

Environmental sustainability in Finnish private-owned hostels

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<p>This bachelor thesis aims to discover the hostels in Finland are oriented toward achieving environmental responsibility and viability and how environmental sustainability be increased within the private sectors. The commissioner organization for the research is Finnish Hostel Association whose network has more than 40 hostels around Finland.</p> <p>The thesis was planned since June 2018 and result came out in November 2018, including in-depth interviews with 10 private-owned hostels in Finland from different locations. This research also answered to sub-questions in customer behavior and challenging elements for the businesses. The method was used to conduct the thesis is qualitative research and the based criteria for environmental sustainability was Finnish Nature Leagues criteria (Luontto Liito).</p> <p>According to the author, it is vital to achieve environmental sustainability in the long run for private-owned businesses because in their growing activities, sustainable development as a future for the planet should be the objective of the private sectors, however, they have not yet considered about the issue seriously. The businesses are aiming for more cost-saving products and that will affect negatively to the future by not having specific solutions. There were only few of the hostels have achieved the level of environmental sustainability.</p> <p>As the outcomes of the thesis, the author's idea is to improve the hostels in the near future by giving them the solutions to "go green" in different part of the business such as: energy savings methods, water reservation, using eco-labelled cleaning products and waste management, additionally, engaging customer's awareness. The hostels can use the material to follow the model green hostels that already existed or can follow small step to transform small parts of the business in the near future.</p>	
Keywords Environmental sustainability, private-owned hostels, environmental management, SMEs	

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1 Introduction

The Finnish hospitality industry is a developing and global industry with considerable growth potential from time to time. Hospitality in general or tourism, restaurants, accommodation services sector specifically have shaped the image of Finland around the world. It is one of the core business in Finland which creates a lot of job opportunities for residents, foreigners and refugees. As indicated by Finnish Hospitality Association (FHA) 2015, the hospitality segment utilizes more than 140.000 professionals over Finland, more than 11% of the million-individuals working in the private sector. 30% of the workers are under 26 years of age. Moreover, the industry generates €5.2 billion a year in tax collection for Finnish government, represents for 3.8% of Finland's GDP, which is more than banking and insurance or the backwoods businesses. (Mara)

Aggregate up all the previously mentioned, hospitality creates numerous considerable benefits to the country. However, the development of the industry is a parallel ratio to the damage of the Earth environment, thus causing a lot of problems for human beings in the near future. Acquiring the importance of the environment to human beings and additional interest towards hospitality industry, the researcher found out that while big international and national public chains such as Scandic hotel, Kämp collection, Nordic Choices and Sokotel have started earlier ecological sustainability concern towards the business to save the society in the long run, what private small-medium enterprises (SMEs) are doing is still the big question mark. After researching and reading from different sources, the author came up with the research about environmental sustainability in private-owned hostels in Finland. With the desire that the outcomes will bring the solution to decrease the damages or even to stop the damages to the environment is to be sustainable or as simple as "going green".

1.1 Scope of the research

This thesis researched how the environmental sustainability increases, focuses on Finnish private-owned hospitality businesses, mainly towards specifically hostels. It is vital to get environmental sustainability in the long run for private-owned businesses because in their growing activities, sustainable development as a future for the planet should be the objective of the private sectors. However, most businesses are still far from engaged in any of these things. (Hohnen 2011). The majority of the studies will bring the outcomes of what hostels in Finland are doing and a solution for them to conduct increasing environmental sustainability in specific criteria. The minority of the research is to discover the challenging factors for them to bring sustainability to the business, furthermore, the customer's behaviour towards sustainability. The thesis continues the previous research

about the private sector in hospitality, however, the scope has been narrowed down towards hostels in Finland. The research before was mainly about sustainability in hospitality generally of Miguel Angel Gardetti and Ana Laura Torres in the book *Sustainability in Hospitality. How innovate hotels are transforming the industry.* (2016)

The studies were conducted in 2018 as in – depth face-to-face interview with the private - owned hostels in Finland. The chosen methodology for the research is qualitative interview with in charge people who have deep knowledge in the matters. The author gets interested in the topic due to the realistic world's problem nowadays. The research is advanced, up-to-date and brings outcomes to the author's interest, FHA's benefit and private hostels' sustainability solution in general.

1.2 Commissioner association

Finnish Hostel Association (FHA) is a non - profit organization which was founded in 1935. The hostel association maintains and develops its more than 40 hostel members and the hostel network in Finland, offering especially more than two million travellers pleasant, communal and affordable accommodation every year. In addition, the hostel association cooperates with the Hosteling International (HI) network in order to offer its members benefits in nearly 90 countries and 4000 hostels and to market hostels from Finland to international customers. The hostels that belong to FHA operation not only as separate accommodation establishments, but also in tourism centres and farms, as well as in student housing in the summer. Hostels are run by various companies and communities, such as independent entrepreneurs and family companies, associations, foundations, educational institutions, student organizations and municipalities. Hostels are part of a global HI network that wants to create a better mutual understanding between people and to increase social interaction and exchange of experiences and to offer new experiences at home and abroad. (Finnish Hostel Association, 2015)

In Finland, almost 40 hostels from the Finnish Hostel Network are part of the Hostelling International (HI). The FHA markets and develops the Finnish HI hostel network, guides the operation of the network, coordinates quality management, assures the visibility of the international HI brand and strengthens the reputation of the global HI network. In Finland, hostels operate not only as separate accommodation establishments, but also in connection with tourist centres and farms, summer apartments for students and for renovation or reconstructed accommodation. Hostels are run by different companies and communities, such as independent entrepreneurs and family companies, municipalities, associations, foundations, colleges and student organizations. (Finnish Hostel Association, 2015)

FHA is a commissioner for this research in environmental sustainability in private hostels. They will provide the author connection to the hostels community, obtain the information and widen the solution to all hostels when receiving the outcomes of the research.

1.3 Aim and objectives

As mentioned in the previous part, the scope of the research is to discover if hostels in Finland are oriented toward achieving environmental responsibility and viability, how environmental sustainability be increased within the private sectors. As mentioned in the introduction, private businesses only focus on the growth within companies which profitable, however, sustainability is still advanced to them. Many enterprises pretermite the environment problem as they do not notice that sustainability would bring a lot of benefit to them. Besides, they have not realized that it is not only a trend but also vital for the future generation.

There are a lot of benefits that environment sustainability could bring to businesses in general and accommodation businesses specifically. First of all, hostels could find the balance for reducing costs and enhancing efficiency by carrying out better working strategies and constantly creating ecological technologies. For instant, to be specific, the 3Rs that stands for reducing, reusing and recycling waste are important for them in the long run. Moreover, sustainability could improve performance and higher levels and employee satisfaction. Secondly, investing on environment sustainability could bring positive influence on guests' experience as nowadays, hostels are not only a place to sleep but also a place to experience, educate and entertain. Furthermore, environment sustainability brings also benefit for community, society and economy. Thirdly, sustainability in environment can make a colossal difference in intriguing and engaging guests. (Lawson 2018)

Private SMEs have missed these benefits while big chain hotels already aimed at the handling of unsafe material, ecological well-being, safety and storm-water management. Changes to every one of these parts of hospitality will make huge impact on the construction, architecture and operational techniques of hostels moving forward. The research in environmental sustainability will give the answers for private - owned accommodation businesses to the question "what" and "how" they could make change for their businesses and bring more benefits to them in a long run.

The author will use the theoretical framework merged with qualitative research for the thesis which collected by interviewing 10 different respondents from private-owned hostels in Finland. Therefore, the answer in these questions will find out the strategy for enterprises:

- How can environmental sustainability be increased within the private hostels in Finland?

Sub questions:

- What are the most challenging elements of turning into sustainability in private-owned hostels?
- How private hostels are inherently oriented toward achieving environmental responsibility?
- How businesses consider about customers' behavior and attitude towards environmental sustainability hostels?

2 Thesis framework

Private sectors play a crucial part in developing prosperity and sustainability because companies bring more occupations opportunity, capital and innovation. The Government of Finland would like to see more Finnish private sector companies in development co-operation (Ministry for Foreign Affairs, 2016a). Supposed that the private sectors are to have a more dynamic part in promoting development, the SMEs cannot be excluded; among roughly 99.9% of Finnish organizations, SMEs are important characters in Finnish society. They employ 66.9% of the sum workforce and their share of combined private sector turnover in Finland is 58%. (Tilastokeskus, 2015)

Hostel is one of the SME hospitality business type, one of the core ideas for entrepreneurs to develop. Hostels is a choice for travellers from every walk of life nowadays. Since they provide budget-oriented and sociable accommodation, more and more people are attracted, especially backpackers, students and immigrants. In 1914, with the benefit of Altena Castle in Germany, Richard Schirrmann founded the first “Youth Hostels” for the poor youngsters. Nowadays, hostels have developed with more type, style and design belongs to hostel associations or private owners such as Hostelling International (HI), independent hostels, boutique hostels and mobile hostels. (Märkischer Kreis, 2012)

Hostels in Finland, who are contributors associate according to HI have been dedicated to promoting sustainable tourism practices, committed to achieving an international community of sustainable organisations and hostels. For ecological sustainability, the association develops to ensure the financially impartial hostels with assured quality and requirements worldwide. In Finland, the criteria to follow are accorded to The Finnish Nature League (Luonto-Liitto). However, not every of them has committed a move into environmental sustainability. Moreover, non-public organizations and hostels which do not associate with FHA, increasing in environmental sustainability nonetheless needs greater researches and studies. (Appendice 1)

Sustainable development is a non-stop and controlled social change on a global, regional and local level, together with the goal on ensuring proper and prosperous living for current and future generations. This also means that the environment, the economy and the people are fairly considered in decision-making and operations. For ecological sustainability, the precautionary principle is essential. More and more enterprises at the present in Finland have taken environmental issues into consideration in all operations. It is extensively identified that companies, governments and customers are liable for

achieving sustainable development (Seidel, M 2009). Since the government actively supports Finnish organizations to attain sustainability goals, on the other hand, there are challenging factors for private small-medium enterprises to go green; entrepreneurs have faced quite a few issues in finance and policy, all of which becomes difficulties, therefore, firms have not yet taken environmental sustainability into account that much in their procedures. Nevertheless, Bazin (2009) emphasized that if SMEs consider to be accountable for protecting the nature, such raises the query concerning the restriction about company's accountability (Bazin 2009).

2.1 Justification of the research

Previously, the author has learned and immersed deep into the nowadays topical factors of hospitality, after comparing the events, phenomena, issues that haven't been solved thoroughly, the author came up with such topic. Additionally, commissioner company (Finnish Hostel Association) is also seeking for such research to improve their own values in general and their networks' values specifically. According to the author, such topic of research is reality, innovative and meets the need of private hostels, commissioner company and the author's interest.

As studied, previous researches have not been deepened and narrowed the objects. The fact is *Sustainability in Hospitality. How innovate hotels are transforming the industry* was written in general issues and descriptions in sustainability in all aspects of business, however hadn't deepened into private hostels. Hostel businesses nowadays is a hot trend and concept in Finland since the country boosts up tourism, hostels are the essential need of young travellers from all around the world. Millennials (generation Y), who are core target customers of hostel business, have more and more knowledge day by day, approach more to technology and hence, their perception about environment is more cogent than the old day. The scope has been already staged that the topic will be narrowed down and get more deepened in this thesis work.

The topic of the thesis is the new discover and approach in such businesses and almost no one has researched about this previously. The thesis is written according to Haaga Helia UAS assessment criteria. The thesis demonstrates that the topic is justifiably important to not only the author's professional development but also to the commissioning association, which is clearly shown in the report. The topic has lots of current relevance. With the help from commissioner company as well as Haaga Helia UAS supervisor, the research's outcomes will be useful for all private hostels in environmental sustainability by applying the solution into real businesses. The research questionnaire do not consume

too much time and well as cost, moreover, target respondents are easy to be approached by technology.

This research is realistic because sustainability is vital for not only hospitality nowadays but also all industry, that they aim to conduct in the future. The Finnish Government has their own organisation National Commission on Sustainable Development (kestavakehitys.fi) introduced the new campaign for 2050 "The Finland we want by 2015". It brings together the public sector, enterprises, organizations, civil society actors, associations and citizens in a unique way. The research will help private hostels to reach the goals, objectives and commit environmental sustainability for the campaign since over 250 different organizations have given the commitment to go green and sustainability. Obviously, environmental sustainability will bring a lot of benefits to the community, the long-run profit and improvement in customers' satisfaction. FHA is looking for the revolution in changing the image of their s. After the research has reached the solutions and outcomes, they will apply the thesis to real life to their hostel members. According to FHA, this is very important to them because this is a new research that haven't been conducted before and it is necessary to deploy at the moment.

In this research, the author chooses the research target as private hostels because they belong to SMEs, which is a significant area of sustainability according to the fact that small enterprises stand for 95% of all organizations worldwide. Most of the customers who stay at hostels in Finland are youngsters, millennials, hipsters, backpackers... - the future of the nation. Therefore, conducting this research also brings benefit in education, knowledge and cognition to young people. (Thompson 2014)

The author chose methodology for this research as qualitative research, semi-structure method in-depth interviews. The activities include contacting businesses' owners or managers by phone calls, emails, interviewing face-to-face or using skype, recording data by voice recorder, videotapes and finalizing on fieldnotes. The case studies will occur in any region around Finland, both businesses belong to FHA or extramural businesses will be interviewed. Furthermore, the scope of this thesis is to have better understandings in environmental sustainability concerns so that we could comprehend the willingness and solution to become environmentally sustainable responsibility of the private hostels in Finland.

2.2 Definition

Since this works has several different key terminologies, the author will emphasize the most essential definitions to avoid confusion and lead the reader into this research. As mentioned below, the research will be focused on private hostels. The definition will be a

combination between **private sector** and a **hostel**. Private sector is one of the country's core economic system that operate by individuals, groups, companies rather than the government. Most of the private sector enterprises tends to be making profit. In countries with more government control, for example China, private sector only plays smaller parts of the economy. However, in many countries, there is an overlap between private sector and businesses controlled by government. Examples of enterprises that are often run cooperatively including waste management, water management, health care and security services. In Finland, private sector enterprises has a core role in the promotion of well-being and sustainable development. (Rouse 2013).

According to The World's Largest Community of Hostel Professionals, a **hostel** is a budget-oriented, shared-room ("dormitory") accommodation concept that allows individual travellers or groups for short-term stays. In addition, this type of accommodation provides common areas and communal facilities. A so called hostel requires that the property must provide short-term, shared (dormitory-style) accommodation for individual travellers, although many hostels also provide private rooms. The word "dormitory" refers to a room where guests independently book individual beds in a shared room that is opposite to the meaning of booking entire rooms like in a hotel or guesthouse. (Hostel Geeks 2017)

All in all, private hostels are the businesses that provide share accommodation in a short certain time for travellers, which has common area. The business is operated by individual, groups, family, company, organization, however, is not funded or controlled by government. Private hostels in Finland are usually owned by individuals, entrepreneurs and families.

Among triple bottom lines of sustainability, the research is only focused on **environment sustainability** in private hostels. Environmental sustainability focuses on preserving and protecting ecosystems and moreover, natural resources that are essential to human life. Ecological or environmental sustainability means "meeting human needs without compromising the health of ecosystems." (Morelli 2011)

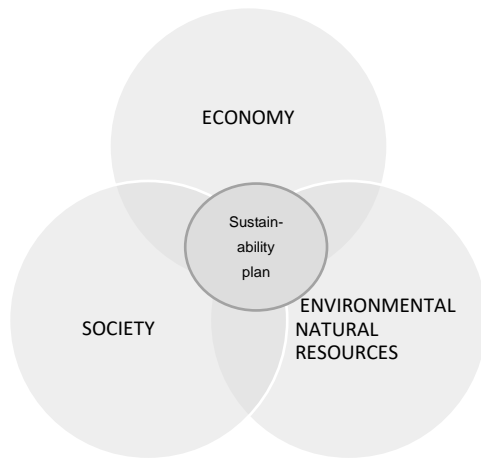


Figure 1. Triple bottom line sustainability (Hopley, 2017)

Figure 1 demonstrates 3 bottom lines of sustainability: economy, society and environment sustainability. The 3 elements has connection to each others in some stages. The sustainability business could accomplish these 3 elements. The thesis is mainly focused on the environment study.

Nowadays, companies and organizations use **Ecolabel** to lable their products and services in order to commit sustainability. **Ecolabel** is not a compulsory scheme, which means that importers, retailers and producers have a possibility to choose which stage to apply for the label of their products. During the time of developing EU Ecolabel criteria for products, the concentration is on the stages where the products have the enormous environmental impact, thus this differs from product to product. In Finland, Ecolabel is impartial about the environmentally friendly product and service - without forgetting the safety and quality of the product. It directs consumers and businesses to responsible, environmentally conscious consumption. (Eu-ymparistomerkki)

3 Environmental management

Nowadays, enterprises are beginning to consider that environmental issues should be tended for various reasons, including: consumer pressure, potential cost investment funds, enactment and ethics. There is along these lines developing interest in the zone of corporate environmental management. As environmental contemplations are probably to be a source of quite significant changes in business practices, managers should follow up with the basis of a strategic plan for the environment. The initial first step must be to perceive the key advantage which corporate environmental management can bring and to guarantee that committed to environmental enhancement exists in the business.

(Schaltegger, Burritt & Peterson 2017)

Environmental management is a terminology that hard to describe. It can refer to a vision or an aim, to achive a steer process, to the application set of tools. Environmental management can be acknowleged as a systematic approach to deal with practical ways for conserving water, energy, and materials, and decreasing negative natural impacts. A proactive ecological management program is a win-win proposition for enterprises and the Earth since it can enable a property to save extra cost, get perceived for ecological initiative, preserve and secure unique goals. All in all, it has a main goal that to ensure the planet is healthy for the future generation and to help preserve all forms of life, including marine life and vegetation. (Schaltegger, Burritt, & Peterson 2017)

3.1 Environmental Management System (EMS)

Handling of the environmental issue by business has been influenced for almost 40 years by lawful, juridical, compulsory and control techniques. The legal obligation is taking mas-sive consideration in the coming expectation, more and more enterprises are tending to obtain a new requirement for innovating environmental management and conservancy that emphasizes systematic and proactivity details. The new study on Environmental Man-agement System (EMS) is assured to infiltrate the management of hospitality in the com-ing years. (Robert 2007)

In the 1960s, with the beginning of the environmental movement, enterprises of all shapes and sizes discover that themselves countering to a redesigned set of lawful and social demands. Many of the early influences on businesses were focused on legal and governing compliance. However, the past ten years has shown an improvement in the number of new systems and tools that businesses are applying to contol their environmental issues. Simply, yet growingly popular trend in the industry is the performance of Environmental Management Systems (EMSs). (Kevin 2007)

The EMS must contain three main attributes. Right off the bat, it is directed to be comprehensive, covering all the actions of the association. Distance should not happen in this scope, since this is where inaccuracy and mistakes may happen. Every aspect of an enterprise must be engaged with the execution of the framework and every individual must perceive own duty for putting the ideology into usage. Secondly, the system and framework within it need to be reasonable to involving ones. The reason is that roles and obligations are not determined in a clear way that they may not be conducted. This will be more often involve recording the framework, upbringing people fully in their experiments and responsibilities, occasionally analysing or inspecting what is certainly happening. It is a prerequisite that the framework and its components are observed, and if the framework imparts, it must be amended rapidly. Thirdly, the system ought to be available to observe and there must be a pledge to a non-stop cycle of enhancing in the operations of the enterprise and in the productive ecological properties of the products or administrations it will produce. This constant cycle of enhancement can likewise be executed to the environment where firms should target to an utmost goal of zero-negative action on the environment. Everyone has a part in the system and accordingly participatory styles of management are typically superior to hierarchical ones. (Welford 2016)

On another research, EMS is not only monitored by the Environmental Management Act that promulgated by the government, but also requires the managers and worker within enterprises involved to be in charge. Nowadays, enterprises usually have a department, increasingly known as sustainability managers to design and take care the EMS in the organization. They are responsible for overseeing the environmental performance, examining corporate activities, establishing where improvements occurring and ensuring the consent with environmental law across the enterprises. The managers and operators also implement, design and monitor environmental tactics to boost up sustainable development. They look up to the whole operation, carry out environmental analysis and assessments, identify as well as resolve environmental issues and ensure essential transforms are implemented. (AGCAS 2017)

3.2 Environmental decision making

As an EMS is consolidated into the business's decision-making processes, it can enhance the program of management and improve the ecological issues. Every manager takes plentiful of decisions consciously or subconsciously making it as the core component in the role of a operator. Decision-making plays vital parts as they cinch both organizational and managerial activities in general and in business environment to be specific. There are three dominant paradigms that indicate how environmental management decisions are

conventionally made: Science – based, consensus – based and analyses - based in economics. These three typical approaches will lead manager into decision making in the enterprises. The author will give further information for each decision making type in environmental management, from those bases will be induced more results and determinants in going green of enterprises' managers.

Science - based decision making is a systematic approach to collect facts and apply logical decision making techniques instead of generalizing from experience, assumption, trial or error. Science is a little exaggerated, but it demonstrates the deep-rooted reliance on science of many decision makers to produce science-based decisions. However, science is not the only relevant resources of many environmental management, there are many more impacts that lead to final decision making. (Gregory & Failing 2012)

Consensus – based decision making is the process of which focuses on the endpoint of bringing a group of management to consensus sequence. This is an approach based on building consensus presumes that people have good ideas at the start of the way they want. Consensus decision-making is a productive and powerful way of achieving the agreement of all members in a group. Not having only simply voting for an item and having the majority of the group getting their own way, with this method, a group using consensus is committed to discovering solutions that all purposefully supports. (Gregory & Failing 2012)

Analyses - based in economics and multi criteria analysis as the economic contest becomes more important in nowadays' investigations. The essence of good decision making lies in understanding the problem, gaining insight into what matters to people, and then generating responsive alternatives. Resulting advances are likely not only to enhance the direct applicability of economic analysis at the decision-making level, but also to strengthen the theoretical structure of economics by filling in some of the voids underlying its generalised concepts and models. (Fonteiijn & Sinderen 2015)

3.3 Impact of hospitality on environment

The hospitality industry presents a variation of environmental conditions that relying on the activities which may have a cogent impact on the environment. The hospitality business does not cause gross natural contamination, or in one hand, it does not take huge amounts of non-sustainable assets and in this way, it may not be in the front line of ecological concern. It is comprised of an expansive number of little tasks, each of which ex-

pendents generally small measures of energy, water, sustenance, paper and other resources, and which includes only a small amount of pollution to the environment in terms of smoke, smell, commotion and substance toxins. The business utilizes 10 percent of the populace and can have a noteworthy effect in enhancing awareness and great practice. (Kirk 2011)

In contrast, if the effect of all these small individual tasks is combined, the industry does have a mass considerable impact on worldwide resources. This is the issue of how businesses can be induced to get engaged with the accommodation businesses (a considerable lot of them small, autonomous administrators) to scrutinize environmental management vital. Between the push of law and the pull of customer pressure gatherings, exacerbated by the expense reserve funds which can sum up from reducing waste, many organizations are now taking environmental management seriously. (Kirk 2011)

Hostel operators have an obligation to design hostels which are responsive to the local civilization and architecture. Private hostels, according to Kirk (2011) specifically, have been inactive to develop a concern in environmental management other than through cost-motivated energy management. However, in Finland, the launch of lawful act to protect the environment such as water and environmental legislation has been impellent to hostels to go green in order to promote environmental management among hostels and travel companies specifically. These vary from waste and energy management to the development of eco-hotels and the classification of hostels on the basis of environmental impact. (Kirk 2011)

High rise hostels are equivalent one from another, the travel industry has changed the lives in urban communities; from dynamic members, the buildings involving the extraordinary open spaces have been transformed into passive spectators. Considering consumers, a large number of whom look for as a component of the hospitality experience, to be enjoyed with lashings of warm water, high-pressure showers, freshly washed linen, a plentiful supply of towels, abundant supplies of sustenance and drink, the accessibility of saunas and swimming pools, and cars to take them to the airport. The area of the accommodation operation, just as the case for most service businesses, is settled by guests' needs and hence it cannot be arranged where there will be insignificant impacts from activities, cooking smells and the commotion of the disco and other unfriendly yeilds. This local ecological contamination may not be imperative, but rather it affects individuals' state of mind towards the businesses. (Kirk 2011)

To sum up, everything which consumers, companies and other institutions will do have some impact on the environment. They may have been produced using non-renewable resources and may also pose problems after they have been used and come to be disposed of. Hospitality is a developing industry which have big impacts on the environment for now and the future. However, whatever hospitality workers do to diminish the environmental effect of hostels must be either with the assent of guests or so as to not endure any apparent hardship.

4 Bolstering environmental sustainability methods

In this chapter, the author wants to lead the reader in deeper aspects of environmental sustainability – the solutions that could make change in the studied hostels, applied in all of the private hostels in Finland. Finnish Hostel Association had provided to the author the criteria from the Nature Finnish League (Luonto Liitto yhteistyö) with the desire to apply to all of their hostel members. There are variety of criteria that the businesses as well as customers can conduct during running the business or stay at the hostels which is indicated in appendice 1. The author chooses the important criteria to apply for the research for private - owned hostels: energy management, water management, cleaning products and waste management. However, the comeouts from the research might have some further aspects that will not be limited only by this chapter's issues.

4.1 Energy management

As studied, in order to conserve energy in general, especially electricity, hostels should take into account the EKOenergy-labelled electricity. EKOenergy is an Ecolabel for electricity as voluntary, not-for-profit of the EKOenergy Network, this is different from the Green Stickers, which are mandated by law. EKOenergy was founded in 2013 in Europe, based in Helsinki, Finland. Nowadays, EKOenergy is the only international ecolabel for sustainability electricity, which means the energy is collected from different renewable resources which are naturally replenished on a human timescale, such as sunlight , rain, waves, tides, wind and geothermal heat. The availability of EKOenergy is all over Europe and its material is translated in more than 30 languages. (Ellabban, Abu-Rub & Blaabjerg 2014)



Figure 2. Ekoenergy label of electricity product (Ekoenergy 2013)

Specifically, the businesses that use the Ekoenergy products might face the problem in the investment, however, the products save more cost for the electricity since they are replenished products, endurance is longer than other products. Moreover, using Ekoenergy labelled products has a high value of humanity. According to the criteria, per every MWh sold, minimum 10-euro cents will be funded into the EKOenergy Climate Fund

to help the climate change. Towards to sustainability, EKOenergy highly considers the vital effects on power generation, administrations, habitats, ecosystem service and the biodiversity of species. Right off the bat, it does this by barring the most environmentally debasing and problematic electricity production strategies. Secondly, it finances river reclamation through an Environmental Fund. EKOenergy is also mentioned in other environmental standard, such as LEED, Greenhouse Gas Protocol, CDP...

The standard environmental sustainable hostels use LED- or energy-saving lamps, air-conditioners, fridges, heaters and water boilers where possible which has EKOenergy labelled. In addition, the hostels can also have a slogan or flyers to remind the customers and their own staffs about turning off light, air-conditioner and electricity when unnecessary.

4.2 Water management

Lack of water is a significant worldwide problem, by 2030 with the need for water estimated to exceed supply by 40%. By the same year, High water stress living area will have an impact on at least half the world's population. Therefore, saving the amount of water consumption is essential in all businesses, especially hospitality aspect. According to Tourism Concern of UK, tourists consume far more water than they do at home. This is a general psychology that everything has been included in the room rate, therefore customers assume that they have the right to use as much as they have spent for. The bigger the accommodation is, the more assumption of water can be, especially some properties with swimming pool, sauna, bathtubs... Hostels have budget shared accommodations; therefore, they can accommodate more people in same room at the same day. The time to use the water is more limited in share rooms than in private rooms, however, it could be significant if the room is fully occupied. With the goal to set up and accomplish important and practical targets, the hostels ought to invest time and expenses in thoughtful plan, business, training and development. (Tuppen, 2013)

Among the few countries on the planet, Finland is fortunate enough to have adequate clean water for utilizing and different purposes. Waters are vital resources for Finland because over 10% of the nation's area is contributed by lakes and waterways. In 2009, based on the EU Water Framework Directive, the government of Finland embraced river basin operation plans for seven different areas. Therefore, conservation water is not a big issue in Finland. Sustainable use of water resources is based on comprehensive environmental and water law. According to Finnish Water Best Practise report, any activities or physical structures significantly affecting water bodies or groundwater resources are usually accountable for permitting. Consumers' charges cover the

expenses associated with providing clean tap water and managing wastewater. Almost 90% of the population have a piped water supply connection and around 81% have a sewer connection. On the other hand, as having rich resource in water, residents and businesses should also consider to conserve this property from Finnish nature. Hospitality generally and hostels specifically are the industry that having the massive consumption in water usage. This does not only cause the shortage of water use in Finland in the future but also affect the businesses' financial problem. To reserve the water source, different solutions will be indicated in the next sub-chapters. (Finnish Water Best Practise)

4.2.1 Saving tap water

Finnish Nature League suggested that hostels should use water saving tap in the showers and toilets. These products are not costly and easy to find in the eco-friendly market. The water saving taps will save more water because they reduce the amount of water coming out from the shower, giving small trickles but efficiency, creating comfortable and gentle feeling instead of massive trickles like common tap and shower. Also, using sensor taps is one of the solutions.

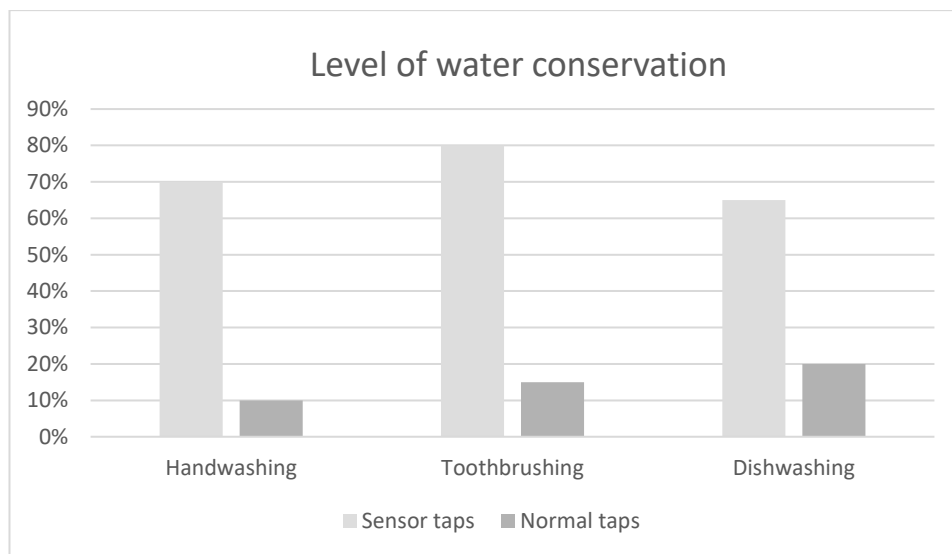


Figure 3. Level of water conservation with using sensor taps and normal taps. (Autotaps 2018)

The figure 3 indicates using sensor taps can conserve a lot of water in different purposes. As glance, there is a significant gap between using normal taps and sensor taps. More than 60% of the water can be reserve by using sensor taps, however, using normal taps can save no more than 20% of the water usage.

4.2.2 Laundry

Bed sheets and towels should not be changed every day unless the guests require specifically. The laundry should be always ensuring to be full loaded ash small quantities in a 5kg machine. Considering the reuse of water from previous rinse cycles for the first wash of the next cycle by installing temporary holding tanks, for the purpose of cleaning water, water for toilet flush, floor washing... When investing in washing machines, hostels also need to consider the water consumption rating of the product. They can also consider using ozone to add in the laundry to reduces the rinse cycle times. Ozone reduces the consumption of water and energy meaning a cut up to 50% in costs. (Lenntech 2018)

4.2.3 Swimming pool and sauna

Swimming pool, sauna and public toilets – they are big source of water consumptions in the property. How to save the water in these public facilities is always a question for a business if they are open for all guests in house. In Finland, most of the swimming pools are inside the building instead of locating in the back yard as tropical countries. There are several tips to save the water:

- Lower the pool level, keeping a lower water level in the pool helps reduce water loss from extreme splashing and boisterous water play.
- If the pool is heated, lower the temperature, doing so reduces the occurrence of water loss to evaporation, and is especially important when the pool isn't being used.
- Reuse the backwash waste pool water on different purpose.
- Using sensor tap and shower in public sauna.
- Maintenance is key to fix any leak in the swimming pool.

(Tuppen, H 2013)

4.2.4 Kitchen and maintenance

Hostels usually provide breakfast for the customers in request, this means that there are not usually restaurants available in hostels. Some hostels provide breakfast that included in the room rate, nonetheless, most of the hostels nowadays provide only kitchen utilities for customers to freely prepare their simple food. Since hostels always recommend guests to just use kitchen to make simple food such as toasts, salad, sandwiches... and do the cleaning themselves, the water usage is not a significant problem here. (Tuppen 2013)

Maintenance is also a key to save more water, as a leaking faucet or toilet can lose up to 750 liters of water per day. The immediate and timely work of maintenance will help the hostels to save a lot of water from leaking. The hostels always need regular maintenance

to fix the problem in time when it is necessary or outsourcing maintenance through reliable companies. (Tuppen 2013)

4.3 Cleaning products

Sustainability is more imperative than ever for the cleaning products industry, as innovation develops, and customers turn out to be progressively aware of their natural impact. Perceiving the importance of more secure products for guests and employees as well as the natural environment, numerous of big hotels in Finland have shifted to cleaning items that are made with bio-based oils and other natural cleaners. By changing, they are diminishing the use of products with chlorine bleach and petrochemical subordinates. These more natural products have shown execution and are less irritating to guests, employees, and the earth. Regarding human well-being, green-certified cleaning products have these following attributes: low poisonous quality, they are not bio-accumulating, they are not causing cancer, they do not contain chemicals related with damage to the regenerative system, they are not aggravating to skin or eyes and they do not cause any allergy. Medical research has proved that although chemical-based, traditional cleaning products are tough on, they can also be harsh to people’s bodies. Chemicals that discovered in cleaning products is one of the major reasons for indoor air quality issues and corresponding health problems from temporary nose, eye and throat irritation to long-term organ damage as well as asthma according to the U.S Environmental Protection Agency (EPA). The transform in the cleaning products is for sure better for both human beings and the environment. Hostels should take their possitive consideration from the major reliable eco-friendly products that certified by Ecolabel, which can be easily searched from Ecolabel Catalogue from the European Commission website. (Linen 2016)

Table 1. Comparison between using Eco-friendly cleaning products and chemical cleaning products (Ta, C 2018)

	Eco-friendly products	Chemical products
Tough to bodies	Reliable products are harmless	Very much harmful for long term
Effectiveness	Reliable products are very effective	Very effective
Causing sickness	Do not cause any disease	Causing diseases for eyes, throats, nose...
Cost	Reliable products cost more	Cost less

Harsh to environment	Not harsh to environment	Very harsh to environment, poison soil, water and trees...
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Table 1 indicates factors to compare between eco-friendly products and traditional chemical products. As can be seen, most of the factors, chemical products are harmful to the environment and human beings. There is only the effectiveness is somewhat the same and traditional chemical products might save a bit more expenses for the business. Considering green cleaning products is not a win or bust suggestion. Some of the businesses utilize the traditional products for some works and ecological products for others. Others utilize green products on a daily use and keep traditional products for only necessary cases in reserve. Furthermore, a few sources show that costs are represently practically comparable. Conditions fluctuate and costs change habitually so hostellers ought to make value examinations for themselves. Hostellers also ought to consider the indirect expenses of these products. As noted, there is some proof that ecological cleaning programs could lessen indirect expenses by enhancing efficiency and decreasing absenteeism. (Ruben 2009)

4.4 Waste management

Managing waste has been conducted long time ago in different industries to protect the environment. Especially, in hospitality industry, waste management is a must in practise because it is highly necessary. The reason is that waste was used and generated by human, hospitality industry involves massive attendance of human beings therefor needs to manage waste right and seriously. Moreover, Finland is a developing country in sustainability that has its inhabitant involved with nature in long history, waste management in Finland is always a must to conduct. According to Finnish Hostel Association, managing waste is one of the criteria in their sustainability commission.

Waste disposal or waste management are the exertions and actions required to manage waste from its beginnings to its final disposal. This requires transport, things collection, treatment and disposal of waste together with monitoring and regulation. In Finland, waste is separated in different type according to waste hierarchy refer to "3 Rs" (reduce, reuse, recycle). (Mills 2015)

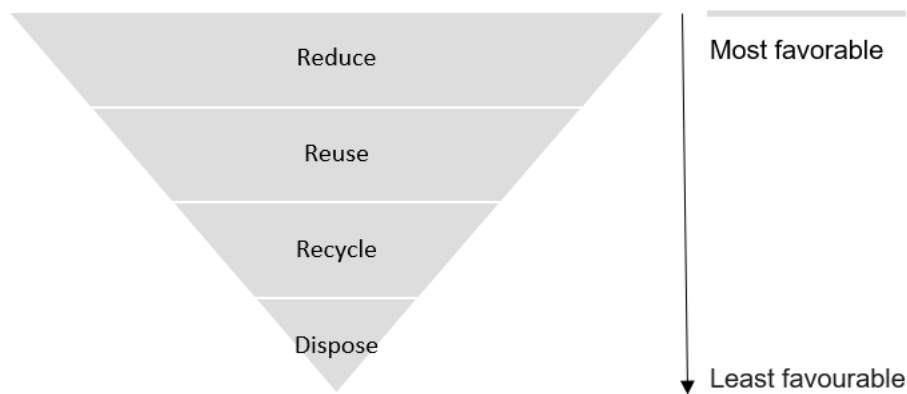


Figure 4. Waste hierarchy. (Mills 2015)

Reduce waste means reduce the amount of waste that could be produce. Hostel is a typical type of business of reducing. It reduces the area of living, reduce the use of water, paper, food waste as in shared rooms. Waste cannot be stopped producing entirely, but everyone can make a significant contribution. **Reuse waste** means to reuse the products in same or different purpose without turning them into its final disposal. Hostels have reused linens, towels and robes for years. Hostels can also reuse waste water from laundry, kitchen, housekeeping. Furthermore, hostels can donate used items to local charity organization to turning it in different purposes. **Recycle waste** means the process to convert the used material into new objects and items. Recycling can avoid the waste of potentially usable materials and reduce the utilization of raw materials, thereby it can reduce: air pollution, energy usage from burning, and water pollution from landfilling. (Lienig & Bruemmer 2017)

In private-owned hostels, waste is not ensured to be accomplished the waste hierarchy, but waste is sorted and minimized in accordance to the Waste Act and municipal waste management regulations. In contrast, the waste hierarchy that taken into usage will generally bring the most resource-efficient and ecologically sounded choice. In contrary with some cases, clarifying decisions within the hierarchy or beginning from it can conclude to better ecological sustainable outcomes. (European Commission 2015)

4.5 Customer behaviour towards environmental sustainability

Humanity began to consider about its affect on the environment not for long time ago. The United Nations Conference, Human Environment and some other big events were organize in the 1970s. Yet, the environmental way of education and thinking, the importance of social welfare for human well-being have still not achieved the same level of development in all countries due to economic and historic reasons. (Khalina 2017)

Some researchers have recognized how environmentally significant behaviours in one setting relate to similar behaviours in different settings. It means that they have found people tend to behave in a less pro-environmental manner when they are on holiday than when they are at home, thus usually customers find it difficult to transfer commitment to environmental action as their habits which causes more problematic contexts. (Thøgersen 2014)

However, do customers really care about the environmental problem? The answer is yes, especially millennials – target customers of hostels - care about environmental sustainability. They comprehend the interrelation of their families and the world. They understand the aspect that they can present with their purchasing tendency. Almost 70 percent of them were reported that having purchased more organic food and almost 60 percent have purchased organic personal care products. (Sourcing Journal 2018)

It would be everything except the difficulty to miss the developing demand for more prominent sustainability from customers. A Nielsen review towards the issue at the end of 2015 discovered that 66 percent of respondents would pay more for a product or service if the business was committed to positive social and ecological change that is up from 50 percent in a similar study two years previously. This surge in consumer perception began with an expanding acknowledgement of the significant effect customers way of life was having on the worldwide condition. Various scientific studies archived the circumstances and connection between utilization of fossil fuels and environmental change. With that developed customer awareness that the petroleum utilization engaging in products included not only their own vehicles, but also the transportation that conveyed products to the market. (Sons 2017)

All in all, target customers of hostels in Finland can be related to researchs that mentioned above. As Finland is a massive developing country, targeting to committed sustainability in 2050, it is positive to say that Finnish residents in specific and travellers to Finland in general also see environmental sustainability as their future. It is not mandantory for hostels and customers to conduct all of the requirements that provided by FHA. It depends on the cogent comprehension from each individuals and businesses.

5 Methodology in use

The author chose methodology for this research as qualitative research, semi-structure method in-depth interviews. The activities include contacting businesses' owners or managers by phone calls, emails, interviewing face-to-face or using skype, recording data by voice recorder, videotapes and finalizing on fieldnotes. The case studies will occur in any region around Finland, both businesses belong to FHA or extramural businesses will be interviewed in a period of about 2 weeks. Moreover, the scope of the research is to have a better vision into environmental sustainability concerns in order to understand the willingness and solution to become environmentally sustainable responsibility in the private - owned hostels in Finland.

5.1 Research type

The method that was chosen for the research is qualitative research which is a technique of investigation which have been used in many different scientific disciplines, not only in the traditional sciences but also in the study of markets and other contexts. The research will discover the answers for the questions and sub questions "Why" and "How". The chosen method is an improvement concepts that provide information to understand social phenomenality in natural (as opposed to experimental) settings, the outcome gives emphasis to meanings, experiences and view of the participants. (Pope & Mays 1995).

The author uses semi-structured method as in-depth interview because this approach brings numerous advantages and potential in finalizing reliable results for short period of time. Qualitative research studies can provide information about human behaviour, emotion, and persona traits that other studies cannot suit. Qualitative data includes information about user behaviours, needs, desires, routines, use cases, and a variety of other information that is essential suit into a personal's lifestyle. Qualitative research calls for flexibility, allows respond to user data because it emerges at some stages during a session. Thus, qualitative studies typically take the form of either some form of naturalistic observation such as ethnography or structured interviews. In this case, researcher examines and record behaviours, reviews, patterns, needs, facts, and other types of information without yet completely understanding what data could be meaningful. To sum up for research type, the method was chosen for the research is useful and having possibility towards valuable results. (Steber 2017)

5.2 Questionnaire structure

First of all, the research has been narrowed down to interviewing private hostels in Finland. According to Finnish Hostel Association, there are around 40 hostels that belong to their network. However, not all of them is private - owned hostels that some of them are half or fully funded by public associations. The chosen method is understandable in this case, collected data will be more flexible and reliable than other methods that the interviewer will give questionnaires to 10 hostels. Qualitative data analysis (QDA) is moved from qualitative data that have been collected into explanation, understanding and interpretation of the investigated people or situations. The idea is to examine the meaningful and symbolic content. (Gibbs 2002)

Secondly, the author chooses short and open questions in the interview, therefore, interviewer can establish interaction and emotion with respondents to make them to achieve the feeling of comfort, which can accomplish more insightful answers by using this method. Moreover, interviewer has much more contingency to ask follow-up questions, inquiry for more information then after that able to turn back to key questions in the interview to generate a powerful comprehension of perceptions, motivations and attitudes etc... Additionally, potential distractions can be avoided or peer pressure dynamics cannot occur during the interview. Because in-depth interviews can potentially bring insightful factors and there is a possibility to discover highly valuable findings rapidly (sometimes during the first interview). Qualitative research allows for a greater understanding of attitudes, providing an explanation for events that occur outside of the predictive matrix that was developed through previous research. (Steber 2017)

Thirdly, although qualitative method is usually considered to take more time than others, on the other hand, majority of qualitative researches can be finished rapidly and on a small budget because they typically use less sample sizes than other research methods do. As planned, each interview will take up to 30 minutes maximum with **25** questions. This means it allows for obtaining the results so that research can move forward with only good data is able to provide and confidence.

The data of the research will be analyzed after collecting responses of 10 different companies. The data is collected are not easily reduced to numbers, moreover, the data reflects the concepts, opinions, values, facts and behaviors of the people in social context. Data will be collected in transcripts of in-depth face-to-face interview, audio and field notes. Qualitative data will be structured text by using the same survey question for all companies.

5.2.1 Background information questions

Background information questions are important because they indicate the personal information of interviewees and their understandings towards the objects. The questionnaire board starts with simple questions to get to know respondents and businesses' essential information. The business's name and size, participant's position will be interviewed for the start as a small and relaxing chat. This will ease the gap between interviewer and interviewee, also give more comfort to continue in the next chapter of the questionnaires. Additionally, acquiring respondent's position in the hostel is important because it reflects fathom the depth of environmental sustainability understandings of them with the hostels. In facts, FHA has helped the author to get in contact with managers that have responsibility with sustainability in the business. In case managers do not have available time for interviewing, the person who has somewhat similar position and is in charged will be interviewed instead.

Continuously, three easy opening questions will be asked. This means that questions are not based on yes or no answer. The background questions sets the general tone for the whole questionnaire board. It decides to create a good impression and persuade the interviewees why the matter is vital and the approach relevant. (Schimel, 2012) Though, it should not be longer than 5 questions that necessary. At this stage, the questions will start with "How" and "What" and can be developed further with "Why" and "When". This will lead the author into easier step to analyze the data after collecting it because the information about the businesses is clear whether some aspects about environmental sustainability have been bolstered in the business. In some cases, the questions which start with "How" can be multiple choice question. For example: From scale 1 to 10, how important environmental sustainability is for the hostel, thus, the question acquires the consideration rate of the hostels towards the matter.

5.2.2 Main questions

According to theoretical framework, the author came up with main questions in the questionnaire with no more than 30 questions. At this part, the questionnaire is divided into 5 research aspects in environment sustainability: energy, water, eco-friendly cleaning products, waste management and customers behaviour towards environmental sustainability. It is to find out if the businesses are familiar with sustainability in these 5 aspects. The questionnaire might have some extended questions during the interview with the businesses' in charge people.

The questions start with “how”, “what” and “why” instead of yes or no questions and multiple choice to find out grounded theory, phenomenology, ethnology, narrative inquiry and case study. The author will give signals to interviewees that they are going to the main questions regarding the topic of the questionnaire by going specifically in each aspect. Respondents will need to extend their answer to further information about their businesses. This is to see how much they understand the criteria in sustainability within the business.

The qualitative questions are created in all phases of a reflexive and intuitive inquiry journey. A qualitative research does not start with a hypothesis or an assumed result as quantitative study case. The inquiries can develop out of starting interest or thoughts for a qualitative study, yet at the beginning stages, most of the questions are rough drafts. One of the problems in making questionnaire that the author found difficult is framing qualitative questions that not only asks about phenomena, comprehension, or recognitions as well as signals the pertinence of the research to a field or any order. Nonetheless, most qualitative questions are additionally connected certainly to a particular area of study. (Agee 2009)

5.2.3 Questionnaire approval implementation

After creating questionnaire, the author sent draft to thesis supervisor of the research. Thesis supervisor supervised the structure of the questionnaire that if it is appropriate to use in the interview and evaluate the in-depth level of the questionnaire. The author corrected the draft to first official version of the questionnaire and asked for approval to continue sending to the service coordinator of the Finnish Hostel Association.

After supervisor's approval, the author sent the second version questionnaire after modifying it to the service coordinator of FHA. The service coordinator modified the questionnaire to the third version and requested the author to correct the few mistakes from the questionnaire.

After creating the proper fourth official questionnaire, the author sent it to both thesis supervisor and service coordinator of FHA for approval. Finally, after their approval and grammar correction, the fifth version of questionnaire became the official questionnaire to interview the chosen hostels. The whole process of questionnaire took up to 2 weeks.

5.2.4 Introduction of the target group

In the beginning of the data collection, with cooperation with the Finnish Hostel Association, the author and the service coordinator of FHA came through the list of the potential hostels which are appropriate for the research. FHA holds the information of their hostel networks about the level of sustainability, Finnish Nature League's criteria fulfilment and contact details. After that, they provided the list of thirteen hostels that are well aware of environmental sustainability and social values. Choosing hostels that have not totally turned the businesses into environmental is a primary criterion of the research. However, hostels that have certain level of sustainability are also target of the research because they acknowledge the challenging elements and experiences in changing into green business, thus the author can make comparison for improvement.

The discovery of the level of sustainability has no difficulty thanks to FHA as they acknowledge accurately how their network is going. As a matter of fact, all hostels interviewed were somewhat slowly thinking of transforming themselves. For this reason, no greater effort was needed to find hostels that could meet these criteria. In June 2018, a list on excel of potential hostels was created. The excel file contains the name of the hostels, owner's or manager's names, email addresses and phone numbers. Additionally, the author also noted of which channel (e.g. via email, by phone or text messages) and how many times that a hostel was contacted via the excel file by taking note and changing colours for the cells.

6 Data analysis

The main aim of the research is to discover how private-owned hostels around Finland apply environmental sustainability in their businesses. Thus, not only private-owned hostels were interviewed, but also half public organization hostels. The author believes this is the best way because most of the public organizations or businesses are the model for other hostels to follow, as certified for green hotels.

In this chapter, the author will present discoveries that analysed the results from in-depth interviews and the topics covered. Each subchapter will be compared between private – owned hostels in relation to environmental sustainability management level, savings method in energy, water, cleaning products, waste, customer behaviour and challenging elements. In each chapter, readers might find tables that indicate the result in number that questions related.

The list includes total fifteen different hostels around Finland which following different trends, style and concepts. Among fifteen hostels, ten hostels positively response to interview proposal. Interview took place in October 2018, for two weeks, all the data had been collected. Due to privacy, the interviewed hostels will not be identified. The name of the hostels will be coded as HT1, HT2, HT3 and so on.

The Winterhouse	Helsinki
Cheap Sleep	Helsinki
Dream Hostel & Hotel	Tampere
Hostel Holken	Inkoo
Hostel Domus Academia	Helsinki
Hostel Marja	Mikkeli
Euro Hostel	Helsinki
Hostel Vaihelan Tila	Joutsa
Hostel Mannila	Punkaharju
Hostel Lomakivi	Kausala
Hostel River	Pori
Tuorlan Majatalo	Kaarina
Hostel Porvoo	Porvoo
Hostel Visatupa	Raudanjoki
Kuerkievari	Äkäslompola

After contacting twelve of the hostels mentioned above by emails in the second week of October 2018, seven hostels responded positively that they agreed to conduct an in-depth interview by phone calls in the same week. The first interview was conducted in the week after by phone call. At this time, most of the hostels had their quiet time due to the end of the season. The difficulty that the author faced here was the holiday of the business's owners. Therefore, five of the mentioned hostels had not been able to reach neither by emails nor phone calls. At this point, FHA service coordinator provided three more contact details of other three hostels. The Interviews were set up in accordance with respondents' agreement to conduct the interview by meeting or phone calls. Once the meeting was agreed by confirmation, the questionnaire was sent by the author to the respondents to prepare beforehand. It took two weeks until the last hostel was interviewed on the third week of October.

In order to reach ten hostels to conduct interview, the author had met a lot of challenging even though the contact details and the service in charge people were provided. However, the result was prodigious that ten over fifteen hostels were interested in the topic of the thesis. Ten hostels are a reasonable number for this work because a qualitative research does not require numerous responses as in a quantitative research method does.

6.1 Decision for environmental sustainability management

The first part of the questionnaire is to find out the awareness of environmental sustainability of the hostels from which related to their decision in management system. The hostels are divided into 2 groups. The first group includes the hostels which were already fulfil the Finnish Nature League's criteria, they are HT5 and HT8. The second group includes the hostels which were propagated the Finnish Nature League, however, they have not yet fulfilled the criteria, which are the other eight HTs.

The first group of HTs fulfilled the Finnish Nature League's criteria were asked about the changes that they had made to turn their businesses into environmentally friendly hostels. HT5 provided the answer that they had changed almost every main point and been following the Finnish Nature League's criteria while HT8's owner had not made any changes to the hostels since the hostel was bought from the previous owner about one and half year ago. At that time, HT8 had already met the requirement of Finnish Nature League's criteria before changing owner. HT5 and HT8 are satisfied about the level of environmental sustainability of their businesses.

The second group of HTs were asked about the main reason why they have not fulfilled the recommendation from Finish Nature Leagues. HT2, HT3, HT6, HT9, HT10 have not

got their green energy while HT1 and HT7 meet difficulties with their restaurant and lack of time to invest in changing the business. Finnish Nature League’s criteria were recommended to all of the ten interviewed hostels and they are performing best effort in following these criteria.

“On scale from 1 to 6, how important environmental sustainability is for the hostel?”

<i>HT1</i>	5
<i>HT2</i>	6
<i>HT3</i>	5
<i>HT4</i>	5
<i>HT5</i>	6
<i>HT6</i>	6
<i>HT7</i>	4
<i>HT8</i>	5
<i>HT9</i>	4
<i>HT10</i>	6

Figure 5. The importance scale of environmental sustainability to the hostels (Ta 2018).

Figure 5 demonstrates importance scale of environmental sustainability to the hostels which means the awareness level of the hostels towards environment issues. The result shows that four over ten take environmental issues extremely high (scale 6), four over ten take the issues as very high concern (scale 5) and two of which take it as highly important (scale 4). The average scale of all ten hostels is 5.2, which is very high number that indicates their eager to keep the business green.

“On scale from 1 to 6, how harmful do you think hospitality affect to environment?”

<i>HT1</i>	2
<i>HT2</i>	4
<i>HT3</i>	2
<i>HT4</i>	4
<i>HT5</i>	3
<i>HT6</i>	5

<i>HT7</i>	3
<i>HT8</i>	4
<i>HT9</i>	3
<i>HT10</i>	4

Figure 6. Harmfulness scale from hospitality affect the environment (Ta 2018).

Figure 6 indicates the acknowledgement from the hostel owners about the harmfulness of the hospitality industry to the environment. There is only HT6 gave scale 5 on the harmfulness while four other hostels think that hospitality industry causes just somewhat harmful to the environment. Three of them gave opinion that it does harmful, but it is not significant while the rest considered it just slightly harmful the environment. The average outcomes for harmfulness are 3.4 which means that hostellers believe the industry just causes somewhat harmful issues to the environment, however, it is not significant.

In order to close the first part, the interviewer asked the chosen hostels about factors that lead them into making the decision for environmental management. Environmental sustainability day by day becomes a trend for new generation, this is the reason why HT1, HT4 and HT8 have made their decision based on the accommodation trend. As mentioned above in chapter 3, this decision belongs to science-based decision group which decision was made based on facts and apply logical decision-making techniques. In contrast, the main reason of decision-making is about the cost savings for long run, which was stated by HT3, HT5, HT7, HT9, HT10. They have made the decision based on science – based logic and analyses - based in economics, multi criteria analysis. HT2, HT4, HT6 made the decision based on consensus which meets their own opinion about saving the environments, it comes from experiences, assumption, trial or error that lead to the final decision. Additionally, there are awareness about next generation, education, effectiveness and location that affect the decision-making in environment management.

6.2 Energy savings method

In this subchapter, the author wants to lead the reader into deeper result of energy saving methods and the awareness of the interviewed hostels in such aspect. The first question obtained the information about the familiarity of the owners with their electric system, products and ecolabels. Outstandingly, all of the hostels recognized the ecolabels that the author provided. HT5 and HT8 which fulfilled the Finnish Nature League criteria have indeed been using green electricity. They have certified by Green Key, using led lightbulbs,

Energy Star products which has ISO standard. HT6 and HT7 described themselves as using Oulun Sähkö and Fairtrade electricity. HT3, HT4, HT9, HT10 have some products that have ecolabels while HT1 and HT2 do not own any green electricity and products that have ecolabels.

As researched, the author found out the way interviewed hostels save their electricity. HT1, HT3, HT4, HT5, HT8, HT9 give customers info leaflets while staying in the hostels in order to remind them to turn off the electricity when it is not necessary. Heating is the biggest issue due to the weather condition in Finland and most of the cost comes from the heating. All of the hostel come up with the solution for the heating as turning off when no one using, adjust the heat due to the season, drop the temperature when customers are out. Only HT5 has mentioned about training the staff about the environment awareness. Only HT9 uses sensor light in the corridor. HT6 heats up sauna by woods instead of electricity. Additionally, HT10 meets difficulty in managing the green electricity due to the rented building's lawsuit which will be discussed more in the challenging elements subchapter.

"On scale from 1 to 6, how important is energy management?"

<i>HT1</i>	5
<i>HT2</i>	6
<i>HT3</i>	5
<i>HT4</i>	5
<i>HT5</i>	5
<i>HT6</i>	6
<i>HT7</i>	5
<i>HT8</i>	5
<i>HT9</i>	5
<i>HT10</i>	6

Figure 7. The importance level of energy management (Ta 2018).

In this part of the questionnaire, the author also learnt about the importance of energy saving for the interviewed hostels. By scale 1 to 6, the author found out the average importance level for the businesses is 5.3 which is highly important for the business. One interesting point is that both of the hostels that fulfilled the Finnish Nature League's criteria

indicated that it is at level 5 for them, which is not extremely priority as HT2, HT6 and HT10. As mentioned above, HT10 met difficulty with electricity in the building, however, it became priority for them to make a change for the business. The figure 7 shows the result of the interview in energy management.

6.3 Water savings method

As learning outcomes, water saving is not big issue in Finland. However, it might be a big issue for the businesses, especially private businesses. The respondents mentioned that their answer in this part have been more about the world's aspects instead of national issue. HT1, HT3, HT5, HT8 and HT9 have their info leaflets and signs to remind the customers to turn off the water taps if they are not in use. HT1, HT2, HT3, HT4, HT5, HT9 chose the solution to use water-saving taps and sensor taps for room use and common use. HT6 has limit amount of hot water to use on the day, if the use is over the limit, the water will turn to cold water. On the other hand, HT7 and HT10 do not have any solution in saving water. HT7 indicated that the water is cheap and not necessary to save, however, HT10 described that it is necessary to save water, but they don't have any possibility due to the rule of the building.

Doing laundry takes up a lot of water in hostel businesses. The author found out that most of the hostels outsourced their laundry service to wash up the towels and linens. There are only HT6 and HT10 do laundry by themselves. The linens and towels were change after guests check out in all hotels. If customers stay longer, they change them after 1 week. HT5 charges 2€ if customers request to change the linen during the week stay. The other can change the linen if necessary. HT6 has always full-loaded washing machine and wash at 60 Celsius degree temperature in twenty minutes in water saving function. HT10 uses water saving ecolabel washing machine. Figure 7 demonstrates the percentage of interviewed hostels that use outsource laundry and do laundry inhouse.

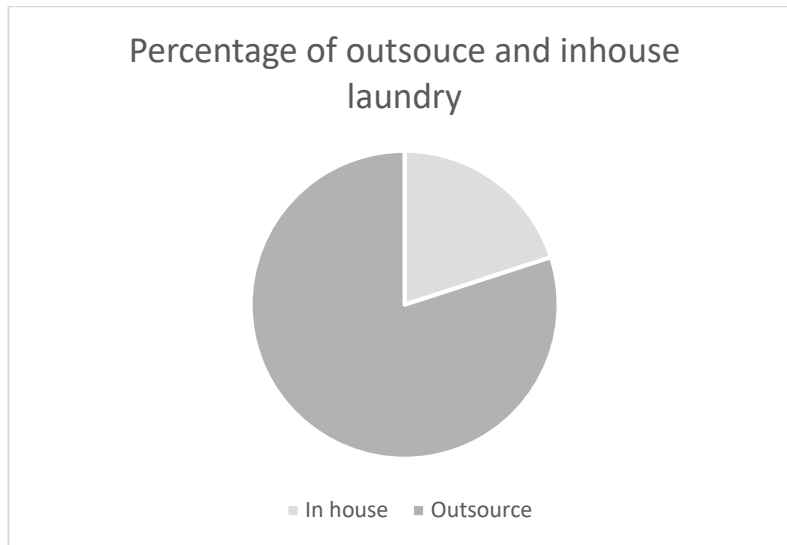


Figure 7. Percentage of outsource and inhouse laundry (Ta 2018).

Some of the hostels has different facilities such as kitchen, sauna, restaurant, swimming pool and common toilets. All of the hostels provide to customers common kitchens and common toilets. Only HT4 and HT6 have swimming pool, this means that managing water savings method is very necessary for them because swimming pool takes a lot of water usage. HT1, HT2, HT4, HT6, HT8 and HT9 have public sauna for guests. As sauna is a part of Finnish culture, people tend to use sauna pretty frequently. However, it really depends on the weather. In summer, people will spend more time for activities outside than going to sauna. In contrast, people will use more sauna when it is cold outside. On the other hand, to Finnish people, using sauna is regardless to seasons. Thus, hostels need to take water management into account. There are only four hostels HT1, HT2, HT4 and HT6 also have their own restaurants for breakfast, lunch and dinner. Activities that occur here will be preparing food and a lot of washing that needs water.

To sum up this point, we can see that all of the hostels provide common kitchen and common toilets. Among those, six of them have sauna, three have restaurant and only one has swimming pool. HT1, HT2, HT3, HT4, HT5, HT9 chose the solution to use water-saving taps and sensor taps. HT1, HT3, HT5, HT8 and HT9 have their info leaflets and signs to remind the customers to turn off the water taps if they are not in use. HT4 has water regulators that use for the swimming pool. HT5 trained staff carefully to preserve water. With these common use facility, broken taps and dripping faucets are risk that cannot avoid. HT2, HT3, HT7 and HT9 have maintenance in house and could fix the problem immediately, or the owners and staffs can do fix it themselves. The other hostels have maintenance company which need to be called and it takes up to 30 minutes for them to come in the same day.

"On scale from 1 to 6, how important do you think about water management?"

<i>HT1</i>	5
<i>HT2</i>	6
<i>HT3</i>	5
<i>HT4</i>	6
<i>HT5</i>	5
<i>HT6</i>	6
<i>HT7</i>	3
<i>HT8</i>	5
<i>HT9</i>	4
<i>HT10</i>	3

Figure 8. The importance level of water management from scale 1 to 6 (Ta 2018).

To find out the importance level of water management, the author has asked the hostel to scale their importance from 1 to 6. It turned out that only HT10 and HT7 think that it is slightly not important to save water in their hostels. HT9 thinks that it is quite important. HT1, HT3, HT5, HT8 answer that it is very important for them to save water. HT2, HT4 and HT6 give opinion that it is highly important for them. The average scale is 4.3 turns out that the water management issue is quite important to the hostel businesses.

6.4 The use of cleaning products

Sustainability is more imperative than ever for the cleaning products industry, as innovation develops, and customers turn out to be progressively aware of their natural impact. Perceiving the importance of more secure products for guests and employees as well as the natural environment, numerous of big hotels in Finland have shifted to cleaning items that are made with bio-based oils and other natural cleaners. As researched, HT1, HT2, HT5, HT6, HT8 use totally eco label cleaning products for all purposes. HT3 outsources their cleaning service, therefore, the manager could not define their products. HT4, HT7, HT9 use ecolabel product mostly, however, there are still places such as toilets, kitchen, dishwasher that use chemical products as they disinfect better. HT10 only uses traditional cleaning products because they are strong and having better effectiveness. The hostels

that use eco-friendly cleaning products found that the products are very effective, and they are satisfied with the level of hygiene the products bring to them.

"On scale from 1 to 6, how important do you think about eco-friendly cleaning products?"

<i>HT1</i>	3
<i>HT2</i>	6
<i>HT3</i>	3
<i>HT4</i>	5
<i>HT5</i>	6
<i>HT6</i>	5
<i>HT7</i>	4
<i>HT8</i>	5
<i>HT9</i>	4
<i>HT10</i>	6

Figure 9. The importance of eco-friendly cleaning products (Ta 2018)

The figure above demonstrates the result outcomes for this part of research. The average awareness level is 4.7 that aims to the concern of using eco-friendly cleaning products is necessary for the business. HT1 and HT3 think that it is slightly unnecessary while HT2, HT5, HT10 think that it is highly vital to them. HT10 is the only hostel that uses traditional cleaning products takes this into account, they aim to make a change in their hostel in anytime, therefore, eco-friendly products in their opinion are very important. HT4, HT6 and HT8 think that this is very important while HT7 and HT9's opinion outcomes that this is important but not priority.

6.5 Waste management method

Managing waste has been conducted long time ago in different industries to protect the environment. Especially, in hospitality industry, waste management is a must in practise because it is highly necessary and simple to follow. In this research, the author found out that all of the hostels have some actions to fulfil the waste management hierarchy to reduce, reuse and recycle waste. In the room use, HT1, HT2, HT4 and HT9 provide some info leaflets for the customers and waste bins with different colours to separate waste category: bio, mixed and paper. In contrast, HT6, HT7 and HT10 have no action in encouraging the guests to sort waste as well as there are no sorting bins in the room. The reason

might be these are small size business, therefore, the waste from the room use is not a big amount leads to the unnecessary of the bin or info leaflet. HT3, HT5 and HT8 provide the only sorting bins in the room use for customers. According to the hostellers, providing them the sorting bins is enough because they believe in people's awareness since HT5 and HT8 is labelled as green hostels. Additionally, HT3 wish to have more leaflets and info for the customers in the future.

As mentioned in the previous subchapter, the interviewed hostels also have other facilities such as kitchen, restaurant, and office, thus, waste management act also takes place here. There are different categories of waste come from these properties which contain metal, glass, bio-waste, cardboard, paper, energy and mix-waste. Question 19 and 20 were asked to find out how they manage the waste from the room use and these extra facilities. The result comes out with one perfect waste management system of HT5 that meet all the requirements. However, they are still not satisfied due to plastic waste problem. They have not yet found out the way to manage plastic waste more efficiency which they are trying to develop in the near future.

For more information, 10/10 of the hostels provide common kitchen for the customers to freely use to prepare their meals (making sandwiches, cook porridge or using microwave...) by not heavy activities. Simultaneously, HT1, HT2, HT4 and HT6 also have their own restaurants for breakfast, lunch and dinner. This means waste management takes more significant consideration for the hostels because the products they use to provide meals to customers everyday can be metal cans, glass jars, carton box of ingredients, food waste... HT1, HT4 and HT6 have the same solution in sorting waste. It means that they manage to sort all kind of waste categories: metal, glass, bio, cardboard, mixed waste. However, only HT1 has own area for energy waste such as broken lightbulbs, batteries, wires... and these three hostels combine paper together with cardboard. On the other hand, HT2 performs a not perfect waste management system while they do not separate bio waste, cardboard and energy. HT2 is trying to perform better in the future.

The author form this result of interview as a combination of question 19 and 20 in the questionnaire. Besides HT1, HT2, HT4 and HT6, the other six hostels do not have restaurants but common kitchens for guests. HT5 as mentioned above that has a perfect waste management system by meeting all the requirements of Finnish Nature Leagues criteria. For more information, HT3 follow the same method with HT1, they sort everything except for combining paper with cardboard. On the other hand, HT7 and HT8 have the same method with each other but they do not separate the energy waste. HT9 and HT10 do not act best in their waste management system. There are still lack of some parts of the

method, specifically, HT9 does not sort out bio waste and paper, they combine them into mixed waste. HT10, on the other hand, is a small business, therefore, metal just occurs occasionally in use, thus, they do not take it into account. Additionally, this is almost the same with metal, bio, cardboard and energy waste that they do not have significant parts in the hotels, therefore, they are unaware of it.

There are some vital points to sum up in this part to explain why the hostels have different waste management system. In the cardboard waste sorting part, HT2 and HT10 combine them with paper waste, due to the small amount of cardboard occurs in the properties. And vice versa, HT1, HT3, HT4, HT6 and HT9 combine the paper waste with cardboard waste because the paper amount is not significant, while HT5, HT7 and HT8 have use paper and cardboard quite big amount, therefore, they sort them out. Only HT1, HT3, HT5, HT9 sort out the energy waste, the other hostels will combine them in the mix waste. The businesses mentioned about plastic waste, this is a big issue in all of the hostels because they have not had any solution for the plastic waste. They can recycle plastic bottles at most, but other waste has not had any solution or method. This issue will be discussed further in the discussion chapter.

Aiming to other points of the research, the author asked if the hostels donate their unused stuffs such as furniture, kitchen utensils, household chores to charity, students or second-hand shops. The result brings the humanistic meaning that most of the hostels think of donating unnecessary items to charity, school, students... On the other hand, HT6, HT8, HT10 do not donate because they will reuse in different purposes or their own products are very sustainable that they last so long until they broke down.

6.6 Customer behaviour and challenging elements

In this part of the research, the author learnt about the customers behaviour towards the businesses. The result outcomes tell if customers really care about environment sustainability. The pie chart below indicates the target customers who stay at the hostels.

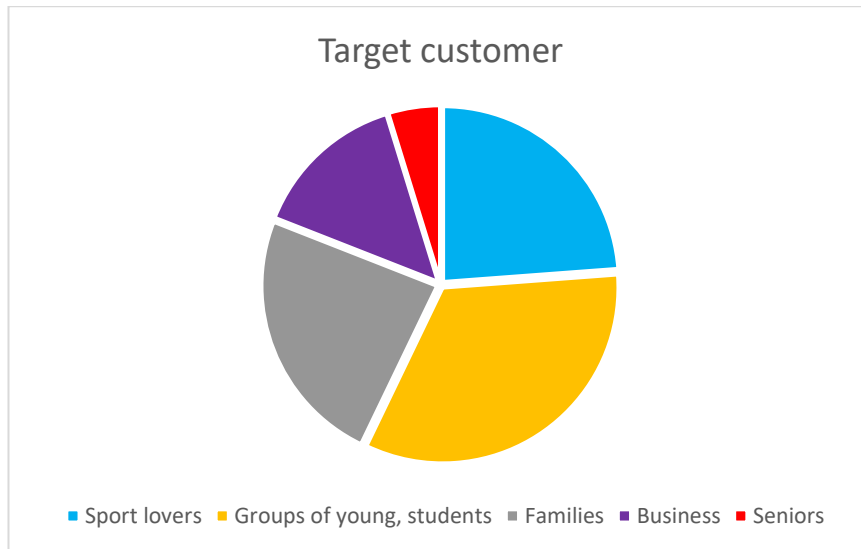


Figure 10. Target customers in the hostel businesses (Ta 2018)

According to the hostels, the biggest target customers of them are group of youngsters and students who have limited budget for accommodation that can be seen clearly from the chart. The group of young adults can be understood as millennials. As mentioned in the previous chapter, millennials are a core target customers of hostel businesses who have more and more knowledge day by day. They approach more to technology and hence, their perception about environment is more cogent than the old day. In addition, the smaller target is sport lovers who enjoy the nature, be active outdoor with biking, hiking... and families. In this group, they care about the nature, the next generation, therefore, it can be said that environmental sustainability is important to them. Contrary to the other big groups, the insignificant customers who stay at the hostels are business people who are truck drivers, construction workers and seniors that care more about the quality of accommodation than environmental issue are one of the challenging elements with the businesses.

To dig up into the issue, the hostels were asked about the satisfaction level of the customers if they are happy to know that the property is a green and environmentally friendly property. Hostels take feedback from customers after their stay by booking.com, by words or emails. The research found out that customers who stay at HT3, HT5, HT6 and HT8 are extremely happy about the environmental friendliness level in the hostels. They would like to come back to stay because it is safe, eco-friendly and highly hygienic for the hostel's customers and the nature. Note that HT5 and HT8 are the hostels that follow recommendation of Finnish Nature League's criteria. This brings out the satisfactory for the customers and the hostels. HT1, HT2, HT4 and HT7 think that going green will just give

something extra to the customers' satisfactory that only some of the customers gave feedback that they are happy to stay in the eco-friendly hostels. Finally, HT9 and HT10 think that it will not give any change or benefit for them if customers find out that they are going green, however, they are still willing to make a change to their hostels. All in all, do customers really care about the environmental problem? The answer is yes, especially millennials – target customers of hostels - care about sustainability. They understand the interconnectedness of the world, their families and they understand the role they can play with their purchasing habits. (Sourcing Journal, 2018)

Except for the HT5 and HT8 which already have a certain level of sustainability, the other hostels have been facing a lot of challenging elements. The research discovered that the challenging elements for the hostels to become more environmental sustainability include price, national restriction, time and people's awareness. After interviewing, the author acknowledged that the biggest issue is the cost for them to make a change because buying sustainability products needs more concrete investment and plans (HT1, HT2, HT3, HT6, HT9, HT10). The second issue is national restriction, specifically in Finland. There are rental building's restriction, national law that accordingly, causes more difficulties than in other countries, thus, HT1, HT2, HT3 and HT10 have difficulties with the issue. HT4 and HT7 do not have issue with budget, they are willing to change, however, HT4 needs more awareness from customers and staffs while HT7 needs to invest more time because they are private business and having side businesses simultaneously.

To sum up the questionnaire, the author asked the business about their willingness to turn the business into green businesses. 10/10 hostels want to improve in the next 5 years. However, when asking about the investment in cost savings products is more important or invest in environmental sustainability, the outcomes are surprising. According to The Telegraph Magazine's Earth News, green products cost nearly 50% more compare to standards goods. (The Telegraph 2010). Thus, only half of the interviewed hostels want to invest in the sustainability products (HT5, HT6, HT7, HT8, HT10). With the hope of supporting from the Finnish Government and European Commission policy in reducing in price for green products in the next 5 years, HT1 and HT3 wish to invest in both cost saving and sustainability products because that is their target for the future to change the form of business. In contrast, with the businesses which are not very profitable at the moment, HT2, HT4 and HT9 still want to keep their form of business as it is now and invest in cost savings and small capital products, however, they will certainly make a move in the near future in such aspect.

6.7 Conclusion of the result

In this last sub-chapter, the author will sum up the results from the in-depth interviews. As a conclusion of the results, it can be said that environmental sustainability level in private owned hostels is positively developing day by day, however, there are some challenging elements for the businesses at the moment since they are small medium enterprises. Thus, this result comes out to bring the solution to the matters that were asked from the first chapter. The chapter provided six sub-chapters that answering to the question and the sub-questions researcher focused on: improving eco-friendly level, challenging elements, customers behaviour and businesses achievement in sustainability. In general, all of the interviewed hostels aim to achieve the Finnish Nature League's criteria as they were recommended by Finnish Hostel Association. Some of the hostels already reached the criteria by acquiring the certificate to prove their eco-friendly label. The hostels which have not yet receiving their certificate actually aiming to get it in the next five years by improving the systems, products and management. On the other hand, at the moment, there are few challenges elements to the hostels that the major reason is about costs. The investment capital for these changes in energy, water, cleaning products and waste management is a big concern with the businesses although they recognized that this will improve their customers' satisfactory. Businesses supposed that it will take time for them to achieve this when their profit is stable. The minority challenges are about restricted rules, time, and customers' awareness. Despite this chapter provides results that aim on the hostels belong to FHA network, it is vital to note that they can be used by any hostels in Finland.

7 Discussion

The discovery of this research aims to increase the level of environmental sustainability in Finish private-owned hostels by collecting data from ten different private hostels around Finland which belong to the biggest hostel association – Finnish Hostel Association (FHA). The research also gives answer to the concern about challenging elements to change the concept of hostels to become eco-friendlier and how their target customers aware about the environment during their stay in the hostels. The findings are reliable and able to use in further research because the information was conducted by qualitative method – semi structure in-depth interview and the respondents are the owners or managers that have closest connection to the businesses. All of the participants are interested in the research and they were willing to present their ideas in the questionnaire that aim to protect the nature, the environment, the people and the sustainability. The respondents have different genders, ages and educations, however, they all have same knowledge about the hospitality business and understand the importance of sustainability nowadays to the industry, especially hostel business.

The Finnish Hostel Association has very important impact on this thesis process. With the wide network and knowledge about the field that they share, the thesis process has easier steps to move on. The FHA takes environment into account to develop in the near future, therefore, the thesis outcomes also help them to know better about their hostel network in a trendy yet important issue. As they could acknowledge, there are a lot of benefits that environment sustainability could bring to businesses in general and accommodation businesses specifically such as cost savings, improvement of customer's insight, community, society and economy and employee's satisfaction etc. they try to improve the performance of the business in this accommodation industry in the near future. In order to catch up with nowadays' trends and lawsuit such as zero waste concept, societal marketing, European Commission Cap and Trade for green house emission, carbon tax... they need to act from now before the industry expanding.

The questionnaire that used to conduct the interview with ten hostels consists of 26 questions, however, only 25 questions were asked because there is 1 question relies on the category of the business. During the interview, the author found out that it gave the respondents new ideas for their businesses that they have not considered about before. This means that they will be more precise about details on their businesses and somehow, they author gave them ideas to question themselves if they really understand their

businesses. The thesis has given some valuable learning outcomes, solutions for environmental sustainability as well as ideas for further research. The author will indicate these elements in the next subchapters.

7.1 Learning outcomes

As mentioned above, the thesis work brought valuable learning outcomes for the author. This is the statement that demonstrate the knowledge and skills that they author has obtained during the thesis process. The outcomes of the thesis are useful not only for the researcher, the commissioning party but also any individuals or businesses can use the thesis to develop themselves in the future.

During the thesis process, the author acquired the knowledge about research methods that was by theory instructed, how to bring them into reality as a research case. The research thesis is different from the project thesis, qualitative method is different from the quantitative research. The method that was chosen for the research is qualitative research which is a technique of investigation which have been used in many different scientific disciplines, not only in the traditional sciences but also in the study of markets and other contexts. The author uses semi-structured method as in-depth interview because this approach brings numerous advantages and potential in finalizing reliable results for short period of time. Besides, establishing the questionnaire for the research can be also considered as one learning outcome.

In the theory part of the thesis, the author also studies a lot about sustainability in general, then finally narrowed down to one bottom line of sustainability as environmental natural sources. This research work also underlined the environmental management system (EMS) and environmental decision-making which can be found in chapter 3. In this chapter, in summary, there are three main attributes of the EMS: the EMS covers all activities in the organizations, it needs to have well training undertakings people in full and the system must be available to review. With the decision-making in environmental issue, there are also three typical approaches were studied: science - based decision, consensus – based decision, analyses – based decision. These three approaches will lead manager into decision making in the enterprises. The author studied further information for each decision making type in environmental management, from those bases will be ended more results and determinants in going green of enterprises' managers.

Supplementary to the theory part of the thesis, there are four issues that the author focused to in one of the bottom lines of sustainability: energy saving methods, water saving methods, cleaning products and waste management in the hostels. The author found out

various problems and solutions to protect and develop the businesses out from the problems that occurred in their businesses. In the data analysis (chapter 6), the author indicated the problems and interview results from the hostels. In chapter 4, the author described the most typical ways to turn the business into more sustainable that the readers can discover in such chapter to find out.

The big question is how businesses can turn themselves to more sustainable. However, it is clear that not all of them can achieve it in very near future because there are challenging elements to them. The biggest problem is financial problem and more minority problems in law, time and people's awareness causing difficulty for the businesses. Besides, the author also discovered that the hostels are willing to transform them into more environmental sustainability in the future. Some of them are still hesitating to change because their businesses are not very profitable at the moment.

7.2 Development ideas

After getting to a conclusion for learning outcomes, the author aims to give some development ideas as solutions for the mentioned problems to the Finnish Hostel Association, the private-owned hostels, entrepreneurs, and researchers. The work of this research might bring further researches in the future for anyone who has the same interest in the field.

First of all, there are some points that the author would like to suggest to the commissioning organization (FHA). FHA has various networks with many hostels in Finland, it can be said that they are one of the biggest associations for hostel in Finland which networked with Hostelling International. FHA could help the businesses in marketing to be more societal. Societal marketing will be very important for the future. FHA could suggest to the hostels to create their info leaflets if they cannot make change right away, they could do something smaller. FHA could help their network to follow the model green hostels by giving them more information. By doing this, the managers and owners of the hostels who do not have hospitality or environmental management can be followed up.

Secondly, there are a number of suggestions that the author came up with to suggest to the businesses. Even though the businesses could not make big change such as changing their electrical system or remove the old system of water run in the hostels, there are some small changes that they can do at the moment.

- They can create info leaflet or brochures for customers, or just a sign to remind customers to be more sustainable.
- They can change the cleaning products or reduce the use of traditional chemical products.

- They can use the sorting waste bins in the room use.
- The business can reduce as much waste as possible for other facilities.
- They can also study about minimalism lifestyle, it is a trend nowadays.
- With the businesses which do not make so much profit at the moment, they can promote about environment funding in their marketing channels so customers can fund them, or just simply create more awareness to the customers.

For entrepreneurs, before thinking of starting a business, they can have market research in this field. It is becoming a trend and maybe in the future it could be a commitment. European Commission is restricting the carbon emission in heavy industry by cap and trade programme because the expansion of industrial manufacturing and energy consumption have caused the atmospheric burden of the well-mixed greenhouse gases. Therefore, in few decades, if businesses do not consider to be more sustainable, it could be a massive problem for the world and human beings.

7.3 Further research

These are suggestion for appropriate questions for future researchers.

- How can environmental sustainability be increased in family accommodation business?
- What are the most challenging elements of turning into sustainability in family businesses?
- How family businesses are inherently oriented toward achieving environmental responsibility?
- How family businesses consider about customers' behavior and attitude towards environmental sustainability hostels?
- How can community and environmental sustainability be increased within the private-owned business sector?
- What can be enhanced for triple bottom line of sustainability in private owned business?
- What are the dream model of sustainable accommodation businesses?

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Appendices

1. Finnish Nature League criteria

WE ARE A HOSTEL RECOMMENDED BY THE FINNISH NATURE LEAGUE



- We use green electricity
- For lighting we use primarily LED- or energy-saving lamps
- Our detergent in the sanitary facilities and guest kitchens are eco-labelled and cruelty-free
- Our toilet-, hand towel-, kitchen-, office- and printing paper is eco-labelled
- We change bed linen and towels on guest's request
- In the common premises can be found a book recycling point
- We rent bicycles/ we cooperate with local bike rentals

+ If the below mentioned is offered in the hostel:

- We offer organic-/fair trade coffee and tee
- We offer vegetarian food and prefer local food service/organic products

WHAT CAN YOU DO?

- Turn off the lights and electricity when leaving a room
- Use water only as much as you need
- Drink tap water instead of bottled water
- Inform the staff in case you find a water tap or a toilet tank leaking
- Minimize the amount of waste
- Sort waste
- Leave used batteries at our reception
- Use public transportation whenever possible and explore the area's attractions by bike and walking
- Give preference to stairs
- Give preference to local services
- Donate your already read books to circulation in our book exchange point



CRITERIA, TO WHICH THE HOSTEL IS COMMITTED BEFORE RECEIVING A REFERENCE:

ENERGY

We use EKOenergy-labelled electricity (www.ekoenergy.org).

We use LED- or energy-saving lamps for lighting and/or renew lamps always by LED- or energy-saving lamps where possible.

WATER

In our hostel are water saving taps, showers and toilets installed and/or we purchase water saving taps, showers and toilets as we renew the old.

We do not change guest's sheets and towels every day, unless the guest specifically requests it.

TRANSPORTATION

We rent bicycles or work together with local bike rentals.

PAPER

Our toilet-, kitchen- and potential hand towel papers are eco-labelled.

Our office papers and printing papers are eco-labelled.

DETERGENT

Our guests have in the sanitary facilities and guest kitchens access to detergents which are cruelty-free and eco-labelled.

We give preference to cruelty-free and eco-labelled detergents for cleaning.

Our cleaning has been outsourced, but our guidelines instruct to use cruelty-free and eco-labelled detergents and we give weight to ecological detergents already at the service provider selection stage.

FOOD (if offered)

Our guests can without any requests enjoy as well an always available vegetarian option (contains only herbal raw materials).

Coffee, tea and soft drinks can be found also as a fair trade or organic alternative.

In our food variety we give preference to organic products/local raw materials, which we let our guests know.

If drinks/fruits etc. are sold, there are also domestic/local/organic or fair trade alternatives offered.

WASTE

We sort waste in accordance to the Waste Act and municipal waste management regulations.

LIBRARY

Our guests have access to the book recycling point.

COMMUNICATION

Our information folder in the room contains information, how it is possible to stay in the hostel in an ecologically way and what the hostel does in advance (finished basic material received by the Hostel Association).

We tell our guests how the hostel can be reached by public transport (e.g. in the website guidelines) and our reception provides information on means of transport schedules.

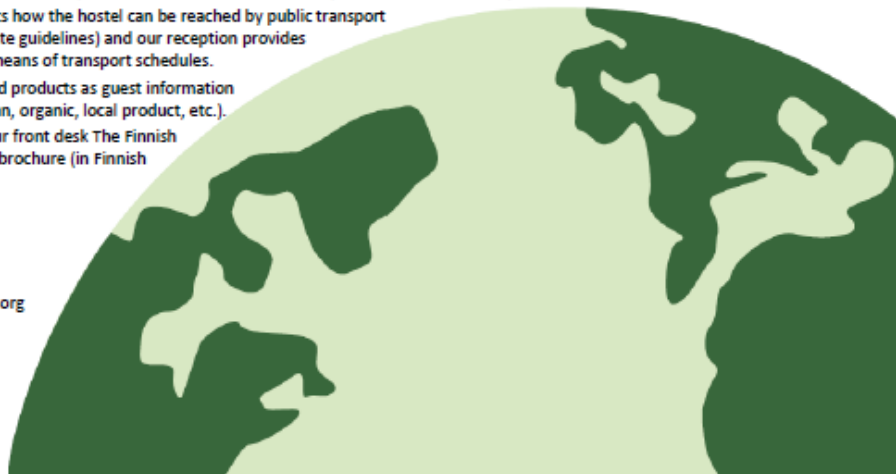
We label our food products as guest information (vegan, vegetarian, organic, local product, etc.).

We present at our front desk The Finnish Nature League's brochure (in Finnish and English).

ADDITIONAL INFORMATION:

www.motiva.fi

www.ekoenergy.org



2. Questionnaire

Questionnaires

Name of respondent:

Hostel:

Position:

Size of the business:

1. As a hostel within Finnish Hostel Association, what are the main reasons why your hostel does not fulfil the Finnish Nature Leagues' criteria? **(Only answer if the hostel does not have the recommendation)**
2. As a hostel within Finnish Hostel Association, what kind of changes did you make to get the Finnish Nature Leagues' criteria? **(Only answer if the hostel already has the recommendation)**
3. On scale 1 to 6, how important environmental sustainability is for the hostel?
4. On scale 1 to 6, how harmful do you think hospitality affect to environment?
5. What are the factors that lead you to making the decision for environmental management?

Energy:

6. How familiar are you with these ecolabels about energy? If you recognize some of them, could you please name the electronic/energy products that have these labels that use in your hostel?



7. How do you save electricity in your hostel? (Specific turning off time, slogan in the room for customers, using ecolabel electricity products...)
8. How important is energy management? (From scale 1 to 6)

Water management:

9. How does your hostel save water in room use? Please demonstrate (using sensor tap, using shower saving tap, slogan or sign to remind customers of saving the water)
10. How often do you change the bed linen? How do you do the laundry in the hostels? (Outsourcing or in house)
11. How do you manage to save water from different facilities that need water? (swimming pool, sauna, public toilets, kitchen, restaurant)
12. If you have leaking taps or broken-down toilets, what will you do? How long does it take for maintenance to come and fix them?
13. How important do you think about water management? (From scale 1 to 6)

Cleaning products:

14. What kind cleaning products that used for cleaning in your hostel? From which country that the products were produced?
15. In what purposes of cleaning that you use eco-friendly and in what purpose that you use traditional chemical cleaning products? What kind of product is more effective?
16. How important do you think about eco-friendly cleaning products? (From scale 1 to 6)

Waste management:

17. What kind of waste management act that occurs in your hostels? (Sorting waste, processing waste, recycling, reusing and reducing waste)
18. How do you encourage your customers to sort waste in any formality (slogan, brochure...)?
19. How do you manage waste from the room after customers staying?
20. How do you manage waste from office, kitchen, restaurant?
21. How do you think about donating used items for charity and recycle centre?

Customer behaviour

22. Who are your target customers? Who stay at your hostel the most in reality?
23. What do you think if your guests are happy to stay in environment sustainability hostels? How do you find out?

Develop questions in general

24. What are the most challenging elements to turn your business into sustainability?
25. Which one is more important between investment in sustainability and investment in cost saving products?

26. Where do you see your business in the next 5 years in turning your business into environmental sustainability? Are you willing to modify your business into sustainability or are you happy with sustainability stage of your business at the moment?