

ВИРІШЕННЯ ЕКОЛОГІЧНИХ ПРОБЛЕМ В ГОТЕЛЬНОМУ БІЗНЕСІ*Анотація*

З року в рік в Польщі можна спостерігати збільшення числа готелів, однак, для того, щоб привабити гостей використовувати наші послуги, повинні бути введені різні види інновацій. Одним з інноваційних рішень для готельної індустрії стають еко-готелі, які в останні роки вирости в популярності як у Польщі, так і по всьому світу.

Мета цієї статті полягає в поданні інноваційних рішень в готельній індустрії на прикладі екологічних рішень, які застосовуються у готелях.

Ключові слова: еко-готель, готельна індустрія, інновації, екологічні рішення.

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РЕШЕНИЕ ЭКОЛОГИЧЕСКИХ ПРОБЛЕМ В ГОСТИНИЧНОМ БИЗНЕСЕ*Анотация*

Из года в год в Польше можно наблюдать увеличение числа гостиниц, однако, для того, чтобы привлечь гостей использовать наши услуги, должны быть введены различные виды инноваций. Одним из инновационных решений для гостиничной индустрии становятся эко-отели, которые в последние годы выросли в популярности как в Польше, так и по всему миру.

Цель этой статьи заключается в представлении инновационных решений в гостиничной индустрии на примере экологических решений, применяемых в гостиницах.

Ключевые слова: эко-отель, гостиничная индустрия, инновации, экологические решения.

Introduction

'The quality of service cannot be determined in isolation from the essence of the service itself, that is, features determining its nature. These characteristics are: the intangible nature, the quality of production and consumption, diversity' [1, p.77]. The quality of hotel services can be considered, on the one hand, from the perspective of the service provider, offering services which should fully meet the client's accommodation needs. On the other hand, the quality of service is perceived in a specific way by guests themselves, who describe it as the difference between their expectations in relation to the assessment of the service they have received [1, pp. 77-78]. In order to meet the growing expectations of tourists/clients and improve the quality of provided services, hotel industry entrepreneurs are forced to introduce new solutions in their establishments.

1. Ecology in hotel industry

A program disseminated throughout the world by the international association of 'green hotels' serves primarily making the accommodation base greener.

Green Hotels Association, bringing together thousands of hotels worldwide, was founded in 1993 in Houston [2, p.81].

The main objective of this association is to integrate the hotels interested in environmental issues. Associated hotels reduce the negative impact on the environment by promoting the following activities [2, p.81]:

- washing, cleaning, washing up with the use of biodegradable agents,
- rational waste management,
- saving hot and cold water,
- saving energy and using alternative sources of energy,
- buying local products from farmers.

Also in China investments in Eco Hotels are becoming popular. URBN hotel chain in China has committed itself to the development and exploitation of green hotels. URBN Hotel is an ecological shelter among the hustle and bustle of Shanghai, it is called a kind of an eco-oasis.

URBN Hotel [3] is the host of 'green' practices, starting with the design of the building, through the used materials, to energy efficient solutions. The design focused on the use of local building materials, possible to be recycled, such as wood or old Shanghai bricks, as well as the introduction of eco-friendly solutions, such as a system of passive shading or a water conditioning system.



Picture 1. URBN Hotel Shanghai

Source: [4]

China is a country with the fastest growing greenhouse gas emissions, and URBN has also committed to setting a new standard in the hotel industry and real estate industry, implementing 'green' ideas to life.

The total amount of energy consumed in the hotel, including employees' journeys, supplies of food and beverages, and the energy consumed by each

guest, will be taken into account for the calculation of greenhouse gas emissions [3].

Polish The White Eagle Hotel located in Cracow also is engaged in protecting the environment and promoting local culture. As one of the first hotels was certified 'Clean Tourism'. The examples of environmental action in this hotel are [5]:

- water-saving showers,
- aerators installed in washbasins,
- motion sensors and LED lighting installed in public areas,
- CO installation equipped with a weather thermo-regulator,
- thermo-valves installed in order to limit the heat consumption in free rooms,
- waste segregation,
- using biodegradable cleansing agents.



Photo 2. The White Eagle Hotel in Cracow

Source: [6]

The hotel encourages its guests to cooperate in protecting the environment by: resignation from the daily change of linen, encouragement to turn off the lights when leaving the room, waste segregation and disposal of used batteries into special containers located in the reception area [5].

Summary

Promoting environmental protection is becoming increasingly popular in the hotel industry both in Poland and around the world. Introducing ecological solutions in the hotel industry is an innovative factor, because among the society the awareness of the high pollution of the environment and the need for action to protect it are growing.

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ECOLOGICAL SOLUTIONS IN HOTEL INDUSTRY

Anotation

An increase in the number of hotels in Poland can be observed from year to year, however, in order to encourage guests to use our services, different kinds of innovations should be introduced. One of the innovative solutions for the hotel industry become eco-hotels, which in recent years have grown in popularity both in Poland and around the world.

The aim of this article is to present innovative solutions in the hotel industry on the example of ecological solutions applied in hotels.

Keywords: eco-hotel, hotel industry, innovation s, ecological solutions.

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ХАРАКТЕРИСТИКА ЖИТЛОВОЇ БАЗИ ПОЛЬЩІ

Розміщення є одним з найважливіших елементів розвитку туризму, таким чином, готельні послуги є основою туристичних послуг, що дозволяють перебувати на відстані від місця проживання на термін більше одного дня [3, с.73].

Метою даної роботи є охарактеризувати житлову базу в Польщі.