

Towards More Responsible Business Travel
Green Guidebook For Business Travellers

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| <p>The purpose of this research type thesis is to find ways how to develop sustainability in business travel. The target is increase the level of understanding and knowledge to respect natural environment and local cultures and find the right channels and ways to raise the knowledge.</p> <p>The study has been done to raise the awareness how business travel can be more sustainable. This thesis analyzes sustainable tourism based on the economic, environmental, and socio-cultural considerations. Green Guidebook advice business travelers to be more responsible and travel in environmentally friendly way. In business travel industry the buyers, intermediaries, suppliers and destinations in each element of business travel, has all own responsibilities. Importance of sustainability activities in business travel companies is rising in the future.</p> <p>The result of this study is that there has already been lot of sustainable development. It has shown in a growth in use of the video conferencing to prevent business travelling. Car rental companies have understood the importance of the environmentally friendly vehicles. Hotels has change their practises more responsible and also airline companies try to reduce their fuel emissions. Sustainable travelling need to have support from leaders in all segments of the travel and tourism industry. Travel professionals need to realize the importance of sustainable actions. Old buying habits what has been based on price and easiness, has to be change towards more environmental considerations.</p> | |
| <p>Key words Sustainability, Responsibility, Environment, Ecological, Green.</p> | |

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1. Introduction

This is research type thesis about sustainability issues in tourism industry concentrating in business travel industry and especially in business travelers. Target in this bachelor's thesis is to find the ways how the sustainability is involved in the tourism industry and find the ways to develop sustainability in field of the business tourism. This thesis analyzes sustainable tourism based on the economic, environmental, and socio-cultural considerations.

Target group for this thesis is business travellers and business travel companies. The meaning is increase the level of understanding and knowledge to respect natural environment and local cultures and find the right channels and ways to raise the knowledge.

Sub-questions are:

- What is sustainable tourism?
- What is sustainability in business travel?
- Why is needed to develop that?
- What can be done?
- What are the tools for the companies and the travellers
- What are the benefits?

People are more aware of sustainability issues and know more about products and services they are buying. Importance of sustainability activities in business travel companies is rising in the future. Companies start to understand the importance of the green image and what a good PR that is giving. Being green can make a difference and business can stand out from the other similar businesses in positive way.

Tourism is business where lot of people and transport systems are involved. It is not logical to think that the changes can be made in short period. This is long process but in this big business even small changes make good effort and the way heading is better. In this process can be involved everyone. The companies, travellers. suppliers and the buyers, this thesis indicates how the business travellers can make a difference to be eco-responsible. The **Green Guidebook** (Appendix 1.), gives practical suggestions for greener business traveling. The meaning of this is respond for the demand of this kind of guide, which support business travelers to become more greener and sustainable. Guidebook gives useful sus-

tainable advices in business travel situations. **Green Guidebook** was made for the business travelers who travel a lot for the business. Handbook support business travelers to become more greener and sustainable, it concentrate how to perform sustainable way in everyday business travel situation, such as booking a flight, renting a car or hotel room.

This thesis starts with explications of the meaning of sustainability and the existing demand for that. After that comes chapter three and four, they are all about business traveling and impacts it is making for the environment and gives advices how business travel can be more sustainable. The chapter five concentrates in CSR (Corporate Social Responsibility) and gives an idea of sustainability in environmental, economical and social ways. Chapter six presents different tools to achieve sustainable development in business travel industry. Chapter seven present the changes what has to be made in travel behavior and following benefits for the companies to be more sustainable. Chapters eight and nine concentrate how to choose more sustainable transportation and accommodation. Chapter ten is about Nokia, what has many sustainable manners and actions in its business. Chapter eleven consist two interesting articles, one about airlines companies and other about ecohotel products. Chapter twelve present improvements what could be made. The last part is summery and conclusions of this topic. In the attachments is found the Green Travelguide, guide for the business travelers.

Situation in business travel is different comparing to individual leisure travellers. Business travellers travel for the business and company is paying the travel expenses instead of the travellers. How is possible to change business travel more sustainable and raise knowledge of the decision makers? The information and knowledge has to be given also to the company members who make the decisions of business travel. Many companies have employed the travel managers who make the travel plans and organize the travelling. Good way to provide sustainability in business is efficient travel management. Tourism is a big business and when it is properly managed tourism has potential to change and improve the social, cultural and economical issues of future lifestyles.

A report from North American Free trade Agreement's Commission for environmental Cooperation in 2000, shows that nature-based tourism is between 10-15 percent of all international travel expenditures. The world tourism Organization demonstrate that ecotourism and all the nature related forms of tourism is approximately 20 percent of total travel.

Almost nothing other industry is not as environmentally dependent as tourism industry. The environment is one of the most important resources of tourism industry. When tourists are lying on a beach, diving, sailing, surfing, hiking, biking or visiting attractions, environment is essence for most of tourism products. Increasingly consumers are willing to pay more for travel services and products provided by environmentally friendly companies. (Edgell 2006, 5- 6.)

2. Sustainable tourism

Travel business is one of the fastest growing industries in the world. The positive opportunities what tourism will offer in economical and social benefits for tomorrow, depends of the decisions what are made today. Consumers of tourism are demanding greater quality in their tourism products. They want new destinations, clean environment, green tourism, ecotourism and adventurous activities. More culture, heritage and history. Business, government and local tourism leaders are now more focus their attention on the need to develop and promote tourism sustainability. The result has been that nowadays tourism products are more concerned with being compatible with environmental issues. It is important to find balance between protection of the economic growth and the protection of nature. (Edgell 2006, xiii.)

What is the difference between sustainable tourism and eco-tourism? In general, sustainable tourism is about the majority tourism industry adopting the principles of sustainability. Ecotourism is about sustainability in natural settings. Sustainable tourism is often combined to eco-tourism, but sustainable tourism development means more than protecting the natural environment. It means also consideration of host peoples, communities, cultures, lifestyles, and social and economic systems.

2.1. Concept of sustainable tourism

Sustainable tourism means that humans and environment can be in harmony in the future and the business is willing to change old behaviors and habits. There is many definitions for the sustainability but in the purest sense the sustainable tourism is an industry making a low impact on the natural environment and local culture, while helping the employment and money for the locals. (Tourism Queensland 2009a.)

- Sustainable tourism is a process which meets the needs of the present tourists and host communities while protecting and enhancing needs in the future tourism development with minimal negative impacts and maximal positive impacts on the socio cultural and ecological environment through planning and management.

- According to the World Tourism Organization, sustainable tourism is tourism that leads to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.
- Sustainable Tourism refers to a level of tourism activity that can be maintained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place. –ICOMOS (The sustainable tourism gateway)

2.2. Demand for the sustainability

It is necessary to concentrate more to sustainability issues, to ensure clean environment for the next generations. Different forms of transport are necessary, those provide us the freedom to travel for the business or leisure, transfer resources and products. It is important for our economical and social activities. Unfortunately most of the transportations use fossil fuels and are causing the air pollution, mostly at the urban areas where is lot of traffic. Transport pollution what is coming for example from the cars, airplanes and buses, can contribute acid rains and climate change. When number of the cars in the world is increasing, many governments encourage people to use public transport, bicycles and car sharing to reduce the traffic at the roads. To make this work, there has to be developments to provide good public transportation system for the people. (Encyclopedia of sustainable development)

It is well known that many industries make damage to the environment, or impact negatively on certain communities or sectors of society with their business actions. However doing things to protect environment and to avoid all these economical problems are still generally seen as damaging to business performance. Many companies see environmental protection as a moral duty and not as a commercial benefit. That why it is important to find ways to prove this wrong and show the benefits of being sustainable. Actively support for the business to involve this important process, is needed. (Fathom)

Business industry is causing greenhouse emission and is involved to the global climate change. In business there is lot of things causing this (figure 1), one is the business traveling using own cars, other vehicles and business trips made by airplanes.

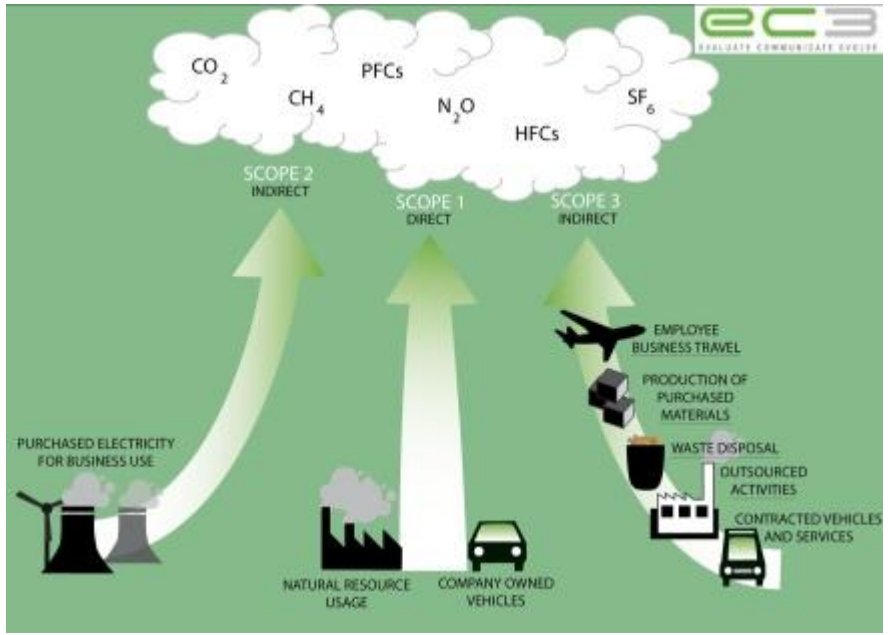


Figure 1. Greenhouse emissions as a result of business. (Tourism Queensland 2009a.)

3. Business travel and tourism

In business travel the buyers, intermediaries, suppliers and destinations in each element of business travel have all own responsibilities. When people and organizations are interacting with one another to transact exchanges of capital labor and knowledge means international business. It requires contacts, social relations and the politics of intermediation. Tourism benefits from the internationalization of business in terms of profitability, pricing, service delivery, product development, and knowledge transfer. (Coles & Hall 2008, 8-10.)

Today, many world cities, including many important business travel destinations, are simply inundated with visitors. Some would argue that business travel's impact on the environment is more forgivable than tourism's impact because so many companies depend on business trips to seal deals and power the world economy. But tourism is also economically important. According to the *Post* article, the international travel industry was worth \$7 trillion in 2007. However crucial business travel might be to world economies, seven trillion dollars is nothing to scoff at. With the \$7 trillion figure in mind, it's hard to make a case that business travel is "more important" than leisure travel.

Still, both types of travel do immense damage to the environment. What's the solution? A start would be to cut back on the most wasteful types of travel, whether the trip is for business or pleasure. On the tourism side, cruises are especially bad: Cruise ships are three times more polluting than airplanes. Business travelers can help, too. A lot of business trips don't absolutely have to be made and could easily be replaced by a video conference. Even if a trip does have to happen, companies sometimes send more people than they need to. If you don't have to go, don't: it'll save you some hassle and help out Mother Earth, too.(The Economist 2008.)

The achievement of sustainable tourism depends of providing the right incentives for companies and resort managers, to reduce the negative impacts of tourism, and then a variety of local practical steps to reduce environmental impacts. But in the long term, the ultimate achievement of sustainable tourism also requires tourists and companies to think more about how tourism may impact on other people's homes and living areas.

Marcel Proust once wrote that most of the tourists seem to want to travel through one hundred countries with one pair of eyes, where as the best journey would be to travel through one country with a hundred pair of eyes. By seeking more diversity in holiday des-

tinations, tourists may help avoid the impacts of tourism on destinations, and also achieve a more satisfying experience. (Fathom)

4. Travel business sustainability

“For tourism businesses sustainability is essentially about the environment and companies being around for the long term, where your business is resilient and adapts well to change. Term sustainability has become synonymous with the ‘triple bottom line’ that is balancing the needs of social, environmental and economic needs now and into the future.

Sustainability requires looking holistically at the various elements of your business operation that determine your business success. These elements include business profitability, meeting visitor expectations, engaging local communities, and protecting the environment for future generations through environmental performance. Sustainable tourism is drive to make every business in tourism and travelers ecologically and culturally sensitive y building environmental awareness and practice into all practice of the travel product and its consumption.

Sustainability is even more critical now as global warming and climate change are firmly on our horizons. Tourism businesses have even more reason to look at their operations in a more holistic way. There is potential for cost savings and financial benefits from responding to climate change, but you need to see yourself in the bigger picture and identify ways to reduce the rate of resource use. If we don’t, we will have little opportunity for a sustainable future.” (Tourism Queensland 2009a.)

4.1. Negative impacts of travel

Every act of traveler, has an impact on the environment they are in. The impacts of travel and tourism related activities, are both positive and negative. Tourism and travelling leaves marks on the destination, both visible and invisible. There is several impacts what destination can face as an result of travelling.

The airport expansions has positive impacts such as it will larger the capacity of passenger numbers and create new jobs, gives tourism to the region and create new business opportunities. But all these changes have also negative consequences, such as increased noise pollution, increased levels of emissions and lover the quality of life for those who live near the airports.

Earlier in the history countries and cities have focused of a positive impacts of travelling. In some countries the development of travelling has been rapid and uncontrolled. Lack of

planned tourism development change demographic structures, and cause pressure to natural resources like coastline, water resources and local habitants.

Travel business can cost heavy financial problems by raising the costs as result from a infrastructural developments, such as roads and accommodation construction, security services, public transportation and waste disposal. Those cost has to be financed by government through taxing system . If this is not controlled carefully, it can cost a inflation when locals cannot afford the prices of products, houses and services needed.

Despite all the negative impacts of travel, there is a several positive economical impacts what comes from the travel business to the destination. The money coming from the business travelers has positive impacts on the economy of the destination in terms of inflow of revenue and turnover of the travel business and also improvement and the diversification of economic structures. It provides new opportunities for local business owners. (Robinson 2009, 222-224.)

4.2. Urban air pollution

Over the next thirty years, most of the world's population growth will occur in cities and towns of poor countries. Even while population rate are falling dramatically in Asia, the region will see an absolute increase of nearly a billion people over the next three decades growth concentrated mostly in urban areas.

Rapid, unplanned and unsustainable patterns of urban development are making developing cities focal points for many emerging environment and health issues. When urban populations grow, the quality of the environment will play an increasingly important role in public health with respect to issues ranging from solid waste disposal, provision of safe water and sanitation, and injury prevention, to the connect between urban poverty, environment and health.

Unsustainable ways of transport, and urban land cause of a number of significant and inter-related environmental, and health risks faced by urban habitants in developing countries. (World resources institute, 2007)

Deaths from urban air pollution

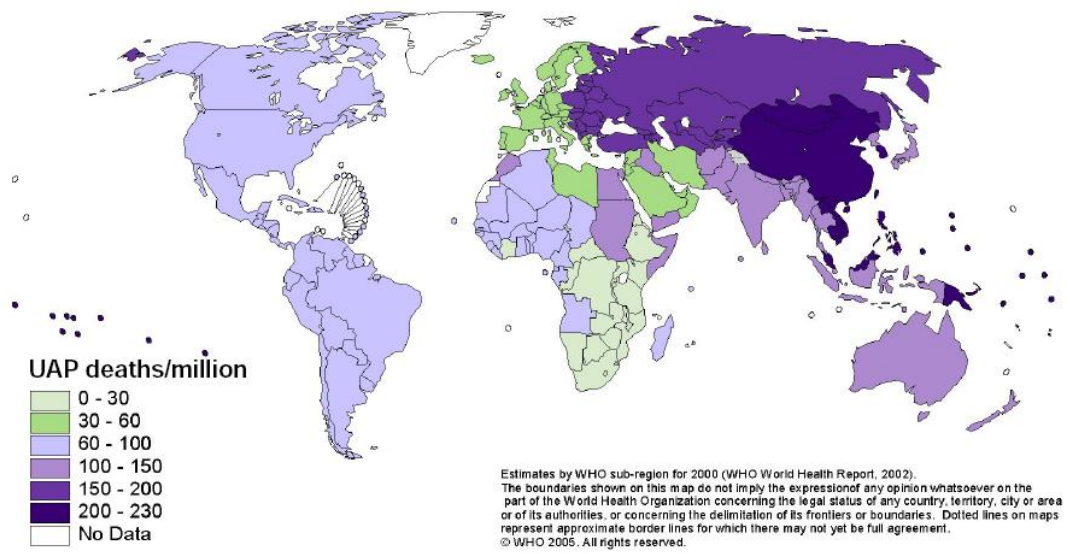


Figure 2. Deaths from urban air pollution (World resources institute 2007.)

5. CSR

There is no doubt that businesses are doing far more than ever before, to tackle the sustainability challenge by recognizing their social responsibilities, reducing their environmental impacts, guarding against ethical compromises, creating governance transparency and becoming more accountable to their stakeholders.

“Corporate social responsibility and corporate sustainability represent the way companies achieve enhanced ethical standards and a balance of economic, environmental and social imperatives addressing the concerns and expectations of their stakeholders”. (CSR Quest 2009.)

Sustainable business operation means focusing to the needs of existing stakeholders at the same time when reaching the protection and support to natural resources what will be needed for the future stakeholders. In the history, the first steps from the of corporate social responsibility can be found in the business practices of successful companies and early theoretical views in the 1950s and 1960s linked corporate social obligation to the power that business has in community. (CSR Quest 2009)

Business travel is linked to CSR and it that involves in two key areas of CSR, stakeholder responsibility and environmental sustainability. Business travel is also essential to a company’s social efforts, and so is closely linked to all key components of CSR. (BCD travel, 2009)

With good plan sustainable tourism can fill economic, environmental and social goals while saving cultural integrity and an ecological balance. Development also involves making hard political choices. It requires long-term planning.

World Conservation Union conceptual approach to sustainable tourism development includes four major principles

- the ecological sustainability
- the cultural sustainability
- the economic sustainability
- the local sustainability (Edgel 2006, 96)

Big question is how it is possible enjoy the nature without spoiling it at the same time. There is different opinions of how this can be accomplished. Many theories agree in fact that management of natural resources is the main beginning point.

5.1. Economically

Sustainable development needs a stable and healthy economy. To develop more sustainable economy is needed to do more actions with less use of natural resources. It is needed to make better use of resources, increase investment, promote stability and competition and develop skills. Sustainable development requires us to take a long term view of the economy, rather than planning short term fixes.

Responsible traveling is protect the area where customers visit, by putting profit go back to the local community where business operates. Hiring local staff, and using local suppliers support local community. (Encyclopedia of sustainable development.)

5.2. Environmentally

“The environment is our life support system. It includes everything that we rely on during our lifetime such as air, water, metals, rock and other living organisms. It is important to remember that the state of our environment is influenced by our behavior and that we have the opportunity to either nurture or mistreat it.” (Encyclopedia of sustainable development)

It is extremely important to take responsibility for possible damage to the environment. Provide staff with information and training how to be more environmentally responsible

by creating own environmental policy what is easy to follow. Three R's of waste management are Reduce, Reuse and Recycle. Concentrate on use of water energy and how reduce waste in the office.

Recycle means reuse of materials instead of throwing them in to the trash. Some of the items require special handling procedures and special recycling place. Just ask recycling office for assistance and information. Lot of information can be found in the internet Do not throw items away that can be recycled. Here are the items which should always recycle: acid batteries, aluminum, cans, building materials, electronic equipment, glass, magazines metal, newspaper, oil, paper, plastic bags, plastic bottles, steel, cans, tires, wood, writing and copy paper. (Niehs kids pages 2008)

5.3. Socially

Social sustainability with the environmental sustainability, gives something important issues to our future generations to think. They can live with the awareness that actions what can be made has an huge impact on others and the world environmental situation. Social sustainability asks us to not only think of ourselves and what we want, but to take the whole system and others people into consideration and take a larger worldview into consideration in relation to community, culture, nationality, and globalization. In socially sustainable method we look beyond ourselves and consider more the need of others. It is all about focusing more and more of the interests of whole environment, needs of individual, community, and the country. It means caring of results of the actions towards environment and human. (World Press 2008a)

In the following figure **Three spheres of sustainability**, sociality is described as an standard of living, education, community and equal opportunities for everyone. Environmental sustainability is described use of natural resources, environmental management, prevention of the pollution including the air, water, land and waste. Economical sustainability is described as profit, cost savings, economical growth, research and development.

The Three Spheres of Sustainability

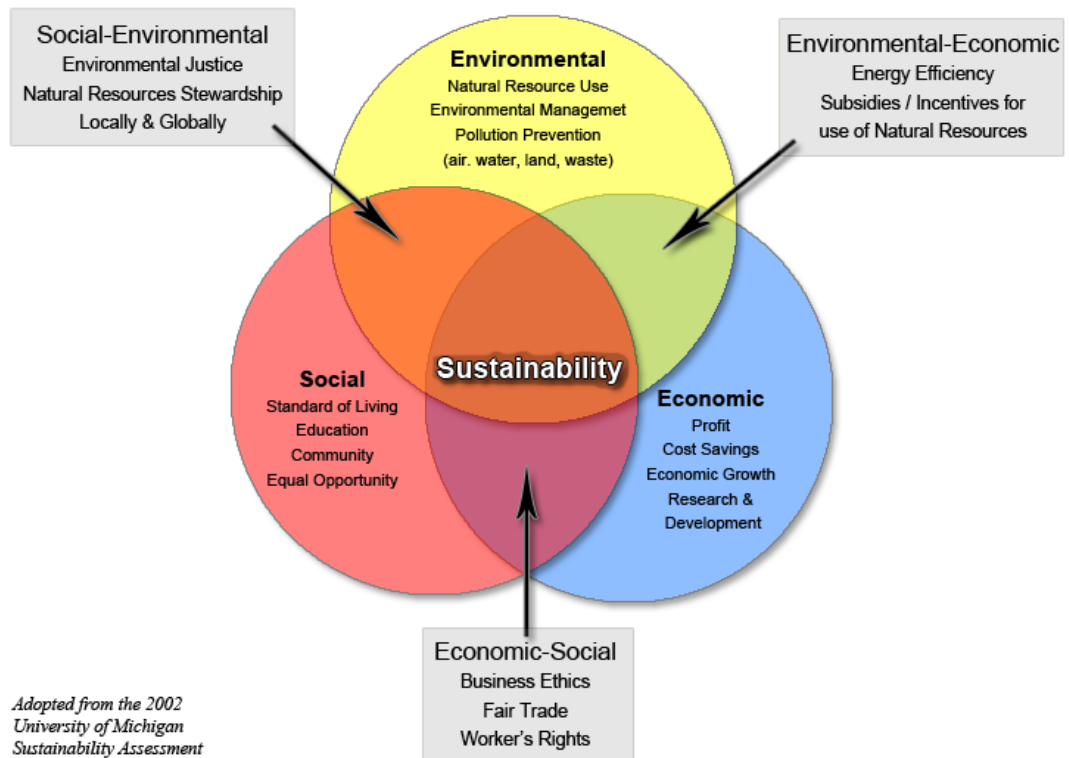


Figure 3. The three spheres of sustainability (Vanderbilt University, 2009)

6. Sustainable development for business travelers and companies

Eco efficiency and sustainable tourism are morally right and good for the world's tourism business. To act in eco efficiency tourism developers need to think the environment through project design, construction and operation. Being unsuccessful in this could be bad publicity and could be costly for the business. The long term development is needed to guarantee that tourism growth socially, economically and environmentally responsible way.

That sustainable tourism can be successful travel organizations, companies, non-profit organizations and government needs to be in developing this. Main principles in action are

- using resources in a sustainable manner
- reducing overconsumption and waste
- maintaining diversity
- integrating tourism into planning
- supporting local economies
- involving local communities
- consulting stakeholders and the public
- training staff
- marketing tourism responsibility
- undertaking research. (Edgell 2006,19-22.)

6.1. Before and during the travel

When making a travel plan, everyone should thought and schedule trips carefully. There is plenty of factors when planning a business trip but there can be possibility to combine several meetings, or change plans slightly and organize trips the way that it is not needed to

come back in the don't need to come back in the middle. Good scheduling can help the preparation and make travel go smoothly.

Travelling the shortest routes save money, environment and of course employees own time. This is important especially when travelling internationally and using the plane. After a good scheduling it is not necessary to travel so many times. Careful planning in advance by preparing plans and combining all the possible meetings can save a lot.

Good way to start, is learn more about destination beforehand. Information about climate, culture and local history. Nowadays internet is a great source to find new information in advance. With the help of internet can be easily found all the greener options for the hotels, airlines and several other transportations. It is advisable to find information beforehand and to be skeptic for the existing information and not blindly believe everything what has been told or printed.

Too often tourists want rare souvenirs from the nature, which can make biological damage to nature or animals. Problem is to maintain balance between tourists and environment. The responsible travelers should be aware for the social and environmental dangers, when travelling abroad. Many attraction are involved in ecosystem, the wildlife, the climate and rare culture. The most memorable is the experience what people can get. Trough educational programs, awareness and the controlled travelling, natural environment can be protected for the future generations. Using water sparingly is also very import in many countries, and unfortunately too often travelers use much more water than local people (Edgell, 2006, 16.)

6.2. Waste reduction in the company

There is a lot of things what can be made already before even step outside from the office. Waste reduction is a smart and environmentally excellent way to save money and nature with a small changes in the way to act, and in the way of thinking. Following waste reduction tips are for the at the office. There is many ways to reduce waste without costing a damage to the environment. Moving forward to be more conscious and aware of the environment includes actions like:

- the food waste composting program.
- the motion sensors to turn off lights when a room is empty.
- the energy efficiency heating and cooling system.
- the reusable glasses and cups instead of disposables things.
- the support for employees' to practice reuse.
- the turning off electric machines like computers when they are not in use.
- the cloth roll towels or air dryers instead of paper products use.
- the water-saving devices on toilets to save water.
- the selling and donating the used office furniture's
- the use of both sides of paper when printing by making two sided documents.
(Rethinking recycling 2009)

6.3. Business Shaper framework

The Business Shaper Framework provides an overall view to take sustainability considerations into organization's decision making process and practices. The framework helps organizations to understand what sustainability means in their business. It develop sustainability management in the organization and combine sustainability considerations with a whole company approach. It build capacity to ensure good co-operation all levels and functions of the organization. Communicating with stakeholders and understanding the process leads toward sustainable business practices. (Business shaper)



Figure 4. Business shaper framework for sustainability considerations (Business Shaper)

6.4. Travel Management

Responsible travel management ensures that the travel program reach in every part of companies operations. Good travel management includes all three levels of technical knowledge, people management skills and creativity skills. One task is to make analysis and reporting (Table 1.).

Travel managers responsibilities are also travel security and travel sustainability. The challenge is to be able to do more with less. Travel managers provide travel policies and programs to ensure that environmental issues are well understood in whole organization.

Sustainability program focus on understanding its environmental impact and reducing the impact of travel activities by selected trip reduction and using less damaging transport and innovative suppliers. Accountability program is a program reflecting the company's social responsibility policies in total travel management. This program contains initiatives to improve employee wellbeing and security as well as promoting ethical standards for business throughout the supply chain and stakeholder network of the corporation. (BCD travel.)

Travel manager needs to see consequences of the travel business and act in responsible way by developing global practice and travel policies. Other challenge is to deliver message of being more sustainable, to all the employees of the organization. Travel managers focus what is the best for the company, but they have to consider also what is best for the environment. More and more companies consider their environmental impacts, and employees has been recommend to use more eco friendly, green hotels and when renting a car, using only eco efficient vehicles. Of course it is not obvious that those greener options are always available, that way these guidelines of travel policies has to be followed whenever it is possible. Carbon off-setting is one point in the sustainable travel program. In reality, the concept of carbon neutrality is hard to achieve, but with all the possible help it can be closer to achieve.

The most cost effective and environmentally sound method to addressing the company's business travel carbon footprint is to move through the process of first focusing on the reduction of in-house footprint efficiency measures. The second measure is to evaluate the reduction opportunities of indirect emissions from other organizations involved in the business travel process. In many cases, the company is unable to effectively reduce the business travel emissions due to the nature of the business, the critical requirement for business travel in the company's operations and other uncontrollable factors. The last consideration for reducing the business travel footprint would be carbon off-setting to further reduce the emissions levels to meet annual company environmental goals, several industries have begun to explore the accountability and reduction of business travel emissions to meet regional and local government regulations, such as EU Emissions Trading Scheme (ETS).” (BCD travel 2009)

The Institute of Business Ethics (IBE) maintains that a company cannot be responsible without being ethical. Business ethics relates to how a company proceed its business to make profit. Ethical business has a much wider content and focuses on making a positive impact to the society, what is at least as important than business being profitable. Therefore ethics and profitability are especially linked together. Ethical behavior should support everything that the business does, good practice in corporate responsibility leads companies to focus the social, ethical, environmental, and direct and indirect impacts of their travel program. (BCD travel 2009)

Table 1. Travel management sectors of responsibility (FBTA 2007)

| A R E A | Strategy and Policies | Purchasing Contracts | Process | Reporting Follow-up |
|-----------------------|--|--|---|---|
| | <ul style="list-style-type: none"> • Collective bargaining • Travel Policy • Instructions and legal regulations (taxation, VAT) •Service Concept •Risk Management | <ul style="list-style-type: none"> • Designated suppliers • Concept of contract negotiations • Contract models | <ul style="list-style-type: none"> • Means of payment • Integration (direct/intermediaries) • Service Quality Management | <ul style="list-style-type: none"> • Levels • Analyses • Conclusions • Advising/Consulting • Budgeting |
| T A S K S | <ul style="list-style-type: none"> •Coordinating TM, defining strategies and aims •Creating and developing policies and practices •Follow-up of authority regulations and directives •Enhancing travel safety •Keeping abreast with current affairs and development in TM, suggestions for action | <ul style="list-style-type: none"> • Defining and implementing purchase strategy for TM • Negotiating purchase contracts, guidance and follow-up • Developing supplier relations and service concepts (travel agent's, other service providers and producers) | <ul style="list-style-type: none"> • Developing of payment systems • Acting as a coordinator between travel agents and service providers • Developing and implementing action plans and process models • Developing and monitoring customer satisfaction • Creatind and developing a booker network (travel planners, coordinators and other actors) | <ul style="list-style-type: none"> • Mapping out cost savings, suggestions for actions, follow-up • Developing a follow-up system for monitoring travel structure, spend and volyme |

6.5. Video and call conferences alternative for travelling

One of the most important technologies of modern times which has change our lives and our ways of communication, is video conferencing (figure 5.). Traditional teleconferencing uses only standard phone lines, with commands keyed in by the phone buttons in order to control the flow of the conversation. Many corporate professionals still prefer to use phones to hold meetings, but when technology is developing teleconferencing is fast becoming a thing of the past.

Web conference is cheaper alternative. It takes advantage of low internet charges to use phone conferences via web conferencing. Online web conferencing is a new innovation in teleconferencing. Differing from traditional audio meetings, web conferencing offers in one service package many tools like integrated audio, video, chat, email and other web functions. Companies need to analyze their size, budgets and wanted scale to find the right conferencing solution. (Conference call Spot 2008)

Many people think that video conferencing is a new product. Surprisingly video conferencing is quite old invent. AT&T ran the first video call in 1927. Specialist predict that video conferencing is not going to stay, and it is only one moment technology. Now it is definitely proved as a wrong analyze, even the skeptics have begun to see the advantages and all the new possibilities.

Several companies have launched conferencing products and seems that with good conferencing products experience is similar than face to face conference. The benefits from using the video conferencing is it can be organize in short notice, without spending an hours or days travelling around the world. This is leading the development to the right direction. No one knows is this enough to get the business travelers out of the planes, but signs are good and with all the technical development the use of videoconferencing is becoming more easier. (Carbon commentary 2007.)

6.6. Use of the video conferences

Before making the video conferencing call, is necessary to have all the materials ready. Including material of presentations, videos, reports or anything else needed. To make seamless video conferencing call, the best way is to be prepared just as if you were there in person. To have a good videoconferencing avoiding mistakes and bad impression, is need to remember few important factors before even starting the conference. Video conferencing is the same as when having a meeting with people present in the same room only here they are present on the screen of the video.

It is good to remember that preparation work is grounding to the successful conference. It is necessary to have all important video call numbers ready. It creates a bad impression if the person on the other side of the call is put on hold because of the fact that there we were not ready with all the necessary materials.

The use of streamed video while making video calls is possible to make certain adjustments which would improve the clarity of the images. The first thing to be checked is the lighting. Too much light can effect to the quality of the face imago. On the other hand lack of light

can make the picture very dark. Necessary is also that use of the bright colors in clothing are not used, they will attract more light than your face. It is essential that milder colors of clothes are worn to have a good quality of image being shown to the viewers.

Another important point is voice. Check is the audio system so that voice is clear whole time of the video conference. Prepare with good set of microphone avoiding very loud talking. You can speak normally to quality microphone. It is required to talk same way as during a normal conversational.

The most important is to behave as all the people were in the room. Everyone is able to see all your actions as well as expressions so behaving has to be like talking to someone directly. (Conferencecallspot 2008.)



Figure 5. Video conference room. (Carbon commentary 2007)

7. Results

Developing travel business sustainability is a long-term process, and includes planning and consideration in economical, environmental and social issues. Understanding of all these three sectors will provide starting point for the sustainable development (figure 6). This development requires changes in travel behavior in business. With the right use of the sustainable development has a lot of benefits for the business. It can be a good PR in this time when consumers are more aware of the ecological issues and there is a growth in interest against more sustainable products and services. This is economical way to increase number of visitors and buyers. In the field of business travel companies save money when staff use shared transportation or rental cars. Lot of money and time will be saved when using the videoconferencing instead of travelling.



Figure 6. Three important sectors in sustainable development. (Word Press 2008b)

7.1. Changing travel behavior in business

One way to improve development, is to provide goods and services that are sustainable. Producing, using and selling sustainable goods or services, will impact all areas of your business and have big impact to the nature. Review all aspects of the business to become as committed to sustainability, as possible. When planning the business give a thought to the raw materials and other inputs what are used, how they are manufacturing and how is the packaging done, how the product will be used and ultimate disposal and reuse. As well it is needed to think environmental impacts, it is necessary to think also social impacts. There are a many ways to bring transform in normal travel behavior:

- the staff should be encouraged to use public transport for business trips, instead of using car.
- the long journeys could be planned in advance, so staff can use cars sharing. Use of on-line calendar where staff journeys are inputted in advance are good ways to plan car sharing.
- the extra benefits for employees who share transport.
- the use of taxis on an occasional basis, for example to help cover awkward gaps in a particular public transport journey or problems with car sharing.
- the incentives for the staff, bonuses like as travel allowances or season tickets to public transports, if it is possible in the business area.
- the use of phone and videoconferencing instead of the face to face meetings to avoid long distance travelling.
- the encouragement to recycle and reuse, recycling system is behavior what every company can easily organize in the office.
- the flying should only be considered as a last resort, and travel to and from the airport could be made with the organized public transport. (Business link.)

7.2. Benefits for the business

Adopting a more sustainable approach will help business to reduce costs, become more efficient and open up new business and marketing opportunities. Every company can involve in this important process making world healthy and safe place to live and make business.

Sustainability is good PR and gives extra value to business actions. Environmental and sustainable practices saves money for the company. It gives new opportunities to develop services and products, and effect in positive way to suppliers.

Sustainability improve local environment and encourage healthier and safer lifestyles and provide greener future. It is technique for influencing people's travel behavior towards more sustainable options such as individualized travel planning. Local communities benefit from sustainable travelling. Sustainable travel improve local employment opportunities, gives opportunities for local enterprise and create income sources through fees and revenue share. Sustainable travel also increase local stakeholder participation in decision making, build partnerships and improve local infrastructure and services.

Doing business with sustainable manners can give a lot of profit when companies understand all the benefits. Implementing sustainability practices can help to reduce operating costs, attract and excising and new staff with sustainability values, and meet current and predicted requirements for carbon reporting.

- the sustainability promoting to consumers who make buying decisions based on sustainability and for the buyers who want to minimizing their own footprint. This is economical way to increase number of visitors and buyers.
- reduce operating costs by undertaking initiatives that reduce waste, water and energy consumption
- attract new valuable staff with sustainable policies that meet with employee values and concerns and creating a environment with good team knowledge and innovative ideas .
- the use of all advantage from the sustainability, using the customers increased demand for sustainable products.

- the offer of same product or experience as another business, but being more sustainable.
- the long-term profitability by making plans to create savings in the future such as minimizing transport costs. When fuel becomes more expensive this will make a lot of savings in long term.
- the use of sustainability to increase competitiveness in the market using the environmental business.

Being sustainable is giving benefits to customers and suppliers also. There is constant growth in travelers interest against green travel options and eco-friendly products. Implementing sustainable services for the customers, will give them a wider range to choose from eco friendly products. Travelers can be proud of their own actions in the battle against for example the climate change and air pollution. Many suppliers require company to provide a summary of the sustainability actions and commitment to Corporate Social Responsibility (CSR) as part of their commitment to sustainability. (Tourism Queensland 2009b.)

8. Choosing the sustainable transportation

Organizations that encourage to use more sustainable transportation alternatives and more sustainable travel choices for business trips, will benefit from increases in productivity, reduced travel costs and reduced emissions.

8.1. Car rental

Nowadays car rental companies have started to promote eco friendly vehicles. When renting a car rent a fuel efficient car or a hybrid rental car. In year 2006 car rental company Hertz launched Green vehicle collection, it consist vehicles which are environmentally friendly and fuel-efficient.

Hybrid cars are the new innovation in car rental business. Hybrids are cars working with a rechargeable battery and gasoline. Hybrid batteries help to reduce fuel emissions because the hybrid engine use battery and not gasoline when they speed. Hybrid gasoline motors shut off when the car is not moving, and run off the electricity. There is not yet a lot hybrid Cars available, but car rental companies have plans to expand their hybrid fleet as demand increases.

Hertz car rentals has provided car rental services 80 years. Hertz is the world's leading car rental organization, operates from approximately 7700 locations in 145 countries worldwide. Today Hertz's Worldwide Reservations Centers handle approximately 40 million phone calls and deliver approximately 30 million reservations in a year.

In car rental business many operations has environmental impacts. Hertz is environmental-ly conscious in all acts what it does as a company. Sustainability and corporate social responsibility are important issues for Hertz and for that reason Hertz has created a formal Hertz Sustainability Policy. Hertz is the first car rental company in Finland who has ISO14001 environmental certificate.

In year 2006 Hertz launched the green collection (figure 7.), vehicles that are environmentally friendly and fuel efficient. Hertz Green Collection offer a CO₂ output level of less than 140g/km, making more environmentally friendly than most other cars. Hertz wants to

do everything that their employees are aware of the sustainability issues. Hertz gives annually sustainability award for the employee who develops or implements the best sustainability idea during the year. The first sustainability award will be announced during the year 2009. Hertz takes it role seriously and wants to make sure that their sustainability continuous to grow in the future. (Hertz 2009.)



Figure 7. Hertz Green collection (Hertz 2009)

8.2. Taxis and shared transportation

When having a meeting in smaller city or village the cab can be the only option to move from place to another. Now there is also greener options available when choosing the cab. Most major cities now have hybrid taxis and eco cabs. When choosing a taxi, see if this there is environmental friendly alternative. Choose new cab instead of old model. The old cars can pollute a lot comparing to new cars.

Carpooling and car sharing means shared use of the car, including other passengers then the driver. Often there is many person traveling from same company. When traveling with co-workers, scheduling a travel plan together for sharing the same cab or rental car is ecologically good and is same time cost effective alternative. Too often only one person is travelling in the car, and in that situation is not profitable for nobody. Ride sharing has minimal cost, because it makes seat in use what would otherwise be unoccupied.

In the office should be a notice board, or online database where employees can put offers of car sharing for people having same route. When car is not necessary in everyday use, car

sharing is excellent option. It can be used also if all the members have cars but they want to save travel expansions. Car sharing helps people to get rid of the car owning habit. Car sharing save money and environment at the same time when everyone do not travel alone.

8.3. Airline company

Global climate changes is an essential issue. Air traffic has big impact to climate change. The demand for air travel is growing all the time. Every company can choose airline company which want to lover the fuel emission. Some airlines are involved of developing new bio-fuel technology. Rising fuel pricing and the ecological situation are leading the airline companies think more sustainability. Some of the greenest airlines are Continental, Virgin Airlines, Jet Blue, Southwest and Atlantic.

“Virgin Atlantic has new fleets, innovative recycling programs and leading-edge brother-companies, Virgin green fund and Virgin fuel, that invest in new products and technologies that will help reduce CO2 emissions. JetBlue gets good reports because of their newer, more fuel-efficient aircraft and their in-flight recycling and waste-management programs.” (Ecopreneurist 2008.)

9. Choosing the sustainable Hotel

Green hotels are a great option for business travel. Some hotel chains have made important environmental improvements and have started to promote them as green hotels wanting to give positive input for the environment, reduce waste, and lighter the pressure coming from the travelers.

What makes a hotel greener? Those green hotels use for example energy efficient lightning, geothermal heating and cooling systems, low flush toilets and good recycling systems. They have organic towels, mattresses, soaps and ropes. Housekeepers use non-toxic cleaning agents. Some hotels can use wind and solar energy. Some hotels have free parking spaces for hybrid cars.

EU use eco-label for the hotels to prove the environmental quality and services. The label was implemented in year 1923 to encourage businesses to market products and services that are environmentally friendly. Eco label help consumers to choose greener alternative. Nowadays eco-label covers a plenty of different products and services. The first eco-label hotel was Sunwing Resort Kallithea in Rhodes, Greece in year 2003. Eco-label products and services are marked with eco-flower sign. (Europa, 2009a.)



Figure 8. Eco-flower sign. (Europa 2009b.)

The criteria are agreed at European level, following wide discussions with experts and in every case they study the products impacts for the environment in every life-cycle of it, starting from the materials what has been used. The label is given only after careful verification that the product or service meets these high environmental standards. Flower logo can be marketed inside the European Union and the EEA countries Norway, Iceland and Liechtenstein.

Since the European Ecolabel was established the number of companies receiving the label has increased in every year (figure 9). At the beginning of 2009, over 750 companies were awarded the Ecolabel for their products.

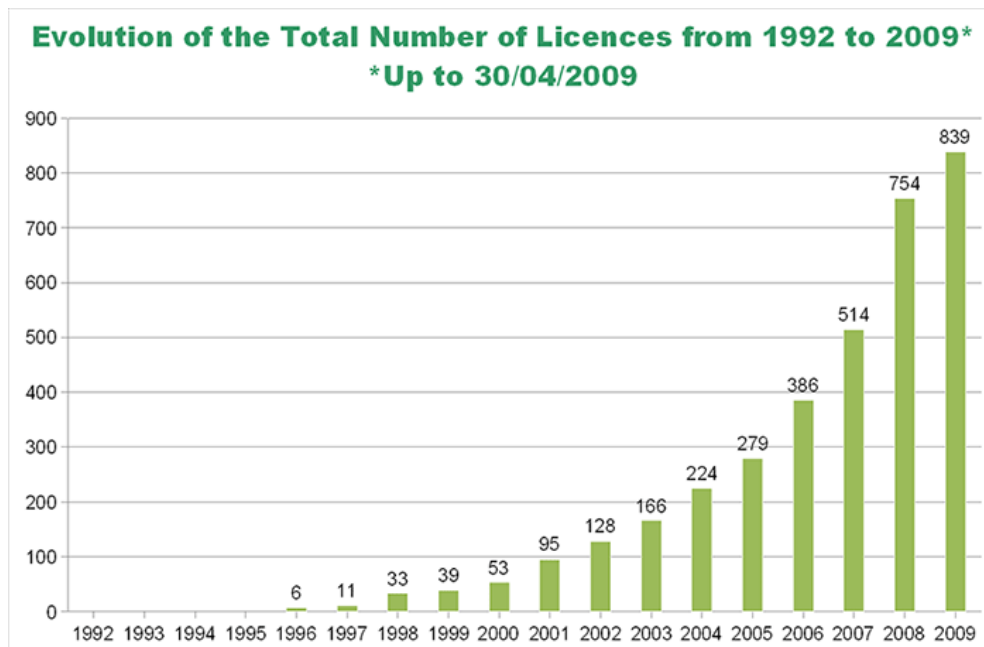


Figure 9. Evolution of the number of licenses since 1992. (Europa 2009c.)

10. Nokia, responsible company

There is many bigger companies who has invest to become more sustainable. Earlier there was more about Hertz car rental company who is providing the vehicles for business travelers. Other example is Nokia which employees travel a lot for the business. These two companies are connected together because Hertz is main provider for the cars to Nokia staff.

Nokia is the markets leading mobile phone supplier and supplier of mobile and fixed telecom networks including related customer services. This leadership is based on a great responsibility. Nokia's vision is world where everyone is contributing sustainable development. Nokia wants to modify the industry and wants to be leading company in environmental actions. Responsibility has always been part of the way to work in Nokia.

Nokia's goal is continuously improve and develop environmental performance of their operations, products and solutions giving positive impacts through services and products by helping people to make more sustainable choices. They collaborate with suppliers to improve the sustainability of supply chain. Achieving environmental leadership Nokia needs to minimize their environmental Footprint by better product design, close control of the production processes, and greater material reuse and recycling.

Nokia base their actions in lifecycle thinking. Priorities in environmental management are energy efficiency, managing substances in products and recycling by taking back used devices to ensure proper recycling process. (Nokia 2009a.)

10.1. Business travel

Nokia employees have a lot of business travelling all around the world, therefore it is important to improve sustainability inside the company providing good sustainability program including business travelling. Nokia goals in business travel are to reduce use of private cars, implementing travel benefits to promote the use of public transportation. Nokia has a contract with Hertz car rental for use of the rental cars.

Nokia is a good example of the company who use videoconferencing. Nokia has implemented wide range of video conferencing facilities to reduce business travelling. Nokia goal is balance CO2-emissions of business travel with an external partner who offers projects approved as “Gold Standard” balance programs. Environmental issues are fully included in our business activities and are everyone’s responsibility in Nokia. (Nokia 2009b)

10.2. Corporate responsibility

Corporate responsibility is part of Nokia’s brand and business. Nokia respect the principles set in Universal Declaration of Human Rights and by the International Labor Organization and the United Nations Global Compact. Environmental issues are Nokia’s priority and they believe that with actions made in early stages, can make a difference. Responsible company need to know impacts to the environment and make a positive contribution.

Nokia has high ethical principles in everything they do. Communication industry is not a high energy user, does not generate massive pollution, and does not damage conditions of people or communities. Nokia believes that with their actions they have opportunity to build low carbon economy and battle against climate change. (Nokia 2009b).



Figure 10. Nokia product life cycle against environmental impacts.(Nokia 2009a.)

11. Articles

As a result of an increasing interest against sustainability there is lot of literature found in bookstores and libraries about travelling sustainability. Most of the material is for the leisure travelers, therefore the best way to find information concerning the business travelling is internet. Internet offers a wide range of an interesting articles about new ideas of sustainability in travel business. In internet there is available lot of environmental magazines, green transport magazines, recycling magazines, and environmental industry magazines and journals.

In internet there is also online medias like Green Traveguides TV. It is world's first responsible travel TV. Green Traveguides TV shows how to travel sustainable without destroy the environment. Channel is run by Wildside Productions (UK) which is the first TV company in the world to specialize in sustainable tourism. Wildside productions has won national and global awards for its travel and conservation programs. (Green Travelguide TV)

Next chapter there is an article about sustainable airline companies. This article and many others, can be found in Planet Green which is 24-hour eco-lifestyle television network. Planet green was launched in June 2008 and it reaches 50 million homes, offering 250 hours of original green lifestyle programming, both online and on-air. It contains articles about how to go green, and forums where users can interact. The target is to represent a wide range of ideas and perspectives. Planet Green is taking an active role improving the environmental situation of our planet.

Planet Green has a sister site called Treehugger.Com, which is eco-lifestyle website driving information about sustainability. Treehugger has more than 2 million visitors per month. It offers green news, solutions, and product information. (Planet green 2008)

Second article found in the chapter 11.2. is about interesting ecohotel products. This article is from the Future Blog. These pages are written and maintained by Jeremy Silverman. The blog offers information of new trends, movements, and exciting ideas that are taking place in all of lifestyle industry. There is a own category for the hospitality and travel articles. This following article is from the new products found in the ecohostels. (Futureblog)

11.1. Choose a Green Airline If you've gotta fly, fly green

Many of us will fly this holiday season. We will spend hundreds of dollars on tickets, stand in long lines at the airports, be delayed for hours in Midwestern cities all to see our family.

And flying isn't even green. You'll probably feel like some sort of eco-

abuser. Guilt will riddle you with itself. There are airlines out there, however, that have been making green advances. The Ecopreneurist recently ran an article that expounded quality of the greenest airlines. These are the airlines that made the grade.



Continental

This airline was one of Forbes Magazine's 2007 Continental spent over 16 billion dollars making its fleet more fuel efficient. They employ a full-time staff of environmentalists, use winglets to increase fuel efficiency, recycle chemical waste and design green terminals.

Virgin Atlantic

In addition to cutting back on their own CO2 emissions and making their flight plans as efficient as possible, Virgin Atlantic has partnered with My Climate. Together, they work on carbon offsetting projects in India and Indonesia.

Jet Blue

Jet Blue also has a carbon offsetting program. It allows the passengers to pay a few dollars to offset their trip. They even have a list of green tips on their website. They are also reducing their ecological footprint by eliminating disposable headsets, idling their planes less, shrinking the size of their boarding documents and recycling fuel.

Southwest

Southwest is the world's most efficient airline. They have paperless tickets, fuel-saving winglets, fleet-wide advanced avionics and pages upon pages of other eco-friendly upgrades. They are the EPA's Blue Skyways Collaborative Partner and have won several environmental awards since 1995. They save 274 million pounds of CO2 per million flights. They recycle oil and even work to reduce noise. (Peterson 2008.)

11.2. Interesting Ecohotel products, August 26th 2008

As we become increasingly aware of the fragile ecosystem and the effect that we have on it, hotels are introducing new ways to conserve and protect the Earth. The following are a few highlights of some of the more interesting products that are new for the industry.

Sustainable Cards: Wooden key cards have been used in Europe for a few years, but are just starting to gain wide popularity. The Democratic National Convention in Denver this coming month will feature exclusively these sustainable cards for hotels. While it does not seem like such a small item would make a big difference, switching from plastic cards to biodegradable wood can reduce plastic waste equal to the volume of seven 777 airplanes in one year.



Pre-Fabricated/Modular Design: Prefab buildings and modular units are being integrated into hotel projects more and more every day. Prefab housing is not new - in fact, simply having components that are manufactured in off-site industrial facilities constitutes the basic definition of prefab, and has been a part of home construction for decades. However, in recent years, a new movement has sprung up which ties prefab almost inextricably to modernist aesthetics, and also increasingly purports to have an inherent upper hand where sustainability is concerned. Advantages of these projects can include eco-friendly LED lighting, sustainable and recycled wood, solar power, and eco-conscious water filtration systems, among other features. The following image is the Q-bic Hotel system which features technology from Philips, Hästens, and Philippe Starck.



Sustainable Mini-Bars: Fair Trade products and Organic food products have also managed to find their way into hotels mini bars. Products like 360 Vodka hope to establish new sustainable product development and packaging standards in the distilling industry and hotels are eager to promote these aspects of their vendors.



(Furureblog, 2008)

12. Suggestions to improve

New technology is giving more possibilities to improve knowledge of sustainability. Nowadays there is education of sustainability in the schools and also more consultation in companies, for the employees who travel a lot, and the travel managers who are working in travel business co-operating with travel agencies and airline companies. The knowledge has increased significantly and people know more about the problem, but not how they can involve and help.

Sustainable travelling has to have support from leaders in all segments of the travel and tourism industry. Travel professionals need to realize the importance of sustainable actions. Old buying habits what has been based on price and easiness has to be change toward more environmental considerations.

Web pages like information on climate change and urban air pollution, should have links to sites where is advised how people individually can reduce the environmental impacts of their transport choices. Already you can find information in internet, but all the information is mainly for the leisure travelers and is not helping the persons travelling for the business. There is a demand for the information baggage for the business travelers. In the internet you can be found pages about business travel but mainly they are written by organizations that wants to sell some services or products and the information what you get is minor. That gives us a problem that where is possible to find objective information. This Green Guidebook for business travelers attached to this thesis, is an example idea what could be expand in bigger level.

13. Summary and conclusions

This thesis was made for business travelers who want to be more sustainable and raise awareness of the economical impacts of business travel. There has already been many positive changes and developments in the travel industry, there is video conferencing, eco cars that can be rented from car rental companies, use of bio-fuel, eco accommodations that help travelling to become more sustainable, but still there is still a lot to do and everybody who is travelling for the business can give their own effort.

In sustainable travel there are three main sections of sustainability: economical, environmental and social part. Business travelling is making impacts in all these sectors and we need to provide possibility that next generations can also travel in a clean world.

Travelling in harmony with this planet is not easy as good as thought. To be able to continue successfully this positive development, the world needs more innovative persons who provide green products and services. Tourism companies need to be willing to take part of this process towards a more sustainable society. There has been a lot of development and continuously people all over the world are working with new ideas and products.

There is a challenge to keep this development process improving in more powerful ways. All the signs are good because finally the ecological aspects have got more publicity and also the consumers know what they can demand.

Attached Green Travel guide contains useful tips for business travelers in normal business travel situations. It concentrates in a simple and clear way the main sections where travelers can be participants.

The result of this study is that there has been growth in the use of video conferencing to prevent business travelling. Car rental companies have understood the importance of environmentally friendly vehicles. Hotels have changed their practices more responsibly and also airline companies try to reduce their fuel emissions. Sustainable travelling has to have support from leaders in all segments of the travel and tourism industry. Travel professionals need to realize the importance of sustainable actions. Old buying habits that have been based on price and ease, has to be changed towards more environmental considerations.

Tourism will never be completely sustainable as every industry has impacts, but it can work towards becoming more sustainable.

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Green guidebook

Responsible

business traveling

Make your business greener and more successful.

These days business travelers are more aware of the environmental situation. Same time when trying to save money, they try their best help to save the environment as well. Now when climate change is in all our minds it is even more necessary to concentrate to be more sustainable. When you are shopping a flight, booking your hotel, or picking up a rental car, there are several simple things you can do to cut down the environmental impact, and make your own effort protecting the environment

It is necessary to concentrate on business travel to ensure clean environment for the next generations. Ecotourism is not just about choosing the greener option, it is about discovering new ways of traveling and making a difference.

This guidebook includes practical help and greener suggestion to travel for the business. This can help the business travelers to reduce their carbon foot print.

Teleconference

Before you start planning a business trip, the first step is to evaluate it is even necessary to make a trip? I there a alternative option, maybe there a possibility to use teleconferencing? Use of tele- or videoconferencing will save time, companies' money and at the same time having less negative impact to the nature.

Video conferencing means that you can make a business meeting in a short notice in your own meeting room and share the conference all over the world with online video and voice. You can share the presentations, videos and comments with your business partner other side of the world, or have a conference with as many participants is needed. There is available very advanced teleconferencing systems in a professional use.

Schedule trips

When making a travel itinerary sit down and have a thought and schedule for your trips. There can be possibility to combine several meetings, or maybe if you can change your plans little you can organize your trips that way that you don't need to come back in the middle.

Travel the shortest routes to save money, environment and of course your own time. This is important especially if you travel internationally a lot, using the plane. You do not need to travel many times, if you prepare your plans and combine all the possible meetings. Good planning beforehand can save a lot.

Airline company

Global climate changes is an essential issue. Air traffic has big impact to climate change. The demand for air travel is growing and you can help by choosing a airline company which want to lover the fuel emission. Some airlines are involved of developing new bio-fuel technology.

Virgin Atlantic has new fleets, innovative recycling programs and leading-edge brother-companies Virgin green fund and Virgin fuel, that invest in new products and technologies that will help reduce CO2 emissions. JetBlue gets good reports because of their newer, more fuel-efficient aircraft and their in-flight recycling and waste-management programs.

Public Transportation

Public transportation is fast, cheap and environmentally friendly option. If possible, travel by bus or train to your destination. When travelling by train many train has a good business facilities. You can just get in and sit down with your laptop. Work at the same time while traveling and enjoying cup of coffee same time.

If you are travelling in to the city, many cities have a functional subway and tram connections, and in many cases it can be much faster than take a cab through traffic. Nowadays you see all the timetables from internet, you can also find an online database where you can calculate your fastest routes and times. You can also book the tickets advanced from the net.

Eco cab

When you have a meeting in smaller city or village the cap can be the only option to move from place to another. Now you have also greener options available when choosing the cab. Most major cities now have hybrid taxis and eco cabs.

If you must take a taxi, see if this there is environmental friendly alternative. You can also choose new cab instead of old model. The old cars can pollute a lot comparing to new cars.

Share Transportation

Often there is many person traveling from same company. When traveling with co-workers, schedule a travel plan together for sharing the same cab or rental car. Too often only one person is travelling in the car, and in that situation is not profitable for nobody.

In the office you could have a notice board where you can offer car-pool for people having same route. You save money and environment at the same time when sharing the transportation when everyone do not travel alone.

Green rental Car

Rent smarter. Nowadays car rental companies have started to promote eco friendly vehicles. When renting a car rent a fuel efficient car of a hybrid rental car. In year 2006 car rental company Hertz launched Green vehicle collection, it consist vehicles which are environmentally friendly and fuel-efficient.

Hybrid cars are the new innovation in car rental business. Hybrids are cars working with a rechargeable battery and gasoline. Hybrid batteries help to reduce fuel emissions because the hybrid engine use battery and not gasoline when they speed. Hybrid gasoline motors shut off when the car is not moving, and run off the electricity. There is not yet a lot hybrid Cars available, but car rental companies have plans to expand their hybrid fleet as demand increases.

Green Hotel

Green hotels are a great option for business travel. You need a sleep after a hard day at work and why not choose a green option. Some hotel chains have made important environmental improvements and have started to promote them as green hotels wanting to give positive input for the environment, reduce waste, and lighter the pressure coming from the travelers.

What makes a hotel greener? Those green hotels use for example energy efficient lightning, geothermal heating and cooling systems. low flush toilets and good recycling systems. You find organic towels, mattresses, soaps and ropes. Housekeepers use non-toxic cleaning agents. Some hotels can use wind and solar energy. Some hotels have free parking spaces for hybrid cars.

EU use eco-label for the hotels to prove the environmental quality and services. The label was implemented to help people to choose greener alternative. The first eco-label hotel was Sunwing Resort Kallithea in Rhodes, Greece in year 2003. Eco-label products and services are marked with eco-flower sign



Here you can see a picture from wooden key cards what some hotel has started using in Europe.



Green your Stay

How to be a greener hotel guest? When staying at a hotel, do everything you can to save environment. This includes hanging your towel, adjusting the thermostat to right temperature. Turning off the lights and TV when you are away saves a lot of unnecessary electricity. Participate the hotels recycle program if hotel has this option available. Take only short showers and do not take a new towel each day.

Hang the “do not disturb” sign behind the door, to inform housekeepers that you can use the same towels and sheets longer, when you are home you do not change those in every day so why you need it in the hotel?

Go green
and
Enjoy !

