

ENVIROMENTAL CERTIFICATION IN HOTEL BUSINESS AS A FACTOR ENSURING SUSTAINABLE DEVELOPMENT OF SERVICE SECTOR

Otto O V ¹, Antiufeeva T V ², Ovchinnikova E M ³

¹PhD, Associate Professor of the department of nature management and geoecology, Altai State University, Barnaul, Russia

²PhD, Associate Professor of the department of nature management and geoecology, Altai State University, Barnaul, Russia

³Senior lecturer of the chair of foreign languages at the natural sciences' department, Altai State University, Barnaul, Russia

E-mail: otto.olga@mail.ru

Abstract: The expansion of the sustainable development concept has a significant impact on the hotel industry. Environmental requirements for accommodation facilities have been singled out. The international, national and regional experience of greening the hotel industry has been analyzed.

Key words: accommodation facilities, hotels, environmental factors, resource-saving technologies, environmental certification

Hotel business is a fast-growing and perspective branch of economy today. The stability of income, growth in number of travelers leads to the increase in quantity of hotels and inns as well as to the appearance of new forms in means of accommodation. Leading experts of the hotel market refer the tendency of environmental friendliness to the main global trends which will be especially relevant in the nearest future [3]. As a result, the concept of ecological hotel (inn), in developed countries, is qualitatively thought over system of comfortable life in harmony with the environment. It is the system of a new view on the development of accommodation means which allows regulating the impact on the environment and essentially lowering the production cost. Despite the fact that the concept is in the formative stage, it is already possible to identify a set of features owned by ecological hotel.

First of all, it is a well-designed system of a resource and energy saving, including strict standards of resources economy and wide use of alternative energy sources. "Green" hotels minimize the use of chemical substances. The whole system is being developed to decrease the amount of waste formation and degree of its hazardousness. The basis for creating "eco-friendly" hotel is the aspiration to maximize the use of natural resources and materials in order to prevent the environment from polluting [1].

Conformity of hotels assigned by environmental requirements is verified by certification and assignment of certain signs. In 1991 International association for standardization (ISO) created the standard of environmental management ISO 14001 (EMS). ISO 14001 is that bare minimum each enterprise has to adhere in order not to cause any damage to the environment. The international ISO 14001 is a stringent standard, a number of hotels in the countries of Western Europe, Southeast Asia and North America have been certified according to it.

Based on the international ISO 14000 standards the National standard of the Russian Federation GOST P ISO 14004 "The systems of environmental management" has been developed. Nowadays the activity of the enterprises in this area is oriented on the latest version - GOST P ISO 14004 - 2017 "The systems of ecological management" [4]. Many enterprises, including the tourism industry, organize the scope of their activity relating to environmental aspects, based on GOST P ISO 14004. The standard allows the enterprises to formulate both environmental policies in general as well as environmental goals in particular.

Indented results – the environmental goals – include the increase in environmental outcomes of enterprise's activity, and implementation of its commitments. For example, the existence of eco-labelling or eco-design at tourism industry's enterprises will be assumed as an obligation, as well as an additional factor for increasing competitiveness in the market of tourist services. Ecological labelling is a relevant tool of environmental management used to inform clients and partners on environmental product's characteristics and processes of its development, production and use. Ecological labelling is becoming increasingly effective means of both "green" production and "green" services promotion, differing from others due to their lower impact on the environment [2].



There are several systems of voluntary certification, both national and international, currently in Russia. First of all, the national system of ecological certification, conforming to the requirements of ISO 14 024 standard – "Leaf of life" should be noted [7].

Approximately 20 hotel chains are certified by the international Green Key system in Russia: the Radisson Resort, the Zavidovo (Tver region), the Cronwell Inn Tursunt (Khanty-Mansiysk), the Radisson Blu Hotel Chelyabinsk, etc. [6].

Means of accommodation with the prefix "eco" have emerged in Altai Krai too. Such hotels as the art-eco Altai hotel (Biysk) and the eco-hotel Ekho (Belokurikha) are located in Altai Krai. The Altika hotel (the village of Ust-Muny), the eco resort "Maryin island" (the village of Chemal) and the Altyn-Ay eco hotel (the village of Elekmonar) are available in the Republic of Altai.

The analysis of working regional hotels shows that their environmental friendliness is based on a high quality of the environment and use of mainly natural materials in the process of construction and design. But there is no established system of environmental documentation and no targeted resource-saving policy. At the same time, it must be pointed out that measures are being taken towards resources' saving. As an example, vacant rooms and facilities are not electrically illuminated for energy saving reasons, and changing of bed- linen and towels is either made upon the request of the guest or only after his checkout.

In this case ecological labelling is applied without the reliable and verified bases by the tourism industry enterprises, although the National standard of the Russian Federation GOST P ISO 14020-2011 "Ecological Labels and declarations" clearly defines the nature of its application [5]. A general purpose of ecological labels and declarations is to deliver solid, exact and reliable information about environmental aspects of production and services to the consumer, to facilitate meeting the needs for such production and services with a lower negative impact on the environment.

Therefore, incorporation of environmental aspects in the development of hotel service is simultaneously related to several tendencies. On the one hand, increase of environmental requirements of customers to service is observed. On the other hand, there is an awareness by entrepreneurs of the fact environmental issues can provide competitive advantage in the market of services and also implementation of efficient resource-saving technologies allows to lower expenses and, respectively, to increase the profit of the enterprises. Besides, hosting iconic international events in Russia (The Winter Olympic Games, the FIFA World Cup, etc.) is encouraging the enterprises of the hotel sector to the international eco-standards' transition. But generally it is distinctive characteristic of the European part of Russia and the Urals, hotel business in Siberia has not participated in ecological certification yet.

There is a certain demand for ecological means of accommodation and service in Altai region, but there are discrepancies within the meaning of ecologically orientated means of accommodation. This is due to the lack of regulatory documents in this field. It is necessary to develop recommendations aimed at improving work performance of the hotel enterprises considering ecological factors and to stimulate their implementation in practice.

References

- [1] Abagyants E A 2016 "Ecologization of hotel business as a modern trend in the development of hotel industry". *Proc. of the international scientific-practical conference "Modern scientific research: theoretical and practical aspect.* (Russia, Syzran, February 28, 2016), Ufa, Russia, **Vol. 1**, pp. 3–8
- [2] Daiman S Yu 2004 Environmental management systems for practitioners. Moscow, Russia
- [3] "Green" hotels - an unconditional trend in recent years. News ABT-ACTE Russia, 2018 URL: <http://www.businesstravelrussia.ru/news/news-abt/zelenye-gostinitsy-bezuslovnnyy-trend-poslednikh-let> (Accessed 9 January 2018)
- [4] Federal Agency for Technical Regulation and Metrology 2017 GOST R ISO 14004 -2017 GOST R ISO 14004-2017 Environmental management systems. Moscow, Russia (Accessed 9 January 2017)
- [5] Federal Agency for Technical Regulation and Metrology 2011 GOST R ISO 14020-2011 GOST R ISO 14020 - 2011 Ecological labels and declarations. Moscow, Russia/ (Accessed 12 January 2017)
- [6] Map of all the green key sites in the world, URL: <http://www.greenkey.global/> (Accessed 27 January 2018).
- [7] Ecocertification "Leaf of Life", URL: <http://ecounion.ru/listok-zhizni/o-programme/programma-listok-zhizni/>, (Accessed 7 January 2018)

Information about authors:

Otto Olga Vitalievna, Associate Professor in Geography, Department of Natural Management and Environmental Geoscience, Altai State University, 656049, Russia, Altai Krai Barnaul pr. Lenina 61, e-mail: otto.olga@mail.ru

Antiufeeveva Tatiana Valerievna, Associate Professor in Geography, Department of Natural Management and Environmental Geoscience, Altai State University, 656049, Russia, Altai Krai Barnaul pr. Lenina 61, e-mail: atv-08@mail.ru

Ovchinnikova Elena Mikhailovna, Senior lecturer, The Chair of Foreign Languages at the Department of Natural Sciences, Altai State University, 656049, Russia, Altai Krai Barnaul pr. Krasnoarmeiskiy 90, e-mail: helen.vat-no@mail.ru