

Ecologization of the Hotel Business in Ukraine

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ABSTRACT

The article deals with the problems of ecologization of the activities of hotel sector enterprises of Ukraine in the context of the transition to the sustainable development and preservation of the environment. The hotel business is an important component of the economy of many countries, but during the production of hotel and tourist services, the environment is changing too. At the same time, negative changes prevail, causing significant and ever-increasing diseconomies to environmental resources. Despite the increase in the volume of cost of environmental protection measures, in 2016 in Ukraine as a whole, emissions of pollutants into the atmospheric air from the fixed sources of environmental pollution increased by 7, 7%. This amounted to almost 3, 1 million tons, as compared to 2015. In addition, from the fixed sources of environmental pollution, 150, 5 million tons of carbon dioxide, that is the main greenhouse gas, were released into the atmospheric air, that is 8, 4% more, as compared to 2015. It was determined that the modern hotel business in Ukraine cannot develop without interaction with the environment; however, under the condition of ecologization of the management of its development, it is possible to reduce the detrimental effect. The attention is focused on the fact that the requirements for the ecologization of objects that provide temporary accommodation services are established by the environmental standard of SOU OEM 08.002.30.059, "Services for temporary accommodation (part-time residence). Environmental criteria". The implementation of the requirements of this standard will determine the environmental advantages; it will let to implement a system of environmental management of the services provided by hotels. It was developed within the framework of the Ukrainian eco-labelling programme in accordance with the international standard ISO 14024. In this regard, for the hotel management it is recommended to form an effective mechanism for implementing environmental policies in the field of business processes, the effective mechanism for sustainable development, to comply with the requirements for environmentally balanced use of environmental resources in the hospitality sector.

Keywords: ecologization, hotel business, eco-labelling, protection of the environment, climatological changes, region.

Journal of Economic Literature (JEL) Classification: F64, L83, Q26, Q56

1. INTRODUCTION

The rapid modernization of the field of tourism and hospitality and their advanced development are determined by the strategic goal of the state policy of Ukraine. In the context of globalization and international integration, the environmental vector of the development of hotel business in the system of protection of the environment was directed at the main strategic priorities of environmental policy of the EU countries on the basis of sustainable development. In the state, there emerged a need to strengthen mechanisms for establishing environmental priorities, which should be closely linked with the goals of growth and development of Ukraine. These priorities are reflected in environmental and

sectoral policies and development strategies. A comprehensive modernization of the country on the basis of sustainable development involves changes in the inefficient, energy-consuming model of the economy, the introduction of new effective management mechanisms in the field of tourism and hospitality services in the context of natural environment protection.

Travel and hotel business are important components of the Ukrainian economy, but during the production of tourist services, the environment is changing. At the same time, the negative changes prevail, causing significant and ever-increasing diseconomies to it. Modern hotel business cannot develop without interaction with the natural environment; however, on condition of ecologization of the management of its development, it is possible to reduce the detrimental effect.

2. THE ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

Throughout the past years, nature protection activities, problems of developing effective environmental policy, which is aimed at preserving the quality of ecosystems in the territories of development of tourism enterprises and the hotel industry, have become the subject of various studies. In the preparation of the article, the author studied the works of scientists, which reflect the approaches to the ecologization of the hotel business, the approaches to the introduction of environmental standards for the production of services. The processes of implementation of the eco-labelling of recreational services, environmental standards in the hotel business and aspects of sustainable tourism were investigated in the works of Buckley, R. (2002, 2011), Gössling S., Buckley R. (2016). The problems of motivation of the hotels to the implementation of environmental management standards were studied by Chan, Eric S.W., Wong, Simon C.K. (2006) in China, "green" initiatives and technologies in the hotel industry in Poland and Sweden, were investigated by Bohdanowicz, P. (2006). The consumer attitude towards "green" hotel services have been studied by Chen, M., Tung, P. (2014), Font, X., Garay, L., Jones, S. (2016), who conducted research among small business owners in the tourism and hospitality industry regarding environmental responsibility for the results of business activity in 57 European protected districts. Such academic specialists as Ezeah, C., Fazakerley, J. and Byrne, T. (2015) focus attention on the improvement of the methods of emission and waste management to increase the sustainability in four European tourist destinations: Majorca, Tenerife, Cephalonia and Rhodes. The behavioral aspects of tourists related to the natural environment were investigated by Chiang, C.T, Wu, C.K., Chien, T.H. (2018).

Nizhegorodtsev, R.M. and Ratner, S.V. (2015) investigated the problems of implementation of environmental standards in Russian enterprises of recreation and tourism in the resort region. Melnykova N. V. (2008) proposed the evaluation method of the integrated index of the level of ecological and economic development of the resort territory. She believes that the application of this method provides an opportunity to justify the allowable anthropogenous and man-induced impact on the ecological system of the resort territory, to minimize the detrimental effect of the vital processes of the population of the region on the environment, and also environmentally regulate the functioning of the types of economic activity, which, in general, will contribute to the sustainability of social, ecological, and economic development of the territory. Problems of the development of indicators for the evaluation the state of the natural environment were reflected in the work of Melnyk, L.H., Vik, O.

and Kubatko, O.V. (2009), who, in order to determine the impact on the socio-natural environment, proposed to use the modernized dynamic functions (Cobb Douglas function), whereby the influence of technology shifts in the economic system, renewable and non-renewable natural resources on the production of gross regional product are determined.

To study the problems of ecologization of the activity of enterprises in the industry of the hotel business, environmental protection, official data of the state statistics service, regulatory and legal acts of Ukraine were used. Environmental changes were evaluated through indicators of concentration of air pollution, the dynamics of development of the enterprises of accommodation in the regions of Ukraine. The purpose of the article is to study the problems of ecologization of the enterprises of hotel business in context of environmental protection and sustainable development.

3. UNSOLVED ISSUES THAT ARE A PART OF A COMMON PROBLEM

The tourism sector accounts for 5% of the global GDP, every 12th person in the world works in this field. The hotel industry is especially sensitive to the climatic factor, since the latter determines the length and favourableness of the recreational and tourist seasons. The tourist and hotel business not only suffers from climate changes, but it's also one of the causes of global warming, accounting for about 5% of CO₂ emissions (2% are accounted for air travels, 1, 7% for land transport, 1% for hospitality industry). According to the conclusions of the experts of the WTO and United Nations Environmental Programme, the scenario of the development of the territories under the "green investments" programme will allow to reduce energy consumption in the tourism sector by 44% before 2050 and to reduce the emission of CO₂ by 52% (Tourism in vesting in energy and resource United Nations Environment Program, 2010). To achieve such an effect is possible, using a combination of measures, among which are the following: technological innovations, transition to environmental transport and effective energy and environmental management in the hotel and restaurant field.

At the present moment, one of the most significant trends in the development of world tourism is the sharp increase in competition in the market of tourist services, as a consequence of the gradually increasing number of countries with ambitious plans to attract tourists, as well as oversupply of the tourism market with a similar proposal. Therefore, both at the level of state structures in the field of tourism, and at the level of hotel business everybody is seeking for new technologies for attracting tourists, for stepping-up of the supply side of hotel product and for the extension of its environmental specialization. In order to achieve the leading positions in the globalized international economics and to ensure balanced development and effective use of its unique geo-economic potential, Ukraine should take full advantage of all the factors of energy-efficient production.

At the enterprises of the hotel field of Ukraine, physically worn-out equipment is often used, lack of funds for the adoption of energy-efficient technologies, which in its turn leads to intensive use of resources, emissions of toxic substances in the atmosphere, which jeopardies the environmental situation in general. The lack of a mechanism for state regulation of the development of small enterprises in the hotel, transport and tourism fields in the recreational regions of Ukraine is accompanied by an increase in the ecological danger. Small business enterprises of the hotel and

restaurant field create a complex environmental situation, as they generally do not implement non-waste and low-waste technologies; have low degrees of wastewater treatment, atmospheric pollutant emission and a significant amount of waste products. At the same time, consumers from hotel business enterprises expect quality green services. Therefore, at the enterprises of the hotel industry, first of all, it is necessary to create modern reliable environmental management systems that will protect the environment from the harmful effects of production.

4. RESEARCH RESULTS AND DISCUSSION

Data analysis on emissions of pollutants into the atmospheric air from the fixed sources of environmental pollution by the types of economic activity in 2016 indicates that enterprises of the hotel and restaurant industry of Ukraine account for 0, 5% of pollutant emissions from the total volume (Table 1).

Table 1: Emissions of pollutants into the atmospheric air from the fixed sources of environmental pollution in 2016 (thousand tons)

Types of economic activity	Polluting substances in total	Including				
		sulphur dioxide	nitrogen dioxide	carbonic oxide	methane	Substances in the form of solid suspended particles
Total amount, thousands of tons	3078,5	1076,3	240,2	803,0	466,3	395,8
Temporary accommodation, Catering services, other activities of support services	17,0	10,5	0,6	0,5	2,0	2,2

Source: Costs for the protection of the environment in 2016, 2017

During 2016, 32, 5 billion UAH was spent on the protection of the environment by enterprises, organizations and institutions of Ukraine, in 2015 - 24, 6 billion UAH respectively. In the total volume of capital investments in environmental protection, investments in integrated technologies compile 59%, in clearing - 40% and other investments compile 1%. As in previous years, the main source of financing of environmental protection costs was the own funds of enterprises and organizations - 68%, at the expense of state and local budgets, 6% of costs were financed, and the remaining funds came from other sources of financing. The capital investments in environmental protection in Ukraine for last 7 years, starting from 2010, have increased by more than 5 times. The analysis of environmental protection costs in the areas of activity of environmental protection measures indicates that in the structure, the most important part is the expenses for the wastewater treatment (27, 6%), management of wastes (27, 5%) and radiological safety measures (21, 7%) (Costs for the protection of the environment in 2016, 2017). According to the results of the analysis of expenditures by the type of economic activity in the service business in 2016, we can observe that the sector of recreation and

hospitality of the national economy of Ukraine accounts for 183, 9 thousand UAH of expenses or 0, 6% of the total volume (Table 2).

Table 2: Costs for the protection of the environment by the type of economic activity in the service field in 2016

Types of economic activity	OKVED code - 2010	Costs for the protection of the environment – in total	Including	
			capital investments	current expenditures
Total amount, thousand UAH		32488,7	13390,5	19098,2
Transport, warehousing, postal and express activities	H	819,6	96,7	722,9
Real estate operations	L	99,7	38,1	61,6
Healthcare Service and providing of social service	Q	17,1	4,0	13,1
Art, sport, entertainment and recreation	R	183,9	33,6	150,3
Other types of economic activity		48,3	2,5	45,8

Source: Costs for the protection of the environment in 2016, 2017

However, despite the increase in volume of costs, in 2016 in Ukraine, generally, emissions of pollutants into the atmospheric air from the fixed sources of environmental pollution increased by 7, 7%, compared to 2015, this amounted to almost 3, 1 million tons (Figure 1). In addition, from the fixed sources of environmental pollution, 150, 5 million tons (it's 8, 4% more compared to 2015) of carbon dioxide, that is the main greenhouse gas, has flowed into the air (Emissions of pollutants and greenhouse gases into atmospheric air from stationary sources of pollution in 2016, 2017).

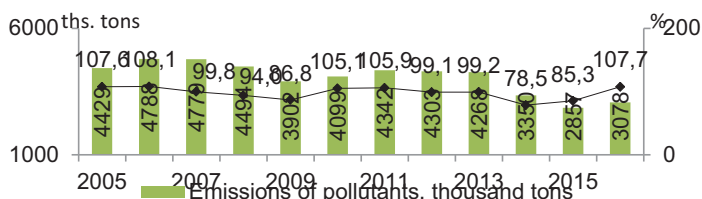


Figure 1. Dynamics of pollutant emissions from the fixed sources of environmental pollution in 2005-2016

Source: Emissions of pollutants and greenhouse gases into atmospheric air from stationary sources of pollution in 2016, 2017

The biggest amount of emissions from the fixed sources of environmental pollution in 2015 were observed in Donetsk region - 917, 6 thousand tons or 32, 1% of the total volume of the country, in Dnipropetrovsk region - 723, 9 thousand tons or 25, 3%, and in Ivano-Frankivsk region - 223, 9 thousand tons or 7, 8%. Compared to the previous year, the increase of emissions into the atmosphere was noted in 11 regions of the country, namely: Chernivtsi region (by 30, 4%), Kherson region (by 23, 5%), Kirovohrad region (by 19, 9%), Zakarpattia region (by 13, 8%), Odessa region (by 12, 3%), Volyn region (by 11, 3%), Vinnytsia region (by 8, 2%), Khmelnytskyi region (by 6, 9%), Ternopil region (by 2, 8%), Lviv region (by 2, 2%) (Environment of Ukraine 2016. Statistical Collection, 2017). Let us draw attention to the fact that the regions where there is an increase in emissions into the atmosphere from the fixed sources of environmental pollution, appeared to be the resort and recreation territories of Ukraine, where the hotel industry of Ukraine is concentrated, and they are the leaders in tourism hospitality and servicing according to regions (Zakarpattia, Odessa, Lviv regions). It is important to notice that not all hospitality enterprises realize that investment costs in integrated environmental technologies are expenses aimed at reducing the volume of environmental pollution; their employees are poorly motivated to introduce energy-efficient technologies of any format. Business entities in the hotel business use natural environment not only within the territorial and spatial certainty of their business. In the tourism industry, it is the main resource for the production of goods and the provision of services. Acting as a significant segment of the market for services, the recreational and tourist industry is one of the branches of intensive management of natural resources. It is equally important to take into account the fact that the anthropogenic pollution of environmental resources in recreational areas brings significant economic and social damage.

Consequently, for example, experts believe that the guest in a hotel institution uses water on average 1/3 more than a local resident; the usage of energy for 1 square meter of the area at the usual hotel without any stars is 157 kW/h, at a 4-star hotel it is already 380 kW/h; the amount of resources used for 150 hotel rooms per week is equal to the resources used by 100 families per year (Shuvar, Zakalyk, Udud , 2018).

In 2016, hospitality industry of Ukraine accounted for 2 534 hotels and similar accommodation facilities, of which hotels were equal to 1, 703 units (67, 2%). Hospitality bed availability in 2016 was equal to 70081 rooms, the living space of which was 2468, 4 thousand square meters (Collective accommodation facilities, 2016). The dynamics of the development of enterprises of the hotel business of Ukraine is reflected in Table 3. The studies in recent years have shown the consolidation of hotels and similar accommodation facilities. Most hotel business enterprises operate in the resort zones and tourist resort areas of Ukraine. The largest number of enterprises of the hotel business is located in Lviv region (10, 33%), Odessa region (8, 89%), Zakarpattia region (8, 86%), Ivano-Frankivsk region (8, 08%) and Kyiv city (5, 94%). The lowest numbers of hotel facilities are located in Luhansk region: 0, 49% of the total number of hotels and similar accommodation facilities (Ostapenko, 2015).

Considering the dynamics of the development of hotel business in Ukraine, the state policy in the field of recreational and tourist natural resource management, should rather actively regulate the development of activities of business entities, first of all, taking into account the compliance with the

requirements of environmentally balanced use of environmental resources and the development of protected areas, stimulate the implementation of energy-efficient technologies in the hotel business industry.

Table 3: The dynamics of the development of enterprises of hotel business of Ukraine in 2011-2016

Year	Quantity of enterprises of the hotel type, units		Number of rooms, units		Living area of all the hotel numbers, thousands of square meters	
	The absolute value of measure, units	Rate of increase, %	The absolute value of measure, units	Rate of increase, %	The absolute value of measure, thousands of square meters	Rate of increase, %
2011	3162	182,67	76986	96,43	1624,6	95,53
2012	3144	99,43	81441	105,79	1805,3	111,12
2013	3582	113,93	89685	110,12	1996,1	110,57
2014	2644	73,81	69237	77,2	1604,8	80,4
2015	2478	93,7	79833	115,3	1700,6	106
2016	2534	102,26	70081	87,78	2468,4	145,15

Source: Collective accommodation facilities, 2016; The statistical bulletin «Tourist activity in Ukraine», 2011-2016

Consequently, for example, the state policy of protectionism in the field of tourism in Montenegro has allowed to attract additional investments in modern technologies and modernization of hotel business enterprises (Vucetic, 2012). Currently, the European Union has launched another initiative - the formation of a "green infrastructure" of ecosystem services (Izakovičová, Świąder, 2017). According to the definition of specialists: "Ecosystem services are the benefits that people get from ecosystems. In the context of the concept of sustainable development, ecosystem services act as a mechanism for the active adaptation of a man to his natural environment" (Ecosystem services - modern technologies. Ecosystem services, 2012). In this regard, we should notice the fact that one of the modern trends in the field of sustainable development of tourism is the eco-labelling of hotel services. In Ukraine, the "eco-hotel" is a rather new concept, but it is important to note that Ukrainian hotels are actively involved in the processes of ecologization. For example, the Ukrainian chain of hotels "The Premier Hotels & Resorts", that includes 2 Odessa hotels - "The Premier Geneva Hotel and "The Premier Compass Hotel", has developed the programme of social accountability named "The Happy world". The main directions of this programme are: comprehensive care for the environment, its preservation, reasonable and effective use of environmental resources in business activities of the hotel. As a part of the ecologization of its activities, the chain of hotels also adheres to the concept of "Fresh Organic Tradition". In the breakfast menu, the hotels of the chain include national Ukrainian dishes and traditional dishes of the specific region, prepared from local products that were grown in environmentally sound areas.

Some hotels of the chain have been certified under the “Green Key international programme”, that is environmental certification of hotels, which is coordinated by the International Organization on Environmental Education (Denmark). The programme of environmental certification named the “Green Key” also has an educational component; participation in it will lead to an increase in ecological consciousness of both employees and customers of the hotel. It should be noted that the “Green Key” programme is aimed at fulfilling three main tasks: environmental education of employees, of the parties concerned, and of the consumers; reduction of environmental impact; reduction of expenses on power consumption. The presence of the “Green Key” certificate means that hotels comply with environmental certification criteria. This indicates that in their work they adhere to standards that minimize the negative impact on the environment.

This certificate was received by 9 hotels, and in total 18 hotels passed the environmental certification, which is slightly more than 1% of the total number of hotels in Ukraine (Table 4). For comparison, in France there are more than 600 facilities of the hotel business that have passed the “Green Key” environmental certification programme. There are 2, 900 of such objects in the whole world (Unlocking sustainability in the hospitality industry, 2018).

Table 4: Hotels of Ukraine that have passed the environmental certification

Location	Number of hotels	Name of the hotel
Kyiv city	5	Rus Accord Hotel
		Radisson Blu Hotel
		Maison Blanche guesthouse
		Bakkara Art hotel
		Galera Hotel
Kyiv region	2	Maison Blanche (Berezivka) Green building
		Maison Blanche (Mytnitsa) Green building
Lviv region	3	Reikartz Dworzec Lviv
		Reikartz Medievale Lviv
		Premier Hotel <i>Dnister</i>
Mykolaiv city	1	Reikartz River Mykolaiv
Ivano-Frankivsk region	1	Radisson Blu Resort Bukovel
Zaporizhzhia city	1	Reikartz Zaporizhzhia
Dnipropetrovsk city	1	Reikartz Dnipropetrovsk
Kharkiv city	1	Reikartz Kharkiv
Chernivtsi region	1	Green hotel Kovchek
Autonomous Republic of Crimea	2	Krasotel-Levant
		Oreanda hotel

Source: compiled by the author

According to the current legislation of Ukraine, if the hotel has declared itself in the “eco” category, it must confirm its application by certification. Requirements for facilities that provide temporary accommodation services are established by the environmental standard of SOU OEM 08.002.30.059

“Services for temporary accommodation (part-time residence). Environmental criteria”. This standard is voluntary and it allows determining the environmental benefits provided by the hotel services. It was developed within the framework of the Ukrainian eco-labelling programme in accordance with the international standard ISO 14024 “Eco-labelling and Declarations - Environmental Labels of the 1 type” (Ecologization of the hotel business, 2011). It should be noted that under competitive conditions, environmental friendliness is an important competitive advantage for attracting tourists. The process of passing such certification in accordance with the requirements of the international standard ISO 14024 is a guarantee of quality, reliability and improved environmental characteristics compared to the similar offers that are performed at the market. The presence of an environmental certificate gives an opportunity to the effective developing of marketing programs for filling the hospitality bed availability, as well as to confirm the environmental and social responsibility of the business (Environmental labelling, 2017).

Implementing the Regulations of the EU number 1893/93 "On Voluntary Participation of Companies in the System of Environmental Management and Audition", the hotel may carry out or order objective environmental survey in a bid to improve the management of the environmental aspects. For example, the system of environmental management of Finland, during the environmental survey of hotel and tourist enterprises considers the following issues: the requirements of ecologically conscious tourists to travel conditions; a list of events that promote saving of raw materials, water, electricity and thermal energy by tourist enterprises; management and waste management; special characteristics of tourist enterprises when providing them with specific services. The results of environmental impact are estimated in the following fields: 1) air - odor threshold (production and consumption of electricity and heat, cooking, work of transport that is used by tourists and personnel); 2) water - supply, water consumption (in the kitchen, for cleaning, in the sauna, in hotel rooms, during the provision of tourist services); 3) soil and subsoil waters - protection of them (during the provision of tourist services, disposal considerations); 4) noise - its level (at recreations, during the provision of tourist services); 5) visual impact - orderliness of the territory, surrounding countryside, landscape, buildings, marketing, waste, tourist services. Environmental problems occupy a leading place in the activities of the International Hotel Association. Within the framework of this association, a specified fund was created, the main task of it is the collection and dissemination of information on environmental issues related to the hotel industry. More than 11 of the largest international hotel chains that belong to the fund, have already saved the significant amount of funds as a result of the conducted events. As a result, the “Intercontinental” has saved 10 million pounds over the last decade; chain of the hotel named “Scandic Hotel” installed furniture and accessories made from biological materials in the hotel rooms, which can be further processed and reused (Safranov, Poletaeva, 2016). Hotels that meet the environmental requirements of the environmental standard ISO 14001 are awarded the appropriate signs.

The instability of the economic climate in the country leads to a reduction in investment in the small and medium-sized business of the industry of hotel services, which slows down the processes of technological modernization of existing hotels. At the same time, one may notice a decrease of

investments in hotel industry of Ukraine by 49, 3% in 2015, at feeding institutions by 88, 5%, in the field of leisure, entertainment and rest by 57, 4% in comparison with 2010 (Nezdoyminov, 2016).

Noteworthy experience of hotels in the UK. Village Hotel Club is a chain of 29 hotels and leisure clubs across the UK. Part of Village's performance strategy is to improve energy efficiency throughout their hotels and operations which will result in reduced energy spend and increase the value of the business. With the support of the energy performance company, Carbon Credentials, Village Hotel Club has achieved compliance with the Government's Energy Saving Opportunity Scheme (ESOS) and went on to save close to £500,000 in energy costs in 2017 (Village Hotel Club: Being green adds value to the business, 2018).

Ukraine takes one of the first places in the world according to the level of consumption of natural resources per unit of GDP. Consequently, about one ton of natural resources is spent per unit of GDP, while in the USA people spend 3 kg. The total power consumption per unit of GDP in Ukraine is 1, 8 times higher than in the Russian Federation, and it is 3, 5 times higher than in Poland, 8, 3 times higher than in countries of Europe; over the past 20 years, the energy-output ratio of Ukraine's GDP has almost doubled. Despite the contraction in manufacturing over the past 10 years, there has been an increase in the share of pollutant emissions into the environment per unit of goods manufactured (National report on the state of the environment in Ukraine in 2015, 2017).

The industry of tourism and hotel business is an important sector of the country's economy. Incomes from the payment of tourist tax in Ukraine in 2016 increased by 45, 7% compared to 2015 and amounted to 54, 1 million UAH. The largest share of the tourist tax that was paid in 2016 was in Kyiv - 2, 2% or 14, 707 million UAH. Lviv region took the second place with 15, 6% (8, 419 million UAH), and Odessa region took the third place with 13.6% (7, 336 million UAH).

According to statistics, the total volume of tax payments from subjects in the field of tourism and resorts in 2016 increased by 45, 5% compared to 2015 and amounted to 2, 496 billion UAH. The share of tax payments from the activities of enterprises of the hotel sector in the total amount of taxes paid, in the tourism field, in 2016 amounted to 39, 8%, or 992, 886 million UAH. Compared to 2015, the volume of such incomes increased 1, 6 times (Payment of the tourist tax in Ukraine in 2016 increased by 45, 7%, 2017).

Improvement of environmental management at hotel business enterprises should contain the saving of resources that are used in the tertiary industries, reducing the amount of waste, emissions into the atmospheric air, and wastewaters in the soils. Achievement of the given results can be possible through the implementation of low-waste technologies, the creation of systems of non-waste production, the production of ecologically clean products, the implementation of innovative resource-conserving technologies and standards of environmental management.

5. CONCLUSION

Taking into account the current environmental situation in Ukraine, the international experience of ecologization of the hotel business and environmental management, environmental challenges for the

market transformation of the economy in this field, the priority direction of the environmental management should be considered as financial and economic encouragement of enterprises of the hotel business that seek to reduce the volume of polluting emissions and waste products. The main thrust of economic and ecological management at enterprises of hotel industry should be compliance with the environmental safety standards, which are based on the requirements of the international standard ISO 14024, the implementation of the European "green" standards at the state level. It is necessary to form and implement an economic mechanism of environmental production of services, measures for the effective implementation of the ecological model of the development of hospitality at enterprises of the hotel business of Ukraine. Natural environment protection, rational usage of environmental resources, ensuring the environmental safety of human life and activities are indispensable conditions for sustainable environmental, economic and social development of enterprises of hotel business. It is necessary for Local Community Boards to stimulate the subjects of the hotel business to reduce the harmful effect on the environment, to the production of ecosystem services, to the rational usage of environmental resources, to the implementation of energy-saving "green" technologies in the field of tourism and hospitality.

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