

Saimaa University of Applied Sciences  
Faculty of Tourism and Hospitality, Imatra  
Degree Programme in Hotel, Restaurant and Tourism Management

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# **Responsible Tourism: Environmental Actions in Russian Hotel Industry**

Thesis 2016

## **Abstract**

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The aims of this thesis were to examine the responsible tourism topic, to determine the advantages and disadvantages of the environmental practices in Russian hotel industry and to investigate the reasons and values to follow the environmentally-friendly programs.

The thesis includes theoretical and empirical parts. The theoretical section is based on the special literature, studies, researches, articles and online sources. The theoretical part will be divided into two primal headings: responsible tourism and environmentally-friendly programs. The definition, history and basic facts of the responsible tourism lead to understanding how eco-practices appeared and what the reason to adopt them is. The part of the environmentally-friendly programs explains the phenomenon in general, which actions are the most beneficial and if eco-programs have a future development. The empirical part is carried out in a qualitative method and the information is gathered from semi-structured interviews with Russian hotels' executive managers by a phone and Skype program. All results are explained and summarized.

In the conclusion the responsible tourism in Russian hotels is examined and the interview results show that the environmental programs have more advantages than disadvantages. The eco-friendly practices have values and should be developed along with the responsible management. The environmental practices should follow a hotel concept nowadays. Currently all environmental practices, such as water and energy are used. The emission practice is a least-used action. The research was done successfully and the results can be useful for the personnel of hotel sector and audience interested in the researched topic.

Key words: responsible tourism, sustainable tourism, environmental programs, eco-friendly actions

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# **1 Introduction**

The tourism is one of the largest industries in the world and currently has a big influence on the environment. The environmentally-friendly tourism helps travelers and locals to get great benefits, without causing environmental or social damage.

Boers & Bosch (1994) state that the rapidly-growing tourism has a bad impact on the environment and for this reason people should consider the effects of leisure activities, transport and accommodation. The responsible tourism is a lifestyle that should be taken into account in a long term.

The personal interest in this subject appeared from the working experience in a Spanish hotel chain. In the bathroom, there was a sign saying “Water is the source of life. Do not forget it when you turn on the tap. Try to spend less water when washing your hands or brushing your teeth” gave the big impetus to study and to create the topic of the thesis, as well as the book “Environmental action pack for hotels” by Pogson (1995) which increased the interest more.

The thesis is based on the experience of Russian hotel industry and presents the hotels of both international and local brands that follow the responsible management and use the environmental programs. The objectives of the thesis and the method of data selection are discussed in the following sub-chapters.

## **1.1 Objectives**

The main purposes of the research topic were to examine a responsible tourism phenomenon, to analyze all advantages and disadvantages of the environmentally-friendly practices and to clarify the reasons why hotels should follow the eco-programs.

The advantage of the eco-programs is truly valuable, not only from an environmental position, but also from a side of business: reduced costs, improvement in customer satisfaction and external image (Pogson 1995). The final intention is to show if the environmental actions have values for a hotel business and require a further development.

## **1.2 The structure of the report**

The thesis report begins with an introduction and explanation of the chosen topic purposes. The theory part includes two basic parts about Responsible tourism and Environmentally-friendly practices. Both of basic parts contain a definition, history, importance explication and analysis of future development, benefits and disadvantages they have.

The theoretical part will be divided into two main headings: responsible tourism and environmentally-friendly programs. The definition, history and basic facts of the responsible tourism lead to understand how eco-practices appeared in the hotel industry and what the reason to adopt them is. Environmentally-friendly programs part explains them in general, best actions, significance and subsequent development of eco-programs. The main purpose from theoretical part is to give more accurate information and knowledge on the given topic based on numerous sources, as well as show the relevance of thesis theme.

The goals of the empirical part are determined – to identify the topic of the responsible tourism and the advantages and disadvantages of the eco-programs from social, environmental and economic terms. Moreover, another purpose is to clarify the reasons and values why hotels should follow the eco-programs. All results are analyzed and the conclusion is made. The method and partners are examined in the following subchapter.

### **1.3 Research method**

The empirical part is conducted in a qualitative method and limited by the research question. The qualitative method helps to describe how useful hotel managers see the programs concerned with responsible tourism, what they think about the reasons to follow these programs and profitability of following them. The script of a semi-structured interview is previously thought from the side of the interviewer, the interviewer has a list of questions, but the answers of respondents are not limited by any boundaries. The open-ended answers are more valuable for the research, however, also the short answers are equally valuable.

The research is carried out with the various hotels located in Russia and the partners are managers responsible for the sustainable management or eco-

actions of local and international hotels. The individual interview with every executive manager will provide extensive information on the topic of the research.

## **2 Responsible tourism**

Currently the concept of - responsible tourism is firmly in the official lexicon of scientific conferences and in everyday speech of many tourists from all around the world. It is significant to get acquainted with the basic concepts, history and further development, and to understand better the current situation in the eco-friendly tourism.

Zein, Wazner and Meylan (2008, p. 8) describe the sustainable tourism as a “management of all resources associated with tourism activities in such a way that economic, social, and aesthetic needs are met in a way that respects the cultural and environmental integrity, biological diversity, and lifestyle of the receiving area.”

The similarity between eco, sustainable and responsible tourism is clarified in the article Sustainable Tourism. The sustainable tourism concentrates on the needs of realization. The ecotourism is a trend towards greater sustainability. In turn, the sustainability of the responsible tourism is concentrated on a part of consumers. However, all these determinations have the same purposes to bring environmental knowledge and law in the hotel industry, and they can be used as synonyms.

Schwarz (2006) suggests that the responsible tourism has advantages for tourism industry, tourist services and destinations. It makes possible to increase a local community and working conditions and enables a local population to make decisions for improving their living conditions. The ecotourism also provides a promotion to preserve the nature and local characteristics. It is an excellent opportunity to get acquainted with the cultural traditions for tourists, as well as the environmental issues in regions. This kind of tourism reduces the numbers of significant problems, such as economic, environmental and social, and makes feasible to establish a connection between the local population and tourists, also it shows how valuable these places are.

The original and main idea of the responsible tourism was to save tourist areas. For this reason, the tourism companies ask the tourists before a trip to pay attention and take care of their destinations, as the flourishing of a mass tourism also has an influence on the places where tourists stay. According to Neto (2003, p. 4) due to a high growth of consumerism, tourists from developed countries accustomed to a certain lifestyle can become a serious problem for the natural resources and local ecosystems in developing countries without the sufficient facilities for a protection against mass tourism. Currently the advancement of this kind of tourism in any region needs work and cooperation of some spheres: local government companies (for example transportation, agriculture), local tour operators, hotels and tours agencies.

## **2.1 History of responsible tourism**

Until recently the responsible tourism was usually associated with a holiday away from the benefits of civilization. However, nowadays this concept has begun to take a slightly different meaning. The sustainable tourism is a set of rules and practices reducing damage to the nature and unique local culture.

According to Leslie (2012) from 1980 the tourism has become popular and contributed a growth in the environmental business. The reason is a rapid development of machine industry and new technologies that adversely affected the environment. Subsequently, people started to think about the ecology around them and how to save the environment. Thereby the tourism industry adopted the safety programs to meet customers' demands.

Neto (2003, p. 7) supposes that the countries where the tourism industry is an engine of economy become environmentally-active to resolve both social and cultural problems in regions. Currently more and more people are considering the issue of sustainable tourism development in order to reduce the environmental impacts and influence of mass tourism.

Afterwards the question of nature protection became more valuable and significant. The construction of new tourist objects provokes an increase in numbers of damage with the development of infrastructure. The progress and economic development of touristic places lead to a regression in the environment.

Many hotels and tourism companies forget about the environmental issues, preferring to their economic growth. Therefore, the various environmental companies are requested to follow the environmental programs.

## **2.2 Development and importance of responsible tourism**

The sustainable tourism considers the environmental values and tries to reduce an influence of the tourism services. It plays a significant role in the environmental, economic and socio-cultural issues. The excessive influx of tourists in regions contributes to a loss of glory of some resorts, destruction of local culture, transport problems. Therefore, the responsible tourism has strategic importance in the hotel industry.

The development of sustainable tourism must meet the demands of tourists and host regions. It should be done in such a way to meet the economic, social and aesthetic needs, while maintaining the essential ecological process.

Vourc'h & Denman (2003, p. 9) presume that this development meets the following requirements:

- Tourist resources - natural, historical, cultural and others - are preserved in a way that allows them to be used in the future, whilst benefiting today's society.
- The planning and management of tourist development are conducted in a way that avoids triggering serious ecological or socio-cultural problems.
- The overall quality of the environment is preserved and, if necessary, improved in a touristic region.
- The level of tourist satisfaction should be maintained to ensure that destinations continue to be attractive and retain their commercial potential.
- Tourism should largely benefit all members of society.

The tourism business is one of the most attractive businesses and it brings a considerable income. The revenues can be invested in an infrastructure that is not funded in the areas visited by tourists and at the same time the natural



resources are not spent. Moreover, it will contribute to an economic stability, as this business will provide jobs and increase a labor market flexibility. The sustainable tourism can become a factor for the development and enrichment of a territory. It applies to all areas - urban or rural and to all participants. The responsible tourism development it is an effective tool for protection of natural and cultural values.

### **2.3 Negative impact of tourism on the environment**

The mass tourism is a major environmental problem and has a negative influence in many countries. It is more noticeable in areas, where due to the insufficient numbers of specially engineered landfill and outdated water treatment facilities arise the problems of waste disposal and water supply.

The most remarkable problem is the climate change, especially in countries with sensitive eco-system and deficient infrastructure. The construction of hotels and roads is often conducted here by malicious methods, as well as an intensive transportation use contributes to pollution of air and environment.

According to the infographic about the most harmful practices in the hotel industry there are obvious reasons to follow the eco-practices. On the next page there are the most unhelpful actions – Energy, Water, and Emission:

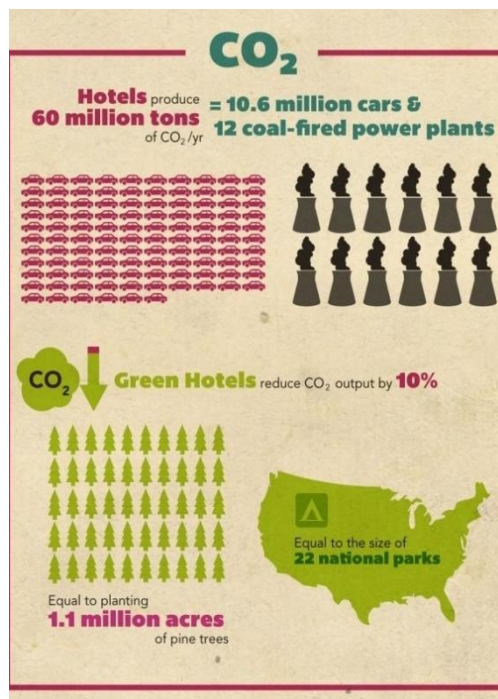
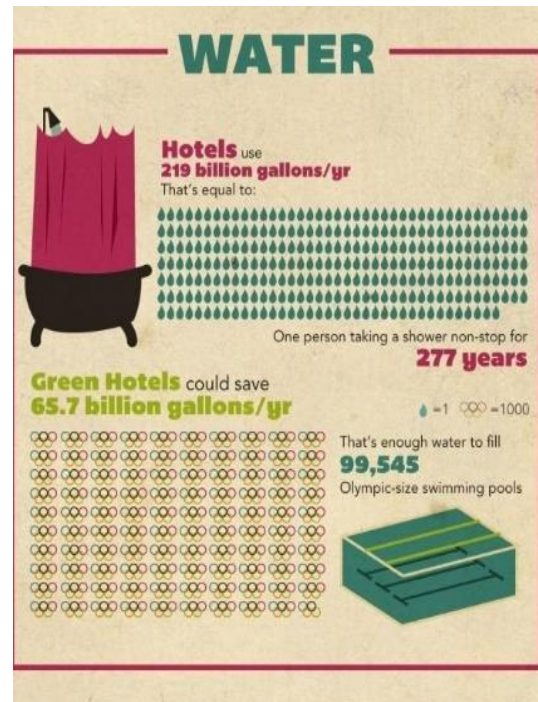
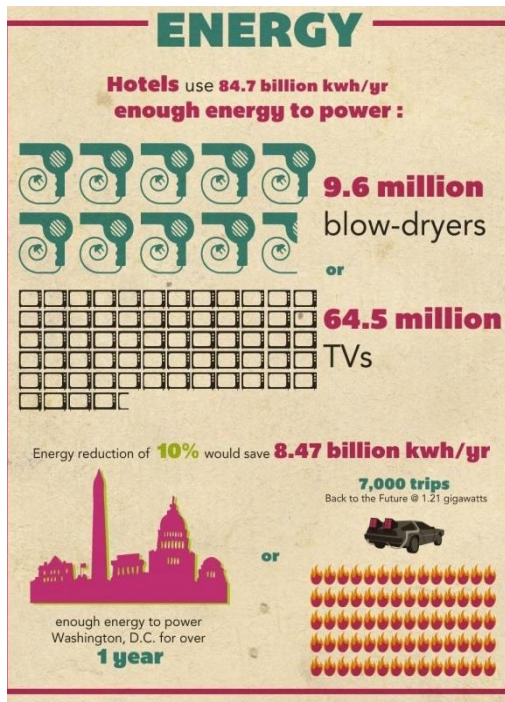


Figure 1. The Environmental Impact of Hotels: The Future is Green [INFOGRAPHIC] (McCormick 2012, p.17).

The article Technology and Environmental Deterioration in Pre-Industrial Societies, asserts that the deterioration in the environment can be an obstacle in

the most popular touristic areas. The mass tourism also causes a damage to tourist sites. The lack of environmental care – loss of green cover, of biodiversity, huge landfills, increased air and water pollution can influence a reduction in tourism activity.

The voluntary efforts, government initiatives and developer initiatives intend to build the tourism industry with a minimal impact on the environment. For this reason, the eco-programs' development can help to reduce the consequences in order to avoid a further damage of nature.

### **3 Environmentally-friendly programs**

The eco-actions emerged with the growing challenges from the development of industrial lifestyle. Every year a flow of people is aiming to get into the city and bring a need of using dozens of electrical appliances. The city is becoming a global threat for the human health and environment. For this reason, the environmentally-friendly programs became the solutions to these problems. The eco-companies with a government support have been developed and established rules and tips to protect the nature and environment for all areas. Zein et al. (2008, p. 10) state that “the use of the Best Environmental Practices Guide for hotels is intended to be simple and practical. The Guide provides the means to identify, in the different departments of a hotel, opportunities for optimizing its activities while reducing its operating costs and its environmental impacts.”

If hotels are willing to implement the environmental practices, then they should follow a plan. Firstly, it is necessary to identify what kind of problems exist in a region and to evaluate the level of importance in this issue. According to Zein et al. (2008, p. 10) the hotels should have the Guide's list and their responsibilities are “to identify the environmental problems in each of the hotel's departments; to become aware of the necessity of targeted actions; to establish priorities and to determine responsibilities; to measure and monitor the hotel's activities by undertaking a thorough environmental analysis; to estimate the potential savings of the identified corrective measures; to assess their return on investment and to serve as a decision-making tool; to summarize the chosen corrective measures within an action plan that will be communicated to the persons concerned.”

In order to become eco-friendly, the resorts should minimize a damage to the environment. Later the experts will assess a socio-economic benefit of carried out work. Each criterion describes the actions and usually the certification is conducted free of charge by special organizations.

### **3.1 Environmental practices: checklist and action plan**

Based on the approach of Styles, Schönberger and Galvez Martos (2013) the hotels have the systems of every sector. The tourism key sectors are the accommodation, food and beverage, tour operators and travel agents. All of them cooperate with the sewerage, water supply, electricity, gas and air-conditioning and different manufactures (textile, drink and food, agriculture). The managers should make a checklist to get a financial return from each sector to identify the hotel's strong points, to recognize its weaknesses, and define the perspectives. In general, "checklist is a list of actions that can be implemented to meet enterprise's environmental challenges in targeted domains (water, energy, wastes, etc.)" (Zein et al., 2008, p. 7.)

The following action plan involves the various changes into a checklist. "Organizational change - to obtain a lasting change in the hotel, clear objectives are needed, and follow-up and evaluation measures must be implemented. Behavior change – to involve staff by giving them specific duties (realistic and suited to their competences) and by providing training. Technological change – to choose more sustainable technologies that consume less water and energy." (Zein et al., 2008, p. 52.)

### **3.2 Environmental practices: best actions**

The information concerning the environmental performance should be published for an implementation of eco-programs objectives in hotels. For this reason, the environmental management system is supposed to be created there. (Faulk 2000.)

Davies & Cahill (2000) present the environmental impacts of tourism in three categories: the direct impacts (all tourist activities in and of themselves at that destination); the higher impacts (where service providers' ability influence suppliers) and the lower impacts, where service providers can influence the

behavior or consumption of customers). Because of that it is appropriate to make a following movement.

After creating a checklist, the hotels need to know what methods they will apply and what effects will appear from the certain actions. Croker (2008) describes that first of all it is necessary to prepare measurements, because it will help to identify what practices will not be harmful for the nature and will be able to maintain the tourism activities.

Based on four sources - Bruns-Smith, Choy, Chong and Verma (2015), Davies & Cahill (2000), How To Increase Your Bottom Line by Going Green: Best Practices and Go Green Hotels Green Ideas for Hotels and Resorts, below there is a list of best eco-friendly practices was compiled:

- Energy practice

The updating of heating system save money. The natural gas can replace the electricity as a source of energy for the laundry and catering services, and reduce a hotel's environmental impact. Also, according to Beltran (2009, p. 4) the energy efficient light bulbs, sensor lighting, lighting dimmers in all public areas are installed for a control of energy usage, as well as electronic thermostats in rooms.

- Water practice

The water-efficient appliances - water flow controllers, faucet aerators and push button activated shower help to reduce a water consumption of laundry facilities, toilets, showers, faucets and dishwashing. Regarding water the best environmental actions are: preventive maintenance throughout hotel is conducted for leaks by internal engineering staff, low-flow aerators are placed throughout property, automatic faucet control in public bathroom. (Beltran 2009, p. 3)

- Waste reduction practice

The waste reduction practice is carried out by recycling of glass, aluminum, paper. Food composting organic waste producing fertilizer can be effective in the waste reduction practice. According to Beltran (2009, p. 3) the best things to

reduce are paper and cardboard, plastic and aluminum bottles, batteries, fluorescent light bulbs, technical appliances, cooking oil, old linen and furniture, wine corks. However, the biggest amount of hotel's waste is food. The composting is a better alternative to dumping food waste, as the composted waste can be used as organic fertilizers. The hotel can reduce the amount of waste by implementing a waste management system that is modeled around the concepts of reduce, reuse and recycle.

Moreover, the separation of waste may be very useful, as it is described in Prevent & Save – Best practice guidelines in waste management for the Hospitality Industry (2015). The color code will help to identify the types of waste: Green for paper and cardboard, Brown for food, Blue for plastics, Black for general mixed waste.

- Staff practice

The motivated staff members will definitely improve the guest services and working practice. The staff education and training are essential for improving a company's sustainability performance. Beltran (2009, p. 3) mentions that staff can commit the easiest, but very useful practices, such as an E-Fax instead of regular fax, double sided printing, reusing or recycling the office supplies through a property before disposing or donating. The uniforms and executive committee's suits are dry cleaned and returned without a plastic.

- Building maintenance practice

The filter changes, refrigerator coil cleaning, thermostat calibration, water leak checks, and damper adjustments should be in an ongoing maintenance plan. Also, using only environmentally-sensitive paints and building materials will significantly reduce an impact on the environment. The initiatives such as green roofs and using natural materials also significantly reduce the building and energy costs.

- Housekeeping

The environmentally-friendly cleaning products, and eco-cosmetics (shampoos and shower gels) are used for a soil care, as well as for a safety of guests and staff. The vacuum cleaner with hypoallergenic filters is used for a maximum air purification and the special cotton cloth is for a cleaning of certain surfaces (such as glass, mirrors).

- Food service practice

The hotels can purchase environmentally-friendly products, use biodegradable cleaning products and purchase certified organic, locally-grown food or plant an organic garden for providing fresh produce for guests.

- Guest rooms practice

Leftover guest amenities and old furniture can be donated to charity. Glass cups and ceramic mugs are used instead of plastic for the in-room beverages and are placed upside down on paper doilies instead of covering with a plastic wrapping. The linens and towels are made from natural materials such as cotton. The bathrooms are equipped with the eco-signs calling for guests to use towels more responsibly with a request to leave in a sink only the towels that really need to be replaced. The same signs are used for toilet paper and water. The room is equipped with signs calling for a more responsible use of linen.

- Emission practice

The air-conditioning units use environmentally-friendly alternatives to chlorofluorocarbons (CFCs) as they cause ozone depletion. The ozonizers are installed to improve indoor air quality in the guest rooms.

- Purchasing practice

The ability of buying in bulk will have an influence on the suppliers. It will help to provide less packaging, to use more environmentally-friendly materials and to adopt a policy of purchasing environmentally-sensitive products (for example items that are recyclable, biodegradable or made from recycled materials). It is significant to purchase the local items and to use the local suppliers for food, furniture and uniform products.

#### **4 Environmental policy and certification in hotel industry**

Currently the government's focus of different countries is on the development of environmental performance and impact on all businesses, including the tourism and hospitality. The economic progress must strive to improve the environment. The taxation should force people to be more loyal and pay attention to this issue. The financial aid should improve the environment and maintain it in a good condition. Consequently, the enhancement of the environment should bring a tourism potential, as well as the development, adoption and implementation of environmental legislation should be actively supported.

According to What is the National Environmental Policy Act? "The National Environmental Policy Act (NEPA) was signed into a law on January 1, 1970 in the USA. NEPA requires the federal agencies to assess the environmental effects of their proposed actions prior to making decisions. The range of the actions covered by NEPA is broad and includes:

- making decisions on permit applications,
- adopting federal land management actions, and
- constructing highways and other publicly-owned facilities.

Many federal agencies have also developed their own NEPA procedures that supplement the CEQ NEPA regulations. These NEPA procedures vary from agency to agency since they are tailored for the specific mission and activities of the agency."

The main agency is described by Stafford, Tuohy, O'Leary, McHugh, Furlong and Delaney (2006) as follows: "The Environmental Protection Agency (EPA) is an independent public body established in July 1993 in Ireland under the Environmental Protection Agency Act, 1992. Its sponsor in Government is the Department of the Environment, Heritage and Local Government." The duties of organization are wide-range. The agency is responsible for licensing, implementing, monitoring, assisting and promoting.

In accordance with some steps from Prevent & Save – Best practice guidelines in waste management for the Hospitality Industry (2015), any programs which are implemented by agencies or organizations should be checked after the adopting



methods. The managers have the responsibilities to make photos as an evidence of any new improvements, to meet with the suppliers concerning to buying or transporting items, to arrange the Green Team staff meeting and to record any consultation work carried out in a conjunction with the government.

The certification is the best way in order to legalize the adoption of environmental programs. Firstly, the hotel managers must fill out the special documents, where all answers for the questions should be included. The next step is when an independent expert comes to analyze the activities and draw up the report with the observations and recommendations to make a decision about certification.

Goldstein & Primlani (2012) suggest that the certification programs may have different areas. The environmental programs are aimed in the tourism industry and the “green” practice are aimed towards the design and operations, as well as to the environmental products. On the next page there is a list of environmentally-friendly organizations helping hotels in order to get certified.

Type of Program	Name	Organisation
Environmental Certification Programs Specific to Hospitality	Green Key Global	Green Key Global, Hotel Association of Canada, LRA Worldwide, Inc.
	Sustainable Tourism Eco-Certification Program (STEP)	Sustainable Travel International
	Green Globe Certification Standards	Green Globe International
	Earthcheck Assessed and Earthcheck Certified	Earthcheck
	Ecotel	HVS
	Global Sustainable Tourism Criteria	Global Sustainable Tourism Council
Green Building Certification Programs	Leadership and Environmental Design (LEED)	U.S. Green Building Council
	BRE Environmental Assessment Method	Building Research Establishment (BRE)
	Green Globes	Green Buildings Initiative (U.S.) and BOMA BEST / ECD Jones Lang Lasalle (Canada)
Product-Specific Standards and Certification Programs	Energy Star	U.S. Environmental Protection Agency
	Green Seal	Green Seal
	Green Tag	Ecospecifier
	Greenguard	Greenguard Environmental Institute

Figure 2. Current Trends and Opportunities in Hotel Sustainability (certification organizations) (Goldstein & Primplani 2012, p.5).

## **5 Benefits and challenges of eco-friendly tourism**

The impact, perceptions and motivation of actions based on an environmental sustainability currently have to be considered in the tourism industry due to the rapid popularity of green “revolution” (Doherty 2013).

According to Coastal and Marine Union EUCC and Lagos City Hall [(Câmara Municipal de Lagos) Good Practice Cases in Sustainable Tourism Destinations Lagos’ business involvement in good environmental practices (Portugal)], “investing in energy and water saving systems and in recycling programs not only help hotels to reduce their operational cost and harmful environmental impacts, in terms of lower air pollutant and greenhouse gas emissions to the atmosphere, reduced volumes of waste and decreased use of natural resources and lower impacts on ecosystems, but also to increase the environmental awareness among travelers, thus helping to create more responsible tourists. It has also been demonstrated that environmental programs help to create motivated staff to work as a team to achieve a common goal. Furthermore, due to the voluntary character of adopting green practices, hotels get benefits from a definite marketing and competitive advantage over the other accommodation establishment.”

Bruns-Smith et al. (2015) underline that the customer satisfaction increases significantly due to an introduction of responsible programs to the hotels or resorts. The customers themselves feel a great contribution to their participation in such actions.

Baillie, Edge, Goodwin, Katzel, Keyser, Mahlangu, Mataboge, McKenzie, Norton, Ozinsky, Relly, Seif, Spenceley and Warmeant (2003, p. 8) describe that “responsible environmental practice has other benefits by reducing energy and water bills, sewage treatment and waste disposal costs.” Zein et al. (2008) claim that when the resort becomes a place of tourist activity it is very important to study the impact on the environment. The positive environmental management can improve the quality of tourism, for example a good assessment of water resources in hotel greatly lowers the costs and helps the environment.

The hotels admire the eco-programs not only for the environmental issue, but also to the improvement efficiency and performance of staff, increase in the economic situation, increase of the guest satisfaction and management of investments (Goldstein & Primlani 2012).

The environmental programs are an effective way for the hotels to improve their revenue situation and overall status among the tourism industry. Generally, the sustainable tourism and its actions are a future, which has both ecological, economic and social importance. The programs are a foundation to make first commitment to the eco-tourism. The workers and visitors must recognize the importance and value of the sustainable good practices. In the research Enz & Siguaw (2000) assume that the environmental actions have an influence and financial advantages because they increase customer and employee satisfaction. Because of these facts they should become meaningful for all categories of hotels in the future.

One of the most important facts for future environment is an education about responsible practices for everybody. Deale (2013) claims that some organizations involve students and children in the topic of eco-travel and responsible tourism, as well as arrange a variety of activities for a younger generation to participate in these organizations to develop a relationship with the sustainable tourism. However, the monitoring the situation of the nature protection is becoming more and more difficult every year, with a modern style of living and increase in numbers of people.

The eco-influence can bring a huge number of advantages, but there are some challenges which must be considered.

Considering the experience described in Coastal and Marine Union EUCC and Lagos City, the implementation of environmental sustainable practices in a hospitality sector presents several barriers such as the implementation costs and labor-intensity of process to become certified. In fact, the main challenge to apply these principles of the sustainable tourism are the prevailing socio-economic and political conditions. In addition, the introduction of such practices in tourism accommodations is sometimes seen a deterrent for guests, because the actions associate the eco-friendly hotels with detriment in the quality of services.

The difficulty is that even on a verge of environmental danger the majority of people do not take any effort in case of ecology. The modern society is not yet ready to accept this kind of tourism. The hotel industry still needs to get a special knowledge and equipment in case of an implementation of the environmental actions. However, environmental actions need great investments, even though after words it can become cost saving. The countries with no experience in an eco-sphere are afraid to use the new techniques, preferring the old ways. Therefore, the following research based on an experience of Russian eco-hotels will help to clarify the benefits and disadvantages of the environmental practices.

## **6 Responsible tourism in Russia**

According to article Sustainable Travel and Ecotourism, since 1990 the office buildings replaced all factories completely, which have polluted a downtown before. However, many cities still have bad consequences because of the development of industrial lifestyle. The accommodation and transportation have not yet developed for a reduction of emissions and pollution. Most owners of vehicles have the most harmful models to the environment and all buildings are with little regard for recycling or emissions limits in cities.

Bobylev & Perelet (2013) state that Russia is the largest country, which has the natural resources and also has the global impact of forest and water resources, and the development potential of green economy. The tourism development should support the environmental actions and sustainable management instead of destroying the eco-system. All efforts towards the sustainable development in Russia will bring important benefits. Moreover, the authors highlight that the most important thing in the development of the sustainable management in big cities is a combination of planning, design and analysis on a territorial and long-term scale (consulting on area development, preparation of territorial planning schemes, strategies and concepts of development for areas of forecasting). It will definitely help to evaluate the effectiveness of all natural resources' usage. Russia is still not supported in the settlement of the environmental, economic and social problems within the state in spite of a participation in many processes and agreements on the environment. Many ministries of natural resources are still not

paying attention to these shortcomings and have a weak co-operation between each other.

The growing demand for the eco-tourism leads to the creation and development of the protected areas, national parks and nature parks. Currently, these areas are the main objects of the eco- tourism in Russia.

The research of Trofimenko & Djafarova (2011, p. 6) emphasizes that the sustainable tourism in Russia is the only way to solve all problems related to the environment. The special eco-programs should help to maintain a balance between the interests of people and nature, without a harm. Trofimenko & Djafarova (2011, pp. 8-9) also mention two different kinds of challenges – external and internal:

- The internal problems basically are related to an economic situation inside the country. Some factors influence the situation, as lack of eco-tourism participants and qualified specialists, expensive accommodation, transportation and catering services, lack of knowledge, poor infrastructure and technologies.
- The external challenges arise because of the problems with transport links and harsh climate. The tourists cannot travel from one place to another. All natural parks and interesting places are out of a walking distance. The high-price policy and low level of services also slow down the development of tourism. In general, the necessary infrastructures - transportation, communications, hotels and health care are not prepared for foreign tourists.

Currently many Russian hotels are implementing the eco-programs, which are supposed to improve the environment inside the country. But in order to understand the effectiveness of such actions, there should be carried out a number of studies and surveys. For this reason, the empirical part is valuable to clarify and identify the level of the responsible tourism and environmental actions in Russia.

## **7 Introduction of the research**

The research is conducted in a qualitative method. According to Mack, Woodsong, Macqueen, Guest and Namey (2005) the great benefit of this method is that it can be based on a real experience on the given topic. The qualitative method is also effective in identifying the intangible factors, which can reveal the defined goals – to open the topic of the responsible tourism and to determine the advantages and disadvantages of the eco-programs from social, environmental and economic terms. Moreover, it can be useful to understand the complex reality of the topic and to clarify the reasons and values why hotels should follow the eco-programs. The main advantage of qualitative method is the opportunity of open-ended questions and responses, which help to find more relevant information. The questions of interviews are presented in appendices 1 and 2.

The request was sent to the executive managers of different hotels, both international and local chains. The 18 hotels following the eco-practices in Russia were selected by two criteria – the implementation of the responsible management and environmental practices in hotels. The location and the main concept were not a priority. Consequently, only five partners answered the request.

All interviews were conducted by an online conversation with the preliminary agreements. The form of the interview was a quiet, laid-back, face-to-face conversation. The interviews were conducted on-line by a phone and Skype program, lasted no more than half an hour and were done in the beginning of February 2016. The results of all interviews are introduced and the conclusion is made based on the interview responses. Below is a list of partners:

- 1) Radisson Sonya Hotel is located in Saint-Petersburg. According to the data on the webpage - Responsible Business in Radisson Sonya Hotel, St. Petersburg, the hotel established the responsible management called Responsible Business in 2001 for the environment and local community. It became an important part of the Rezidor Hotel Group program and nowadays develops the eco-programs.

- 2) The location of second partner - Original Sokos Hotel Olympia Garden is also in Saint-Petersburg. The article on the main webpage - Responsibility at Sokos Hotels, states that the Sokos hotels began to develop the responsible tourism in 2014, but they still need a lot of input and study to achieve good results. The responsibility has a great impact on the company's success and it is the starting point of everything they do. The hotel practices environmental activities and pays attention to an interaction between the stakeholders and environment. The motto: profitability, personnel development and well-being, customer safety, environmentally-friendly operations and customer satisfaction identify if the hotel is on the right way and where the improvement will be needed.
  
- 3) The next participant Baikaler Eco Hostel is situated in the village Listvyanka near to Lake Baikal with crystal clear water. The description at the site - Baikaler Eco Hostel Description - defines that the eco-hostel has taken care of the environment since 1999. The buildings are constructed of wood, insulated and energy efficient. They have settled the new standards of comfort, security and design, and supported a healthy atmosphere for both staff and customers.
  
- 4) The hotel Park Inn by Radisson Nevsky is placed in Saint-Petersburg. According to the article on the webpage - Responsible Business in Park Inn by Radisson Nevsky, St. Petersburg, the hotel has received an eco-label as well as most of the hotels in Carlson Rezidor group in 2014. The hotel representatives argue that the responsible policy helps to build a workflow with respect to the human rights, social responsibility and environment, getting an opportunity to fully implement both social and economic obligations. Park-Inn follows the principles of the environmental programs' main priorities. The first principle is to protect the health and safety of guests and staff. Second participation in life of local communities. The last principle is a reduction in consumption influencing the environment.



5) The last participant is Four Seasons hotel located in the center of Saint-Petersburg. The article at the site - Four Seasons launches Greening Meetings program - tells that the hotel chain follows the recent establishment Greening Meetings program. The program is carried out in every hotel. The hotel chain develops the eco-practices, pays attention to each programs and allows the customers to choose which action is more interesting for them to meet their needs.

## **8 Research results**

All gathered data from the interviews was analyzed. The process to study on all the information took one week and the results are summed up and presented in the following subchapters below.

### **8.1 The current reason and motivation to accept the environmental programs**

The question to distinguish the reason to adopt eco-action (economic, social or environmental) was difficult to answer, because all practices seem quite significant. However, the most often mentioned was the economic reason. The economic component of eco-program helps to optimize the costs in all departments since the hotels first and foremost have to generate income. The next popular reason is environmental. All hotels have stated that they are harmful to the environment and therefore it is very important to maintain the nature protection. Only two participants were able to identify the social reason as an important fact in the adoption of the eco-programs

The motivations to accept the environmental actions were quite the same for the majority. Three hotels – Radisson Sonya Hotel, Park Inn by Radisson Nevsky and Four Seasons are a part of the international chains, for this reason it is obligatory to adopt the eco-programs. The main motivations for the companies are the same – ethic, for example charity and costs optimization. Sokos Palace Bridge Hotel has the motivation to optimize all expenses, to get a positive company image and to increase an awareness about the sustainable relation to the environment for staff and customers. Baikaler Eco Hostel was inspired to

create something new in the region and to use all natural sources, but also to reduce costs.

## **8.2 The certification process**

The international and local certification programs are used in Russia, which are presented in Figure 2 on p. 18. Current Trends and Opportunities in Hotel Sustainability (certification organizations) (Ambardar & Gupta 2012, p. 19). However, despite the various ways of a certification only two hotels – Radisson Blue Sonya and Park Inn by Radisson Nevsky were certified by the organization Green Key with a verification and confirmation of each year. The other participants do not have any information on the matter.

## **8.3 The guest's satisfaction and participation**

Each hotel has different concepts, because the clientele is diversified. Sokos Palace Bridge Hotel is based on the spa treatments - a landmark to visit hotel are the spa services. For this reason, the environmental programs do not affect the hotel occupancy. The human care and ecology concept have an influence on satisfaction in general. Radisson Sonya Hotel mentioned that the eco-programs tendency is just developing in Russia compared to the hotels from the same chain in Europe and the environmental actions do not influence an attendance. Baikaler Eco Hostel has the same opinion and the eco-programs help only the economical side. Both hotels Park Inn by Radisson Nevsky and Four Seasons claim that some guests know about the eco-programs, but their numbers are still minimal.

## **8.4 The current advantages and disadvantages**

The adoption of the environmentally-friendly practices has distinctively brought more benefits. However, the interviewed participants suppose the main disadvantage is that the underdeveloped responsible tourism and use of basic eco-programs can affect negatively the opinions of foreign visitors or clients who have been abroad already where such actions are more developed.

The highlighted advantages are an advanced image for hotels, costs optimization and protection of the environment and nature.

The cons are the high investments of all systems' modernization, still the little demand from customers, the inability to implement certain programs with little support from the government (for instance waste sorting) and the costly staff educational process.

### **8.5 The value of eco-programs for hotels and development**

All managers agreed that the environmental action definitely has the values from social, economic and environmental terms. However, the education of personnel and development of responsible management is still needed due to lack of knowledge in this issue. The manager of Baikaler Eco Hostel mentioned this drawback. Afterwards all necessary information regarding the programs was studied by himself. Sokos Palace Bridge, Radisson Sonya and Park Inn Radisson Nevsky hotels have faced with the problem to a lesser extent. Because of the location in a big city and the fact that the hotels receive information from colleagues abroad from the same chains, they were more aware of the implementation of the eco-practices. Four Seasons assures that the more people are informed by such programs, the more they will want to advance the same concept to other areas and thus take care of the environment. The hotel Park Inn by Radisson Nevsky concludes that all international chain hotels have already appreciated the benefits of the eco-practices, gradually the non-chain hotels start to understand their importance now.

### **8.6 The current estimation of best eco-programs' usage in hotels**

The environmental programs have brought more benefits in the responsible management, all managers were able to identify both the best and useless programs at the moment, to tell which actions are more used, and to consider the benefits of all eco-practices.

Based on the spa-concept of Sokos Palace Bridge Hotel, the best program became the food service practice of healthy nutrition's (special menu) impact on the human health. Some photos were provided (Appendix 3) to identify what actions are in the top.

Four Seasons determined that the best environmental service is the presentation of all documentary affairs (recites, accommodation confirmation) through iPad programs without wasting many sheets of papers.

Baikaler Eco Hostel and Radisson Sonya Hotel defined water saving as the best practice. Radisson Hotel and Park Inn Radisson Nevsky mentioned the guest's rooms practice, energy practice and waste reduction practice as the beneficial actions.

Below is a list of practices used by all hotels:

- **Energy practice.**

**Radisson Sonya Hotel:** energy is electricity; motion sensors are installed virtually everywhere; thermoregulation and ventilation control system are settled.

**Sokos Palace Bridge Hotel:** energy is electricity.

**Baikaler Eco Hostel:** energy is electricity; energy saving light bulbs are installed; thermoregulation system is settled.

**Park Inn Radisson Nevsky Hotel:** energy is electricity; motion sensors are installed virtually everywhere; thermoregulation control system is settled.

**Four Seasons:** energy is electricity; motion sensors are installed virtually everywhere; thermoregulation control system is settled.

- **Water practice.**

**Radisson Sonya Hotel:** aerators are installed to reduce water consumption.

**Sokos Palace Bridge Hotel:** practice is not used.

**Baikaler Eco Hostel:** pump station is switched off and water is fed by gravity, it helped to reduce consumption.

**Park Inn Radisson Nevsky Hotel:** aerators are installed to reduce water consumption.

**Four Seasons:** practice is not used.

- **Waste reduction practice.**

**Radisson Sonya Hotel:** some garbage is sorted (cardboard, glass, batteries), the vegetable oil is eaten by special bacteria.

**Sokos Palace Bridge Hotel:** practice is not used.

**Baikaler Eco Hostel:** practice is not used.

**Park Inn Radisson Nevsky Hotel:** some garbage is sorted (glass, aluminum, plastic bottles, paper, batteries, fluorescent light bulbs, technical devices, vegetable oil, old clothes and furniture).

**Four Seasons:** some garbage is sorted (glass, aluminum, plastic bottles, paper, batteries, fluorescent light bulbs, technical devices, old clothes and furniture).

- **Staff practice.**

**Radisson Sonya Hotel:** all employees undergo mandatory annual training on responsible business and environmental actions.

**Sokos Palace Bridge Hotel:** housekeepers have special instructions about water and electricity reduction.

**Baikaler Eco Hostel:** practice is not used.

**Park Inn Radisson Nevsky Hotel:** all employees undergo mandatory annual training on responsible business and environmental actions: conducting environmental activities - planting trees and cleaning up public parks.

**Four Seasons:** all employees undergo trainings during an introduction of new practices.

- **Building maintenance practice.**

**Radisson Sonya Hotel:** filters are changed 3 times a year, with purchase of construction materials attention is drawn to composition (paint, glue).

**Sokos Palace Bridge Hotel:** practice is not used.

**Baikaler Eco Hostel:** practice is not used.

**Park Inn Radisson Nevsky Hotel:** carrying out inspections on maintenance of building, changing filters, cleaning refrigerator coils, thermostat calibration, leakage of water and adjustment of the shock absorbers.

**Four Seasons:** practice is not used.

- **Housekeeping practice.**

**Radisson Sonya Hotel:** all actions are carried out and the hotel is cooperating with environmental housekeeping companies.

**Sokos Palace Bridge Hotel:** practice is not used.

**Baikaler Eco Hostel:** ecological products are used for cleaning process.

**Park Inn Radisson Nevsky Hotel:** housekeeping use environmentally-friendly cleaning products, vacuum cleaners, hypoallergenic filters and special cotton cloth for cleaning.

**Four Seasons:** practice is not used.

- **Food service practice.**

**Radisson Sonya Hotel:** practice is not used (because of no support from government).

**Sokos Palace Bridge Hotel:** special organic and health menu is used for guests to maintain a healthy diet.

**Baikaler Eco Hostel:** practice is not used.

**Park Inn Radisson Nevsky Hotel:** practice is not used.

**Four Seasons:** special organic and health menu is used for guests to maintain a healthy diet, including vegetarian and vegan options.

- **Guest room practice.**

**Radisson Sonya Hotel:** natural organic materials for beds and bedlinen are used, as well as eco-friendly signs in bathrooms and rooms.

**Sokos Palace Bridge Hotel:** natural organic materials for beds and bedlinen are used, as well as signs encouraging eco-friendly practices in bathrooms and rooms.

**Baikaler Eco Hostel:** natural organic materials for beds and bedlinen are used.

**Park Inn Radisson Nevsky Hotel:** natural organic materials for beds and bedlinen are used partially, as well as signs encouraging eco-friendly practices in bathrooms and rooms.

**Four Seasons:** practice is not used.

- **Emission practice.** None of the five hotels uses any particular practice.
- **Purchasing practice.**

**Radisson Sonya Hotel:** local products are purchased (food, bedlinens).

**Sokos Palace Bridge Hotel:** practice is not used.

**Baikaler Eco Hostel:** local products are purchased and also attention is drawn to packaging process.

**Park Inn Radisson Nevsky Hotel:** local products are purchased partially (food).

**Four Seasons:** practice is not used.

## 9 Conclusions

The main objectives of the research topic were to examine a responsible tourism issue, to analyze all benefits and disadvantages of the environmentally-friendly practices and to clarify the reasons and values why hotels should follow the eco-programs. The studied location was Russia as the country with developing tourism. The participants are five executive managers as it was determined previously. The eco-programs of hotels were studied as the researching object. This chapter presents the final conclusion based on the empirical part.

The partner search process did not prove to be difficult. All partners were interested in this particular subject and agreed to take part in the research through the partnership.

The results show the particular tourism in Russia despite the fact that the responsible tourism is still in a development stage; most of the hotels are interested in the new trend. The situation changes and trends have emerged in joining many hotels to the environmental development programs. One of the objects for all stakeholders is the formation of new attitude to the traditional tourism values. However, currently the implementation of the responsible management and eco-programs needs to be based on the concept of the hotel.

The pros and cons of the environmentally-friendly practices clearly stand out from the results of the research. The common disadvantage is the certification process, which still is not fully taken into consideration. Only two hotels from five certified the environmental practices by an international organization. The reason is also the lack of knowledge. This issue should be brought as an object of study for the further development of the responsible management in hotels. From the results of all interviews was determined another drawback. The hotel would like to see support from the government in a form of partial sponsorship or conduction of any conference on the development of all practices.

On the contrary the value of the programs is very significant from the hotels' points of view. The most important is the economic part or resource saving that will help to maintain the business and make it more efficient and attractive. However, the environmental and social terms will soon increase to the level with the economic part by increasing knowledge about the environmental actions.



The summary of all advantages and disadvantages was quite laborious and required an in-depth analysis. Most of the questions were not examined due to lack of awareness in some programs.

The pros:

- Most commonly used are the basic and main practices - water and energy
- the purchasing practice is supported by hotels and helps the local brands
- the used eco-programs work effectively and optimize all costs
- the environmental actions help to form a positive and attractive image
- the staff practice is gaining momentum and helping to involve more personnel
- the economic situation of the hotels is greatly improved by the environmental programs

The cons:

- the waste reduction and purchasing practices cannot be applied because of no support from the government
- some of the best actions still have no importance – emission and food practices
- the initial costs are still high to adopt the eco-programs

The contribution to the study brings the response from Radisson Sonya Hotel about the waste reduction practice. The bacteria recycle vegetable oil and commit the oil waste reduction. According to Thiel (1999) the issue of a vegetable oil recycling was difficult for various industries. However, currently there is a unique opportunity to help the nature by microorganisms, which digest the vegetable oil and some food items. Now the scientists claim that this action is a very environmentally-friendly way of recycling and beneficial to the environment.

As a result of the research the conclusions are that the responsible management still is at a developing stage, but the situation is changing and many trends in the environmental management are progressing and have been already outlined. The value of a participation in these programs for both developed and developing countries is that the entrepreneurs obtain an opportunity to raise the additional contingent of visitors and raise the new and beneficial economic stage. From the

research were found more positive factors of the environmental programs thus helping to answer the last objective of the study. All advantages are the reasons for hotels to adopt the responsible management and environmentally-friendly programs. The international chains are able to follow the programs, as more benefits of the eco-practices were found in the international hotel brands in Russia. The local chains can base on an experience of the international chains, implement the same environmental actions and attract more new hotels.

Despite the current success and growing popularity of the sustainable tourism and environmental programs among the hotel industry, the future development can be realized by considering this type of tourism and actions in a long term. The aims of hotels towards the responsible tourism are to carry out the practices on a basis of respect and quality to reduce an impact on the environment, to meet the requirements of social justice and to combine the environmentally and economically advantageous plans.

The contribution of the research is essential for the hotel industry and also for other industries. The results show that the value of the environmental programs only increase with each passing year. All carried out updates and investments in order to preserve the environment help to develop both business and human related relationships to this issue.

## **10 Evaluation of the research**

The research topic is very conceptual. Because of this fact the whole working process was interesting and useful for the author. The most significant part of the research was to understand if the future of hotel industry needs to adapt the environmentally-friendly programs and if the responsible management should be developed.

The interviews went well and all partners were interested in the whole thesis project. Initially, several hotels refused, but later it was no problem to find the partners. However, the main challenge was to analyze the answers, as many of them were either short or insufficiently disclosed.

Finally, the objectives have been achieved. The research showed that the eco-programs should be developed as they bring great economic benefits, as well as

environmental and social advantages. In countries where the responsible tourism policies are still just emerging, it must be supported by all eco-organizations for its further development. The author is satisfied with the done work and hopes that the contribution of the research will help future prosperity of the sustainable tourism and implementation of the eco-programs in the hotel sphere.

## Figures

Figure 1. The Environmental Impact of Hotels: The Future is Green [INFOGRAPHIC]. (McCormick 2012), p.17

Current Trends and Opportunities in Hotel Sustainability (certification organizations) (Goldstein & Primlani 2012), p.5

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## **Appendix 1 Interview questions (English version)**

- 1) What was the main reason or purpose for adoption of environmentally-friendly programs – economic, social or environmental?**
  - 2) What was the motivation of hotel to take environmental actions and make environmental investments?**
  - 3) Are the eco-practices certified by any environmental certification systems or organizations?**
  - 4) Did the environmental programs become a guideline for the customers?**
  - 5) Which environmental action (s) became more useful for hotel?**
  - 6) What are the pros and cons that can be identified in the adoption of eco-programs?**
  - 7) Do the environmentally-friendly practices have a real significance and need to be developed?**
- Energy practice. What kind of energy system is used in the hotel - gas or electricity? Does the light system have efficient light bulbs, sensor lighting, lighting dimmers in all public areas for control? Are for heating system there is used electronic thermostats in rooms and installed a plate and frame heat exchanger, which helps to maintain its interior temperature? Other actions.**
  - Water practice. Are in laundry, toilets, showers, faucets and dishwashing installed appliances with water-saving system? (Water flow controllers, faucet aerators and push button activated showers in public areas). If the hotel has a landscape of plants outside, are there set low-flow aerators to reduce water consumption? Other actions.**
  - Waste reduction practice. Does the hotel sort or separate garbage for by recycling glass, aluminum, plastic, paper batteries, fluorescent light bulbs, technical appliances, cooking oil, old linen and furniture, wine corks and composting organic waste (food)? Moreover, is there a waste sorting system according to international standards (color code will help to identify**



the type of waste: Green - paper and cardboard, Brown - food, Blue - plastics, Black - general mixed waste)? Other actions.

- **Staff practice.** Does the hotel provide any educational trainings and about eco-practices for new personnel? How does the hotel involve new workers in the company's sustainability performance? Are there certain eco-activities for employees in a working process? Other actions.
- **Building maintenance practice.** Does the hotel perform a specific service plan and check filter changes, refrigerator coil cleaning, thermostat calibration, water leak checks, and damper adjustments? How frequently are they? Are building materials non-allergic and environmentally-qualified? Other actions.
- **Housekeeping practice.** Does the hotel use environmentally friendly cleaning products, and eco-cosmetics (shampoos and shower gels) for the safety of guests and staff? Are vacuum cleaners with hypoallergenic filters and are there special cotton cloth for cleaning? Other actions.
- **Food service practice.** Are used products in the restaurant or kitchen environmentally-friendly biodegradable or certified organic? Does kitchen department purchase locally-grown food or plants of organic garden? Other actions.
- **Guest room practice.** Are in a guest room used natural and organic materials for beds, bedding, towels and tableware? Are there any methods used to involve guests in eco-activities? Are bathrooms equipped with eco-signs calling for more responsible use of towels with a request to leave in sink only towels that need to be replaced, not wasting toilet paper and water? Are rooms equipped with signs calling for more conscientious use of linen? Other actions.
- **Emission practice.** Do air-conditioning units use environmentally-friendly alternatives to chlorofluorocarbons? Other actions.
- **Purchasing practice.** Does the hotel take care of more environmentally friendly transportation and packaging of delivered goods? Is there any

**policy to purchase environmentally sensitive products, that are made from recycled materials? Does the hotel support local products in the purchasing process? Other actions.**

## Appendix 2 Interview questions (Russian version)

- 1) Возможно ли определить какая из перечисленных причин является ключевой в принятии экологической программы в отеле - экономическая, социальная или экологическая?
- 2) Что являлось мотивацией отеля в принятии решения о природоохранной деятельности, а также об инвестициях в ее развитие?
- 3) Проходил ли отель процесс сертификации экологических программ какой-либо организацией?
- 4) Стали ли экологические программы ориентиром для клиентов в посещении отеля?
- 5) Какие экологические программы стали более эффективными в применении для гостиницы?
- 6) Какие плюсы и минусы можно выделить после принятия экологических программ?
- 7) Имеют ли экологические программы реальную ценность для отельной сферы и должны ли иметь дальнейшее развитие?

- Энергетическая практика. Какие энергосистемы используются в гостинице - газ или электричество? Имеет ли система освещения энергосберегающие лампочки, датчики освещения и регуляторы яркости во всех зонах общественного пользования для контроля. Используются ли для системы отопления электронные термостаты в комнатах, которые помогают поддерживать свою внутреннюю температуру? Другие действия.

- Практика использования воды. Установлены ли в прачечной, туалетах душевых, а также в посудомоечных машинах приборы с водосберегающей системой? (Регуляторы расхода воды, кран аэратор в общественных местах). Если отель имеет растения, установлены ли аэраторы с малым расходом, чтобы уменьшить потребление воды? Другие действия.

- Практика сокращения отходов. Есть ли в отеле разделение мусора для стекла, алюминия, пластика, бумаги, батарей, люминесцентных

лампочек, технических приспособлений, растительного масла, старого белья и мебели, винных пробок и компостирование органических отходов (продукты питания)? Кроме того, если есть, производится ли сортировка отходов в соответствии с международными стандартами (цветовой код, помогающий определять тип отходов: зеленый - бумага и картон, коричневый - продукты питания, голубой - пластик, черный - смешанные отходы)? Другие действия.

- Практика работы с персоналом. Предоставляет ли отель какие-либо обучающие тренинги о эко-практике для новых сотрудников? Каким образом отель привлекает новых работников в вопросе устойчивости компании? Проводятся ли определенные экологические мероприятия для сотрудников? Другие действия.

- Практика эксплуатации зданий. Разработан ли в отеле конкретный план обслуживания и проверяется ли изменения фильтров, очистка катушки холодильников, калибровка термостата, протечка воды и корректировка амортизаторов? Как часто это происходит? Контролируется ли использование стройматериалов без аллергических и экологически опасных реакций? Другие действия.

- Практика уборки. Использует ли отель экологически чистые моющие средства, и эко-косметику (шампуни и гели для душа) для обеспечения безопасности гостей и персонала? Используются ли пылесосы с гипоаллергенными фильтрами и специальной хлопчатобумажной тканью для очистки? Другие действия.

- Практика питания. Используются ли органические продукты в ресторане? Приобретается ли местная садово-огородная продукция? Другие действия.

- Практика размещения (номера). Используются ли в номерах натуральные и органические материалы для кроватей, постельные принадлежности, полотенца и посуда? Существуют ли методы привлечения гостей к эко-программам, таких, например, как эко-знаки в ванных комнатах, призывающие к более ответственному

использованию полотенец, содержащие просьбу оставить в раковине только те полотенца, которые должны быть заменены, также не растрчивать туалетную бумагу и воду. Оснащен ли номер знаком, призывающим к более добросовестному использованию постельного белья? Другие действия.

- Практика уменьшение углеродных отходов. Используются ли кондиционеры с экологически чистой альтернативой хлорфторуглеродов? Другие действия.

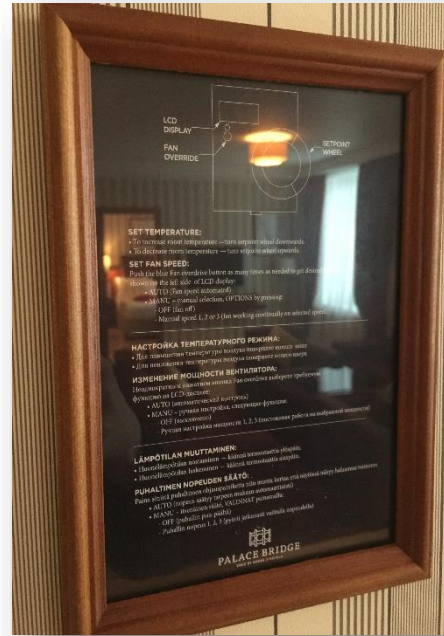
- Практика закупок. Заботится ли отель о более экологичной транспортировке и упаковке поставляемого товара? Проводится ли политика приобретения экологически чистых продуктов, которые сделаны из переработанных материалов? Поддерживает ли отель закупку местных продуктов? Другие действия.

### Appendix 3 The signs of environmental practices in Sokos Palace Bridge Hotel (1-Towels use, 2-Airconditioner use, 3-Notification about smoking area and air pollution)

1)



2)



3)

