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ENVIRONMENTALIZATION OF HOTEL AND RESTAURANT BUSINESS

The aim of this article is to summarize and methodize the current information about ecological problems of hotel and restaurant sector, including Ukraine; to identify the main principles with the aim of ecologization of this tourism component based on world experience. Due to the current state of the world, Covid-19 eco-friendly hotels are also in a good position. Greening is an added security health. Organic cuisine supports strong immunity. Natural and hypoallergenic materials in the hotel equipment have only a positive effect on the human body. Landscaping and interior landscaping spacious rooms provide cleaner air and favorable conditions for living, wellness, and rest. Worsening factors have emerged environmental indicators (increase in waste, mandatory individual packaging, etc.). The current state of hotel activities has led to the search for new one's environmental measures and development strategies. In recent decades, the hotel business in Ukraine has been developing dynamically. Significant changes have been made for account of entering the market of hotel services of international networks such as Rixos, Rezidor, Hyatt, Wyndham Hotel Group. The policy of their activities contributed adjustments to the competitive position of the industry. Signs efficient hotel facility is a high level and quality control of services, environmental orientation, modern equipment and innovative technologies.

Keywords: hotel and restaurant business, ecologization, greening, ecological certification, ecological labeling, sustainable development.

INTRODUCTION

One of the leading areas of economic and the social development of the country is tourism, which occupies the world economy important place. A prerequisite for active and successful activity is necessary promotion of tourism on the world tourist market is modern tourism infrastructure. Landscaping of hotel and restaurant business in modern conditions it is important because of the need environmental protection,

growing demand for environmentally friendly tourist's services and goods. Modern society strives for harmonious relations with environment.

Ukraine has the highest integrated rate of negatives anthropogenic pressures on the environment among Europeans countries. Tourist activities damage both natural and cultural resources. Therefore, the use of constancy to maintain a constant destructive exploitation of nature has become almost a major issue the present. Greening the hotel and restaurant business is objective necessity, which is conditioned by the growth of resource consumption, accumulation of household waste.

The article aims to research sustainable development of hospitality business. Main reasons and consequences of tourism and hotel sphere negative influence on environment have been analyzed. The information concerning implementation of environmentally friendly technologies and hotel restaurant sphere greening has been generalized. Basic principles of hospitality business ecological activity have been identified. Basic directions of hotel and restaurant enterprises have been highlighted.

DATA AND METHODS

Hotel development restaurants in Ukraine in the context of the Sustainable Development Strategy reflected in the research of O.M Danilova, O.O. Lyubitseva, M.P Malska, I.V Poginayko, L. Rymareva, I. V. Smal, V.V Smal, T.I. Tkachenko and others. However, there is no list there are significant criteria that ecological hotels must meet differences in their certification by different organizations. Therefore, environmentally friendly vector of strengthening the competitiveness of hotel and restaurant farms need further research and development. During the research the following methods were used – statistical and comparative.

RESULTS AND DISCUSSION

Greening is a scientifically sound human activity, the essence of which is rational use of natural resources and management of the process of interaction of society with the environment. Hotel and restaurants are huge consumers of energy and water worldwide, which increase every year, so they have a significant impact on the environment.

Recently, large new hotel and restaurant complexes are being built and produced waste and pollution in large quantities that the authorities and the public are unable to deal with. Excessive consumption of energy, water and fuel by tourists often takes away these resources from the local population. A separate area is environmental friendliness, care for non-renewable resources and the use of renewable resources in the organization of economic activity of hotel and restaurant complexes.

In addition, awareness of their place on the planet and the impact on the environment, the demand for environmentally friendly services is becoming more widespread among the population, so businesses hotel and restaurant farms must consider the environmental needs of the population in their activities.

Sustainable development – the general concept of the need to strike a balance between meeting the modern needs of humanity and protecting the interests of future generations, including their need for a safe and healthy environment. As the Brundtland Commission has defined the definition of sustainable development in its report, it is “development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs”.

Sustainable development is a UNO proclamation the strategic course chosen by 192 countries in 2015, includes Ukraine. For our country, choosing a model of sustainable development provides for economic and social changes aimed at economic growth and ensuring high standards of quality of life. Important the condition for sustainable development is the greening of all spheres of economic activity man.

Greening should be understood as scientifically sound activities a person who aims to intelligently manage the process of interaction human society with the natural environment. Greening is possible define as a set of tools and methods that help rationally use natural resources.

Hotel and restaurant facilities are huge consumers energy and water worldwide, which is growing every year. The impact of the hotel and restaurant business on the environment is hidden due to what is usually perceived as a separate service sector, not as interconnected components of a single complex, the main task which is to meet the growing needs of tourists.

Projects are often implemented in new tourist regions construction of large hotel and restaurant complexes that produce waste and pollution in amounts that locals cannot handle communities. Excessive consumption of energy, water, fuel by tourists often selects these resources from the local population (Table 1). In modern conditions there is a great demand for environmentally friendly services, so businesses hotel and restaurant farms must consider the environment the needs of the population in their activities.

Table 1

**The main causes and consequences of the negative impact
of the hotel and restaurant industry and tourism on the long**

Type of impact	Sources of pollution	Impact on the environment
Water use	Household drains	Water pollution, reduction of water resources
Energy use	Imperfect systems heating	Air Pollution, climate imbalance
Soil use	Excessive construction, trampling, unorganized rest near accommodation establishments and food	Changes in soil structure, increase their density, soil degradation
Using aesthetic value landscapes	Spontaneous development accommodation in a private sector	Visual pollution, deterioration of aesthetic values
Littering of the territory around institutions accommodation and food	Excessive amount visitors	Threat of living and non-living nature

The concept of sustainable (sustainable) tourism development of the UNWTO, the Global Code of Ethics for Tourism, the Charter of Tourism as well recommendations of international tourism conventions and declarations assume careful and reasonable tourist nature management, and preservation and increase of tourist resources.

In recent decades, various countries have developed programs focused on the harmonization of relations between tourism and nature. In practice, these are alternative tourism destinations include restrictions on new tourism construction and beyond use of local accommodation, promotion of ecological species transport, as well as raising the environmental awareness of tourists and locals' residents. The essence of greening is to minimize the negative the impact of tourism on the natural environment due to the consumption of a significant amount of traditional energy resources.

According to the concepts of sustainable development, it is necessary to highlight the main one's principles on which environmental activities should be based in the field of hotel and restaurant business. Such principles are:

1. Minimal impact on the environment. Preservation and sustainability use of natural, social, and cultural resources.
2. Minimal influence and respect for local cultures.
3. Increasing economic benefits and promoting for balanced economic development of the area.
4. Increasing the benefits for tourists.
5. Increasing environmental awareness of the population (Hou, & Wu, 2021).

Greening the hotel and restaurant business should be concerned absolutely all its spheres. Today it is extremely popular in the world the concept of so-called ecological hotels. Such hotels are trying to maintain the health of guests, rational use of natural resources and position themselves as responsible for their influence enterprises on the environment.

Eco-hotel is an ecologically certified housing, which pursues the goal of improving the environment by minimizing the negative impact on the environment and located in an environmentally friendly area (Ferreira, Pereira, & Simoes, 2021).

In hotels energy-saving appliances are installed, and in the bathrooms organic soap and shampoos. The rooms do not have any synthetics, and the bed is made of cotton and silk. All dishes are prepared from natural products. Eco-hotels operate by the principle of harmonious proximity to nature without polluting environment products of tourists (Misso, Andreopoulou, Cesaretti et al., 2018).

The purpose of the concept of an ecological hotel is to reduce the negative phenomena between the provision of accommodation services and nature and is important to increase the competitiveness of the hotel and restaurant business Ukraine.

Eco-friendly hotels, according to European standards should meet the following requirements:

- have an environmentally friendly heating system;

- own wastewater treatment plants;
- to classify all wastes;
- use the electricity generated by environmentally friendly fuel;
- to use economic lamps for lighting;
- prepare food from environmentally friendly products (Cingoski, & Petrevska, 2018).

The main directions of greening of restaurants farms, in our opinion, are:

- use of alternative energy sources;
- saving heat, water;
- reduction of garbage;
- withdrawal from use of disposable plastic utensils;
- environmental friendliness in the creation of interiors of institutions;
- cunning;
- informing visitors about the environmental policy of institutions.

Each eco-restaurant offers its own concept, offering a choice dishes for every taste. For the preparation of culinary products establishments use environmentally friendly products, dietary food. Lots of dishes simply do not contain meat. The emphasis is on dairy products, nuts, beans, which replenish our body mainly with protein. And for preparation of dairy dishes using natural milk, brought from farms of proven quality.

One of the effective methods of greening is environmental programs certification and eco-labeling in which tourist facilities and establishments of hotel and restaurant farms take part in on a voluntary basis. The number of such programs is growing every year. Eco-labeling system in general and ecological tourism labeling is an effective tool marketing, which promotes both the development of the tourism business and environmental protection (Han, Yu, Lee, & Kim, 2019).

The standard became the basis for all current certification systems environmental management ISO 14001 (EMS), which was adopted International Association for Standardization in 1991. To him meet the organization must confirm that it conducts a special environmental policy. The ISO 14001 standard is the minimum it has adhere to every enterprise. To obtain the status of an eco-hotel or eco-restaurant should confirm compliance with this standard. In a row countries have created their own standards in addition to ISO 14001.

Among the most reputable hotel certification systems should be mentioned Green Globe (UK), Green Key (Denmark), HAC Green Leaf (Canada), Touristic Union International (TUI) (Germany), etc. Many hotels are certified according to the LEED standard.

The international environmental program Green Key exists and is implemented in more than 25 countries. The Green Key program is one of five projects international non-governmental, independent organization Foundation for Environmental Education, which is located in Denmark.

The purpose of the program is to conduct environmental certification of hotels, campsites, holiday homes, issuance of an international certificate and entering the database. Green Key Environmental Certification Program also has an educational component: participation in it contributes to improvement environmental awareness of both employees and customers. Currently in the program involves 34 countries and 1,800 sites. For all participants compliance with 60 international and national programs is mandatory criteria focused on environmental management, increase environmental awareness of guests, staff and suppliers, energy and water saving, etc.

To receive the “Green Key” the hotel must comply several requirements related to environmental management, monitoring and reducing the use of electricity, economical consumption of water resources, sorting, processing and utilization of waste, participation in the social life of the city. A significant advantage of the Green Key eco-certification is the availability of criteria aimed at ecological training, formation of environmentally friendly consciousness of guests, employees, and suppliers of the hotel.

Since 2010, a campaign for implementation and promotion has begun eco-certification in Ukraine. Enterprises that join the system environmental certification, declare their responsibility for preserving the environment and gaining additional benefits in tourism market.

He is most active in environmental certification of enterprises of hotel management in Ukraine Green Key. The first ecological certificate according to the international program of ecological certification of hotels and Green Key resorts received in 2011 Radisson Blu Hotel in Kiev. In the city of Lviv passed the environmental certification of the hotel Reikartz Medievale, Reikartz Dworzec and Premier Hotel Dnister. These hotels are used only energy-saving technologies. Reikartz Medievale use eco-cars to transport guests and their excursion service, which, on the one hand, expands the range of additional services, and on the other – reduces harmful emissions to the environment.

Ecological means Accommodation can be a recreation center with a budget level of services, and a comfortable hotel high category. An analysis of Green Key-certified accommodation showed that most of these hotels have a high category (Green Key, 2021). The use of modern high-tech means of greening leads to significant costs during the construction of the hotel. Therefore, it is advisable to create an eco-hotel with a category 4–5 stars, tariffs for services in which quickly return the money spent. We have substantiated the possibility of designing an eco-hotel in the south of Ukraine. This the region has a large potential for recreation and natural resources to create accommodation facilities; attracts the attention of a sufficient number of tourists foreign and domestic, which are not deterred by the pricing policy of hotels of high categories and levels of service.

The region owns several hotel facilities that call themselves “eco-hotels”. The pain of six of them has no categorization and refers to accommodation of a special type (wooden cottages). Examples and their environmental characteristics are given in Table 2.

Table 2

Analysis of ecological features in hotels in the Southern region

Hotel	Features of the building	Organic cuisine	Using Environmental materials	Environmental policy
Ecohotel Villa Pinia 3 *, Odesa	maximum use of natural light and heat, panoramic glazing	in the restaurant you enjoy raw materials from farms Odessa region	textiles of natural fabrics; certified detergents mean	image of eco-hotel; raising environmental awareness; teaching staff
Eco Apart Hotel Provence, Odesa	wooden buildings	food is not provided	the rooms are equipped with allergenic materials	reusable towels
Ecohotel "Black sea", Kobleve	wooden buildings	local cuisine	rooms are equipped with wooden furniture	is absent
Eco home «Green's», Chernomorsk	wooden buildings	local home cooking	natural textile, wooden furniture	is absent
Hotel Richard by Ribas 3*, Gribovka	wooden buildings, panoramic windows	is absent	hypoallergenic textile material	reuse of towels

We see that no hotel meets the criteria of the Green Key program. Most hotels can offer limited environmental offerings that are used for promotional purposes to attract the attention of consumers. The first thing that draws attention to the eco-institution – is environmental policy and management. This is since it is precisely the economic orientation of the organization and enforcement of any requirements begins ecological institution. Environmental friendliness should be observed in all spheres of the institution's activity. Manager or the manager may also combine the position Environmental Policy Manager. To his duties will include the implementation of environmental measures on enterprise, control of their implementation, constant monitoring. All the staff of the institution is involved in the environmental policy as much as possible. Obstacles to environmental policy in hotel facilities there is no economy of Ukraine.

Moreover, it is getting bigger the number of enterprises goes to this level management at the request of the consumer.

CONCLUSIONS

The results of the study allow us to do conclusion that the greening of the hotel and restaurant business is developing both in the world and in Ukraine. Because modern priorities development of hotel and restaurant business aimed at ensuring sustainable development, greening should be one of the strategic one's ways to increase its competitiveness as a domestic, and in the world market. Greening the hotel and restaurant business has be provided with a set of effective measures,

including application environmentally friendly technologies in tourist services as well various measures aimed at raising the level of environmental consciousness of tourists.

Ukraine has all the necessary factors to ensure the high development of greening the hotel and restaurant business. Greening should be ensured by a set of effective measures, including the use of environmentally friendly technologies in the service of tourists, as well as various activities, aimed at raising the level of environmental awareness of tourists.

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Надійшла 01.05.2023

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ЕКОЛОГІЗАЦІЯ ГОТЕЛЬНО-РЕСТОРАННОГО БІЗНЕСУ

Резюме

Дана стаття направлена на узагальнення методик та систематизацію сучасної інформації щодо екологічних проблем в готельно-ресторанному секторі господарства як у світі, так і в Україні; визначенню основних принципів екологізації, як складової туризму на основі світового досвіду. Зважаючи на сучасну ситуацію після Covid-19, загальну екологічну ситуацію у світі екологічні готелі перебувають у вигідному становищі. Екологізація – це додаткова безпека здоров'я. Органічна кухня підтримує міцний імунітет. Натуральні та гіпоалергенні матеріали в готельному обладнанні тільки позитивно впливають на організм людини. Благоустрій та озеленення інтер'єру просторих приміщень забезпечують чистіше повітря та сприятливі умови для проживання, оздоровлення та відпочинку. Напротивагу з'явилися фактори погіршення екологічних показників (збільшення відходів, обов'язкове індивідуальне пакування тощо). Сучасний стан готельної діяльності зумовив пошук нових екологічних заходів та стратегій розвитку. В останні десятиліття готельний бізнес в Україні динамічно розвивається. Значні зміни відбулися за рахунок виходу на ринок готельних послуг міжнародних мереж, таких як Rixos, Rezidor, Hyatt, Wyndham Hotel Group. Політика їхньої діяльності внесла корективи в конкурентну позицію галузі. Ознаками ефективної роботи готельного закладу є високий рівень і контроль якості послуг, екологічна спрямованість, сучасне обладнання та інноваційні технології.

Ключові слова: готельно-ресторанний бізнес, екологізація, екологічна сертифікація, екологічне маркування, сталий розвиток.