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THE IMPORTANCE OF DEVELOPING ECOFRIENDLY HOTELS TO INCREASE COMPETITIVENESS IN THE TOURISM MARKET

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After the industrial revolution about 250 years ago, mankind faced an ecological crisis. It was caused by humanity itself: due to anthropological impact on pure nature, irrational attitude to the environment, deforestation and overuse of natural resources, rapid growth of industrial technologies along with industrialization.

Unfortunately, the situation is still sadly unchanged. The twenty-first century has been marked by a shrinking ozone layer, global warming, atmospheric pollution and the greenhouse effect, the pollution of the world's oceans, and a decline in the diversity of species living on Earth. All these problems are linked in a very subtle way. If one layer of the biocenosis is affected, a whole chain of severe impacts on the planet's biodiversity and damage to the organisms living on it will follow. This is why such a phenomenon is considered an environmental offence.

As the tourism sector is the link between man and nature, it is sensitive to changes in the external environment. Despite the fact that tourism activities are considered positive in terms of economic, social and cultural exchanges, it is necessary to assess the negative impacts, which can be quite significant.

In this case the development of infrastructure, logistics, transport, expansion of mass demand to visit certain areas, noise from various entertainment facilities, destruction of local and wild fauna by tourists and other human being activities aimed at tourism development can have negative effects on the environment.

Moreover, tourism industry is responsible for a significant amount of greenhouse gas emissions into the atmosphere. This conclusion was reached by researchers from the University of Sydney after analyzing the dynamics of emissions in 189 countries around the world. [1]

Thus, according to scientists' calculations, 8 % of all greenhouse gases in the world are emitted by air, water and land tourism, as well as by catering, entertainment and leisure activities in places popular with tourists. This figure was previously thought to be between 2.5 and 3 %. The following vehicles can be seen as harmful sources of carbon dioxide exposure to the atmosphere:

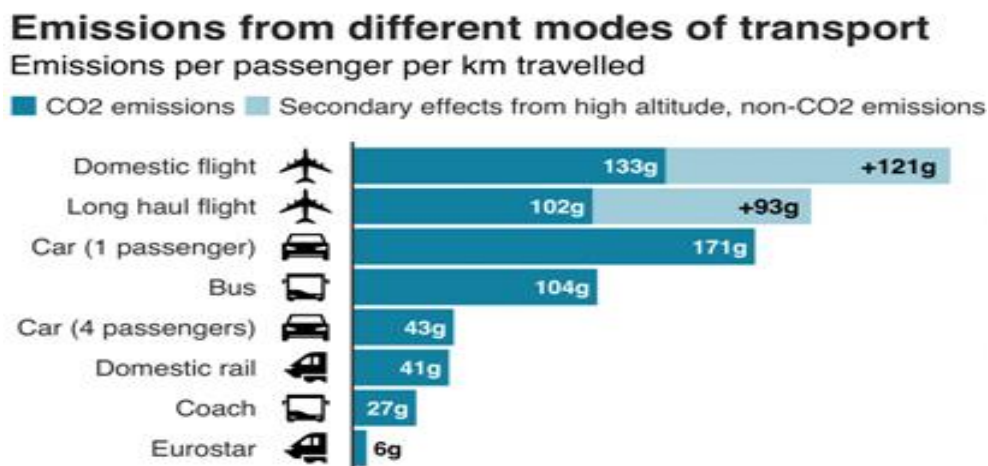


Figure 1. BEIS/Defra Greenhouse Gas Conversion Factors 2019 [2]

Environmentalists have also accused the aviation industry of being too slow to improve the environment as more evidence emerges of its devastating impact on climate change.

To turn nature tourism into true ecotourism, it is necessary to learn how to manage these complex and contradictory trends, avoiding or reducing negative impacts and maximizing positive ones.

Therefore, in the 80s a new direction as ecological tourism appeared in the tourism sphere. Ecotourism is a part of recreational activity in which the negative impact on nature and its components is minimal, its basis is a careful attitude to the environment. Ecotourism today is a complex, interdisciplinary direction, providing the interrelation of interests of tourism, nature protection and culture.

Ecological tourism is based on the principles of balance, avoidance of excessive use of resources and pollution of the natural environment, that is, it should observe the principles of sustainable development, which is not common in many sectors of tourism, for example, in the hotel business.

Thus, a new trend is emerging in the hotel business – "ecological", "green" and "safe" hotels, which, by the way, have been gaining popularity over the last 20 years. The desire to live in eco-hotels is driven by the realization of the deteriorating environmental situation in the world.

Eco-hotels have emerged as a consequence of the demand for natural, natural holidays that has developed in the hotel market over the last twenty years. People have started to carefully choose places and types of holidays where amenities will not harm the environment. Forming an ecological mindset, people began to strive to connect their lives with clean nature and responsibly approach the preservation and protection of nature.

Eco-hotels are hotels that are rather difficult to give any general characterization to. According to the definition given in Wikipedia, an eco-hotel, or green hotel, is an environmentally sustainable hotel or accommodation facility whose structure has undergone significant environmental improvements to minimize its impact on the natural environment [3]. These are facilities that can be located in remote locations away from cities, surrounded by nature, or classic hotels whose concept involves minimizing waste and damage to the environment.

As we all know, in modern economic conditions some enterprises of the hotel industry are characterized by low competitiveness. This is due to certain objective and subjective reasons. Objective reasons are factors of external environment. Subjective reasons are internal factors related to the orientation of the enterprise, management system, supply, production and sales system, organizational culture, etc.

In this regard, the competitiveness of any enterprise is related to the internal policy of the economy. Therefore, stable functioning, growth of economic potential largely depends on the availability of a reliable system of environmental safety. Therefore, many large enterprises are now following environmental policies in all areas.

According to a Nielsen study, 81% of people around the world believe that businesses should care about the environment. Greening a business in 2024 is not just a trend, but an important factor influencing purchasing decisions. [4]

Other studies conducted by academics and researchers at Cornell University have shown that about 90 per cent of hotel guests surveyed are willing to overpay for environmental products and services. Many hotel customers, especially those whose income and education levels are above average, remain concerned about environmental issues. These people are aware that their own actions and the activities of the hotels they use have a negative impact on nature. It is this "awareness" that gives "green" hotels a good chance to develop:

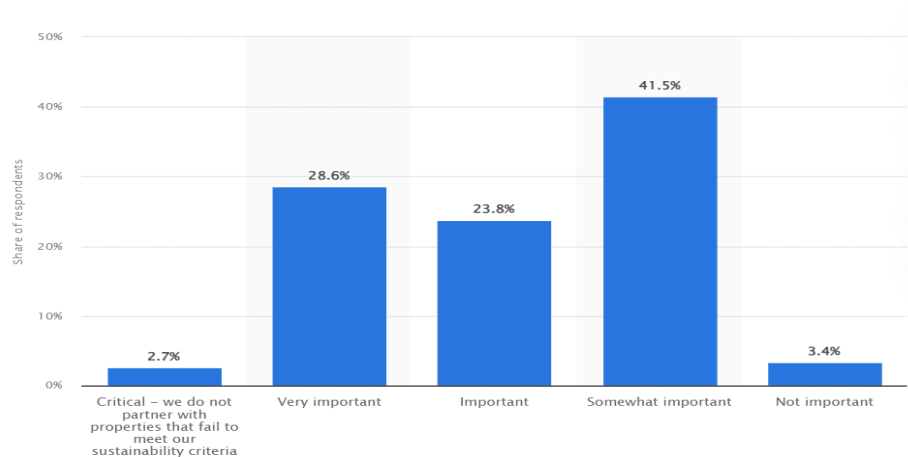


Figure 2. The importance of hotel sustainability to business travel buyers worldwide, 2022 [4].

In the survey, more than 40% of corporate travel operators surveyed said they partner with hotels that practice sustainable practices. For 3.4% of respondents these criteria were not important, but for the remaining percentage they were a priority, which means that they will not enter into accommodation agreements with hotels that do not implement any environmental policies.

The use of eco-technologies in the tourism sector implies success in three areas at once:

Economic - cost savings on resources for hotel operation (water, electricity, heat energy), reduction of payment for environmental pollution as a result of economic activity (reduction of waste into the environment), as well as additional income from the introduction of resource-saving technologies;

environmental - reduction of negative environmental impact as a result of recycling some types of waste; reduction of pollutant emissions as a result of introduction of alternative energy sources (solar, wind, geothermal thermal);

social - creating more comfortable conditions for hotel guests, increasing the level of their environmental culture and social responsibility.

In order to increase the level of competitiveness of eco-hotels in the hospitality market, it is necessary to identify their negative sides. To date, most tourists highlight the following list of disadvantages of eco-hotels:

1. High cost. The first and the main disadvantage of eco-hotels, which is noted by tourists.
2. Remoteness from urban infrastructure. Most eco-hotels are located far away from urban infrastructure.
3. Low level of transport accessibility as a consequence of the previous problem

4. Low level of marketing (insufficient advertising). According to the general opinion of consumers, despite the existing number of eco-hotels, it is very difficult to find something suitable.

But despite all of the above, it's worth noting that eco-hotels are a very strong trend at the moment. Positioning a hotel as an eco-hotel gives its owner a number of competitive advantages, among which, first of all, should be highlighted the possibility of using such status for advertising purposes, the formation of a favorable microclimate for the staff and guests, increasing the utilization rate of the room stock.

At one time, the best eco-hotels in the world were opened in Western Europe: Switzerland, Great Britain, the Czech Republic, Dubai and South Africa.

Many foreign hotel chains and hotels are adopting an ecological concept of operation, developing various innovative projects aimed at saving resources and protecting the environment. Such hotels include Iso-Syöte & Safari in Finland, Fivelements Retreat Bali in Indonesia, Tonzhaus Hotel in Italy, Kalundewa Retreat in Sri Lanka, Linnen in Germany and many others.

Also world hotel chains and hotels are implementing an ecological concept of work, developing various innovative projects to save resources and protect the environment. For example, in Slovakia there is a whole ecological resort AquaCity. Its entire complex uses solar and wind energy to heat the premises of hotels, water park, spa, restaurants, bars, fitness rooms, etc. [5]

Through innovation in such hotels, it becomes more efficient and socially active. Thus, innovation in a hotel can contribute to:

- Attracting additional revenues; identifying competitive advantages in the market;
- Increase market share;
- Reducing costs; improving the service process, as well as increasing the efficiency of the hotel.

The US Green Building Council (USGBC) is an organization that certifies the sustainability of hotels by assessing their rating on a star scale (the most common rating is a bronze star). American experts pay the greatest attention to the toxicity of construction materials used in the construction of buildings and interior decoration. [6] Therefore, many hotels positioning themselves as ecological hotels seek to obtain significant certificates and implement "green" technologies at their facilities in order to stand out in the hotel business market among others and increase their competitiveness.

In Kazakhstan, the trend of "green" construction is in its infancy: the ground is being prepared for the development of draft laws, the scientific and information base is being replenished, and the foundations of specialized governmental and non-governmental organizations are being laid. The development and implementation of green building standards is very relevant for Kazakhstan, as the country has very high energy intensity indicators. This means that we spend too much money on production, extraction and transmission of energy resources. But at the same time the natural and climatic conditions of Kazakhstan are the most favorable for obtaining all alternative energy sources. There are a small number of hotels in our country that position themselves as "green". Most often they are located in Almaty and Akmola regions. Popular among them are: Qazaq Auyly Eco Hotel, Swissôtel Wellness Resort Alatau Almaty, Mountain Resort-Hotel Oi-Qaragai Lesnaya Skazka, Razdolie, Eco Village, Country Eco Hotel Zarechie, Eco Hotel Tenir. and others.

It can be seen that these hotels, which are in demand, are located in the resort areas of Northern and Almaty regions. But in all corners of Kazakhstan there are amazing natural landscapes, which are inherent only to their unique geographical location. Therefore, it is possible to build in the southern resort regions of the country, western as well as eastern Kazakhstan regions in order to increase the level of competitiveness of eco-hotels.

After all, an eco-hotel is a fully integrated hotel that does not harm the environment, contributes to the development and improvement of the local community, as well as to the sustainable growth of the tourism industry.

To summarize, it is safe to say that eco-technologies are increasingly being incorporated into hotel and restaurant policies, and customers are making it clear that they are willing to pay for holidays and tourism in harmony with nature. All this speaks to the eco-friendliness of this industry,

which is very attractive both in terms of environmental protection and economic benefits. Thus, eco-hotels are the hotels of the future, which can improve the environment and educate society in environmental awareness and responsibility.

Innovative methods of implementing environmental policy in the hotel industry contribute to the realization of social goals and, of course, are a tool for increasing the profitability and competitiveness of the hotel enterprise. Therefore, it is very important to pay attention to the growth and development trends of eco-hotels in the world and adopt the best foreign experience and technologies in our country.

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ОСОБЕННОСТИ МАРКЕТИНГОВОЙ ДЕЯТЕЛЬНОСТИ В РЕСТОРАННОМ БИЗНЕСЕ

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Аннотация. В статье представлены специфические особенности применения маркетинга в ресторанном бизнесе. Маркетинговая деятельность в ресторанном бизнесе отличается тем, что проводится анализ по комплексу маркетинга – 7Р: продукт, цена, сбыт, продвижение, персонал, процесс предоставления услуг и материальная среда. В ресторанном бизнесе для повышения эффективности деятельности целесообразно правильно выбрать целевую аудиторию и в соответствии с их запросами разработать четкое позиционирование. Для формирования концепции ресторана важно использовать методы и инструменты маркетинга.

Маркетинг направлен на повышение конкурентоспособности предприятия. Ресторанный маркетинг представляет собой особую сферу маркетинга, учитывающую особенности, возможности и потребности ведения ресторанного бизнеса, направленную на создание дополнительной ценности продукции ресторана для потребителя [1].

Цель ресторанного маркетинга – сделать все возможное для того, чтобы гость, однажды посетивший данный ресторан, пришел повторно и привел своих друзей и знакомых.