

HOTEL INDUSTRY AND ENVIRONMENTAL PROTECTION

**P. GAJEWSKA, PhD
K. PISKRZYŃSKA, PhD
Department of Management,
Faculty of Management and Transport,
University of Bielsko-Biala, Poland
E-mail: vit1986@ua.fm**

Abstract. *One of the development trends of the hotel industry is the increasing emphasis on the environmental aspects of this market segment. Tourism, taking into account environmental factors, does not only guarantee the maintenance of a high level of tourist product, but also the preservation of, if possible, intact natural environment, which is its core value.*

Keywords: *hotel industry, environmental solutions, sustainable development, Green Globe*

Environmental protection is one of the most pressing contemporary issues. It is generally believed that the degradation of the environment is the responsibility of careless industrial development, intensification of agricultural production and rapid urbanization. It is also believed that among other tourist economy fell victim of environmental degradation, but it is also true that it is a burden for the environment.

It is therefore important for the hotel industry to pay attention to various aspects of environmental management systems. In relation to the hotel industry, this means taking into account the emission of harmful substances formed during the heating of buildings and originating from transport emissions, waste water from the kitchen, laundry, hotel rooms, with a particular emphasis on detergents consumed.

An important element polluting the environment are also solid waste such as catering food leftovers, food packaging ordered by the hotel staff, other materials needed in the business areas (eg. office supplies, cosmetics) and special waste, eg. unused paints, pesticides, used up light bulbs, batteries, etc. Therefore, ecological solutions in the hotel industry are of genuine need, resulting not only in better environment, but also generating tangible economic results in the form of a greater number of visitors and significant financial savings [1].

Agenda 21 for Travel and Tourism Industry

Ecological principles for tourism have been formulated jointly by the World Tourism Organization, World Travel, Tourism Council and the Earth

Council in a document called ***Agenda 21 for Travel and Tourism Industry*** [2].

Agenda 21 sets out the priorities for the private sector in the tourism industry. They are as follows [3]:

- waste minimization,
- energy saving,
- management of freshwater resources,
- sewerage,
- harmful substances,
- transport,
- spatial planning and land use,
- engaging staff, customers and local communities in environmental projects,
- architectural design and sustainability,
- cooperation for sustainable development.

Most of these guidelines can be successfully used in a hotel, in addition to reaching effects on the environment, the economic benefits of saving some of the resources and to upgrade the image of the hotel, especially in the eyes of a growing number of eco-tourists, with high environmental awareness.

In order to facilitate these activities, interested establishments are provided with a booklet with examples of such measures, which any hotel can introduce by itself and at the right pace. An example of this booklet is a publication of *the Programme of the World Council of Tourism* under the name of Green Globe [4], offering practical and concrete solutions and strategies to help improve the ratio of the hotel to the environment.

Ecological principles for tourism have been formulated jointly by the *World Tourism Organization*, *World Travel & Tourism Council* (WTTC) and the *Earth Council Agenda 21* for the tourism industry. The biggest organization while helping to implement these principles is established by WTTC organization *Green Globe*, which was established in response to the needs of the tourism industry, related to its sustainable development. One of the activities of ***Green Globe*** [4] is issuing certificates of environmental quality in companies operating in the tourism market.



Fig. 1. The Green Globe certification

Source: <http://greenglobe.com/green-globe-certification/>

Green Globe also creates guides for companies on the basis of which they can gradually and effectively implement environmentally friendly solutions for your company. This is a very important activity because many businesses, despite good intentions, do not know how to go about this type of action without getting to high investment costs.

Based on Green Globe the Polish guide entitled: "Environment-friendly solutions in hotels - some examples" was established, where simple tasks that each hotel establishment may carry out without much effort to become more environmentally friendly, while minimizing costs, were discussed in an accessible way. The three most important areas were selected (energy, waste and water management), in which visible results can be achieved quickly and at low cost [5].

In one of the Silesian province hotels management was interviewed on pro-environmental measures. The interview was one element of a broader research conducted by the author of the work (article) - but at that time publishing such information as well as the name and place of the hotel was not allowed. This is a hotel in the village of a tourist - recreation.

The interview was based on the fundamental questions modelled in the article by a professor at the University of Gdańsk, Witold Nierzywicki Ph.D., on research concerning environmental actions in hotels [1]. The following questions and answers were given:

Answers to these questions will not give a full image of the activities in the hotel, they only allow ascertain whether any environmental initiatives are undertaken in the facility, and what is the attitude to expand the scope of these activities. An additional advantage of the hotel in the creation of environmentally friendly image may be the fact that all the cleaning and hygiene used for cleaning are organic products. In addition to saving energy, water and waste segregation, the hotel runs other solutions, which also are considered environmentally friendly.

An example of this is the avoidance and elimination of allergens and the hotel realizes it by equipping all guestrooms with anti-allergic bedding, not causing allergies. Guests with animals whose fur is a very potent allergen are also accepted, so for such clients a separate floor is dedicated, leading to the isolation of other guests from the source of sensitization potential.

It can be assumed that the hotel has interesting ecological solutions, leading to water, energy and raw materials savings. It is hard not to notice, however, that a concrete plan of action could be introduced and urges to introduce new solutions, so that the hotel could consciously affect the environment and be able to shape the image of a green hotel. The greatest obstacle in implementing ecological solutions in the hotel is without hesitation, unfortunately the price.

1. Interview questionnaire

QUESTION	ANSWER
Is the hotel management interested in the influence of the hotel business on the environment?	<i>The hotel management to some extent is interested in the impact of hotel operations on the environment, while they did not create any environmental policies or action plan. Activities introduced so far enabled the hotel primarily to reduce operating costs, and are environmentally friendly.</i>
Have the management of the hotel introduced or do they intend to introduce some ecological activities?	<i>Hotel progressively introduced measures aimed at reducing energy and water consumption. The hotel building is constructed in a way so that each guest room or office has a wall size window - this allows saving much energy due to daylight so that guests turn off the light as a result. Besides, throughout the hotel ordinary light bulbs were replaced with energy efficient lighting and outside the facility are activated only under the influence of motion, allowing you to avoid wasting energy.</i>
Is the water and energy gauge installed in the hotel?	<i>Both the facilities are installed in the hotel. The readings of these counters are regularly tested and reviewed, but this is not the motivation for management to reduce consumption.</i>
Does the hotel run a waste management eg. control waste production or segregation?	<i>Waste segregation is certainly noteworthy. Each guest room is equipped with three dustbins. Paper, glass and the so-called household waste is collected separately. All of these containers are collected, glass and paper is passed further to companies involved in waste processing and household waste is further segregated by an employee. On the one hand, these measures reduce the costs of waste disposal to landfill; on the other hand they are a model of environmental activities as they direct materials to be recycled.</i>
Has the hotel taken any measures to reduce energy consumption (eg. electricity, gas, fuel)?	<i>The planned investment in the hotel is the installation of solar panels to heat water, which will significantly reduce energy consumption.</i>
Has the hotel taken any measures to reduce water consumption?	<i>In connection with the reduction of water consumption in each guest room showers with low water consumption, and high pressure are installed. As a result, guests can bathe quicker, they do not complain about low water pressure, and only as much as necessary water is used up.</i>

Source: Own study based on an interview with the management of the hotel.

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ГОТЕЛЬНИЙ БІЗНЕС ТА ОХОРОНА НАВКОЛИШНЬОГО СЕРЕДОВИЩА

П. Гаєвська, К. Піскжинська

Анотація. За розвитку готельної індустрії все більша увага приділяється екологічним аспектам цього сегмента ринку. Туризм, з урахуванням екологічних факторів, не тільки гарантує підтримку високого рівня туристського продукту, а й збереження, якщо це можливо, недоторканим природне середовище, яка є його основною цінністю.

Ключові слова: *готельний сектор, екологічні рішення, сталий розвиток, Green Globe*

ГОСТИНИЧНЫЙ БИЗНЕС И ОХРАНА ОКРУЖАЮЩЕЙ СРЕДЫ

П. Гаевская, К. Пискжинская

Аннотация. Во время развития гостиничной индустрии все большее внимание уделяется экологическим аспектам этого сегмента рынка. Туризм, с учетом экологических факторов, не только гарантирует поддержание высокого уровня туристского продукта, но и сохранение, если это возможно, нетронутой среды, которая является его основной ценностью.

Ключевые слова: *гостиничный сектор, экологические решения, устойчивое развитие, Green Globe.*