

IMPACT OF GREEN INNOVATIONS ON THE DEVELOPMENT OF HOTEL BUSINESS

Romanenko O. V., Holovko V. V.

Mykhailo Dragomanov Ukrainian State University, Ukraine

Romanenkoov@ukr.net, v.v.holovko@npu.edu.ua

Problem statement. One of the most promising areas in terms of hotel business development is “green” innovation processes, namely, reducing the negative impact of accommodation services on the environment, associated with global climate change, environmental degradation and improved technologies. Green tourism is defined by the WTO in the 2030 Agenda for Sustainable Development as a key factor.

Analysis of the work on the greening of the hotel industry by researchers such as Abramova A. G., Agafonova L. G., Antonyuk L. L., Byk V., Vynnychenko I. I., Ganych N. M., Gatalyk O. M., Gorbenko I., Danilova O. M., Zakalyk G. M., Kalenska V. P., Lyubchenko V. V., Madzhd S. M., Myroshnyk Yu. A., Pankiv N., Pogynaiko I. V., Smirnov I. G., Shuvar N. M., Teslya V., Udud I. R., Ilnytska-Gykavchuk G., Frolov I. E. and others shows that environmental protection, the introduction of energy-saving technologies, alternative energy sources, a cyclical, green economy are mandatory areas of activity for all areas of the tourism business.

The objective reality of today is that there is a great danger of environmental pollution, which accordingly causes the necessary reaction of introducing environmental standards into the production and economic activities of hospitality enterprises, drawing public attention to environmental problems [1]. The use of the concept of a «green hotel» should be thoughtful, it affects its image, financial results and the effectiveness of hotel management. There are three main problems of the impact of the hotel industry on the environment: energy, waste and water. However, with good management, the hotel has the potential to become «green» and benefit the local ecosystem [2]. The ecological concept of the hotel is built not only on the use of environmentally friendly products, but also on saving resources through the regulation of the supply of heat, light, electricity [3, pp. 52-60].

Thus, green innovations as a separate segment of the hotel business market perform the main functions of environmental protection and rational use of natural resources. The world community and scientists emphasize the importance of the environmental orientation of the hotel business, so V. Teslya, I. Gorbenko, S. Majd noted that green innovations in the hotel business cover a wide range of areas that comprehensively reduce the impact on the environment. Among them, energy efficiency, water conservation, waste management, digitalization of services and environmental certification are especially important, I completely agree with this study. Yes, indeed, the implementation of such solutions is not only environmentally expedient, but also economically beneficial. Hotels that adhere to the principles of environmental responsibility increase their reputation and attract tourists.

REFERENCES

1. Pankiv N., Byk V. Greening the hotel and restaurant sector in the context of sustainable tourism development in Ukraine // Herald of Khmelnytskyi National University. Economic sciences 2023, 316 (2), pp. 146-156.
2. Gössling S., Peeters P., Hall C.M. Tourism and Water Use: Supply, Demand, and Security. An International Review //Tourism Management. 2012. Vol.33.
3. Romanenko O.V. Hospitality systems in tourism. Textbook. – K.: Publishing house of NATIONAL PEDAGOGICAL DRAGOMANOV UNIVERSITY, 2016. – 321 p.