

ENVIRONMENTALISATION AS AN INNOVATION IN THE HOTEL AND RESTAURANT BUSINESS

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As time goes on, our awareness of the environment is constantly growing as the planet's limited natural resources are rapidly depleting due to our consumption habits. This situation is forcing us to face catastrophes and natural disasters. Humanity believes that we must take responsibility for nature and manage it, instead of only accumulating benefits for ourselves. Nowadays, many people pay great attention to a green lifestyle and consider it as a basis for making decisions in various aspects of their lives. This occurs not only when choosing food, but also when making more global decisions. People are looking for healthier places to live, work and rest. That is why it is important for hotel and restaurant business enterprises to provide environmentally friendly services aimed at meeting the environmental needs of both individual consumers and society as a whole. Today, the hotel and restaurant business is beginning to apply a new method of attracting customers - the introduction of the 'eco-friendly hotel' concept. This concept is particularly relevant in times of global environmental and economic crises. Eco-hotels are aimed at preserving the health of guests, rational use of natural resources and emphasise their responsibility for the impact of the enterprise on the environment. For the successful functioning of the hotel and restaurant business in harmony with the environment, it is important to apply the principles of balanced development in management. The management of many hotels has realised the need to improve environmental protection measures and increase competitiveness, which has led to the active implementation of environmental policies and programmes aimed at reducing costs. In other words, the concept of an "eco-friendly hotel" is to create mutually beneficial conditions for tourism and the environment, which ultimately reduces costs. When implementing the eco-innovation concept, it is important to adhere to the principles of balanced tourism development, which indicate the need to create eco-friendly facilities in the European Union by: demonstrating positive examples of the impact of tourism on the environment; increasing the attractiveness of the region for tourists and investors; reducing the cost of operating tourist facilities; introducing innovations in organisation; the concept of an "eco-friendly hotel" aims to reduce the negative impact of providing accommodation and the environment, as well as to improve competitiveness

of restaurant business in Ukraine. However, the development of environmentally oriented entrepreneurship in Ukraine still requires coordination of actions of all participants in environmental protection activities, as well as a mechanism for the formation, support and stimulation of such activities. General experience shows that without an active marketing strategy at all levels of environmental protection, it is impossible to achieve environmental and economic efficiency. Marketing measures will help to unite the interests of society and the environment, manufacturers and consumers, and to form environmentally oriented needs of both consumers and manufacturers. The 2030 Agenda for Sustainable Development, adopted by all UN Member States in 2015, provides a shared blueprint for peace and prosperity for people and planet in the present and in the future. It is based on the 17 Sustainable Development Goals (SDGs), which are an urgent call to action for all countries – developed and developing - in a global partnership. Environmental transformations in the hospitality industry, which are in line with the concept of sustainable development, are directly aimed at addressing the challenges arising from the SDGs. The environmental movement shows no signs of stopping and remains consistently popular. Many consumers are aware of the existence of environmental certificates. And when booking, they tend to make decisions in favour of accommodations that confirm sustainability practices and environmental responsibility. Implementation of innovations to environmentalise the hotel industry in order to obtain eco-labelling enhances the hotel's reputation and attractiveness to eco-responsible travellers, save costs on water and energy, especially in connection with the sharp rise in their prices, and improve the working conditions of staff associated with innovations. Significant natural and cultural potential and the post-war demand for rehabilitation of a large number of Ukrainian citizens create favourable prospects for the growth of eco-hospitality in the country.

References

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