate is able to be and this certificate, commercial buildings, given that most of the great rewards is one. This standard is a part, as "hilton worldwide" annual stability results for continuous basis to improve the commitment received. 2010 in the company's energy spending 6,6% by reducing, carbon waste 7,8% and decrease, work in the production of waste by 19% decrease and water consumption of the reconstruction-by 3.8%, reducing by utility costs 74 million. US \$ savings achieved. In so doing, hospitality and restaurant business in the field of environmental projects of the system is the rapid development about talk can, this one, on the other hand the environment and the service of the consumers - of the guests, health and other hand own personal business interests into account taking without amaalga carried.

CONCLUSIONS AND SUGGESTIONS

The hotel's "green" is the talk of enough is not. People subtleties and chips are interested. To them, only this hotel, which is something you need, it is here he not only "green" competitors, but also nature with harmony that support other supporter from a difference it makes. The hotel has nature any help you give, visit who ordered him and his activities due to the incurred damage how to reduce display should. For example, some green chips even visitors discomfort posed to be can (hot water use to limit, from time to time with linens replacement and others), but they are the guests, by, is understood. Supply optimization, waste sorting with associated projects, their energy to work out and others due to many hotels and restaurants "green color is becoming".

In essence, the eco-hotel is to maintain the condition of the natural environment, the hotel is designed to promote environmental awareness and responsibility in the community and their guests are promising they can enjoy a healthy vacation in harmony with nature. Of the developed western countries as experience shows, hospitality strategies and mechanisms to limit the harmful effects of the enterprise is very effective. The environmentally friendly hotel is a list of the important advantages of the negative processes and considering the opportunity to resolve the global demand for environmentally friendly products and services, is a promising means of increasing the attractiveness of tourism environmental certification. The institution taken by the charm of the environmental and social responsibility and business investment respect to said guest certificate confirms.

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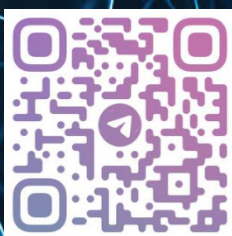
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