

## The Concept of Developing Eco-Hotels in the Hotel Business

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### ABSTRACT

Currently, the environmental problem is one of the most important problems faced by our generation, and the fate of each person depends on the solution of the environment. The actions of any corporation have a strong impact on the situation in the world, and enterprises have the right to decide for themselves which concepts and views follow. Recently, people are starting to think more and more about what damage is being done to nature, and how consumerist we are towards it. Fortunately, many have begun to realize that the introduction of environmental concepts and innovations is actually important. Unreasonable consumption of natural resources undoubtedly affects the environment – the air we breathe, the water we drink, and the whole world around us as a whole. The thing is that everyone thinks only about their comfort and does not think about what thoughtless consumption can lead to in the future. However, this problem is gradually finding its own solutions in the field of hotel business. It can be said that the application of environmental programs is especially relevant in the hotel business today. This allows not only to attract additional consumers who are agitating for the preservation of the environment, but also to save the owner of the hotel company money, because in many ways the use of environmental innovations is a good investment in business.

**KEYWORDS:** the surrounding world, ecological concept, ecological innovation, resources, ecological situation, environmental conditions, harmful substances.

### Introduction

Recently, the hotel business has been one of the fastest growing areas in the world, which is why the concepts of the development of ecological hotel business are important in the modern world. Hotel accommodation facilities are involved in this process and, to the extent of their resources and capabilities, try to match the concept of an "ecological hotel" and begin to implement environmental innovations into action. Hotels, mostly chain hotels, consume a significant number of resources to ensure a high level of service and quality of service. In addition to the huge consumption of water, electricity and garbage from food and packaging, hotels use a large number of chemicals and individual consumer items. Fortunately, recently people all over the world are beginning to actively develop standards for the environmental safety of hotels, which is important. This article is relevant, since the environmental situation in the world concerns each of us to one degree or another and the standard of living of the

population can be determined from the further actions of entrepreneurs with regard to this aspect. To recover the ecological balance, people are increasingly rethinking about the situation, and trying to change their habits and follow conscious consumption. The world is beginning to think about the right attitude to the environment, international conferences and discussions are held annually on the introduction of energy-saving technologies and materials, universal waste recycling, setting goals for waste-free production.

### Literature review

Candidate of Sociological Sciences E.V. Pecheritsa believes that "an eco—friendly hotel is a hotel that makes significant efforts to reduce the environmental impact both on the territory and in the rooms." These hotels are often called eco hotels or green hotels. She also believes: "environmental innovations are new products, technologies, as well as ways of organizing production and social programs consisting of new or modified processes, methods, systems, the use of which in various fields and spheres of activity improves the state of the environment, reduces environmental risks, pollution or other negative environmental consequences".

According to the Candidate of Economic Sciences, Associate Professor N.N. Yashalova: "Environmental innovations include the development and application of resource-saving technologies, the creation of environmentally friendly products, the introduction of new ways of organizing production, such as environmental management, environmental marketing, etc. The result of the application of innovations in nature management is economic, environmental, social and other effects." This judgment is correct, because the beneficial effects of environmental innovations will manifest themselves in a positive way in all spheres of human life. The idea of eco-innovation itself has emerged relatively recently.

The first mention of eco-innovation can be found in the book by Claude Fussler and Peter James. Their book "Driving Eco – Innovation: A Breakthrough Discipline for Innovation and Sustainability" was released in 1996. The authors define eco-innovation as "new products and processes that provide value to customers and businesses, but significantly reduce the impact on the environment."

Similarly, R. Kemp and P. Pearson defines environmental innovation as "the production, development or use of a new product, production process, service or management method, or entrepreneurial activity that leads throughout the life cycle to a reduction in environmental risk, pollution and other negative consequences of resource use compared to the corresponding alternatives". Authors V. Oltra and M. Sant Jean defines "green" innovations "as innovations that consist of new or modified processes, practices, systems and products that benefit the environment and thereby contribute to environmental sustainability." They identify six important aspects in various definitions of this type of innovation:

- innovation object: product, process, service, method;
- market orientation: market needs are being met;
- environmental aspect: to reduce the negative impact on the environment;
- the full life cycle must be considered to reduce material flow;
- impulse: the desire to reduce environmental damage can be eco-friendly and economical;
- Level: setting a new standard of innovation to the firm.

Klaus Rennings introduces the term eco-innovation in the form of three types of changes aimed at sustainable development: technological (creation of innovative technologies), social (eco-innovation should also bring social and cultural recognition) and institutional innovation (creation of a certain Institution responsible for environmental development). Focusing on the concepts given above, we can formulate our own definition of eco-innovations: "eco-innovations are new services and processes that are aimed at preserving the environment from negative impacts by reducing the use of natural resources, recycling materials and minimizing emissions of harmful substances, as a result of which they should increase production efficiency, increase the profit of the enterprise and increase its value." This "eco-product" or service should represent a certain social and economic significance. Rennings also identified five incentives for the creation of eco-innovation:

- regulation,
- increasing demand from consumers;
- conquering new markets;
- cost reduction;
- formating a positive image.

Ashford highlighted a detailed list of barriers to the introduction of eco-innovations, classifying them into the following categories based on factors such as technological and financial factors. Technological barriers are non-compliance of the technology with the specified economic requirements and technological design standards, the lack of alternative materials capable of replacing hazardous components, a high level of complexity in the development of technologies to reduce environmental pollution. Financial barriers are high level of research costs in the field of eco-technologies, costs associated with the risk of changes in consumer preferences for eco-products, difficulties in forecasting costs and analyzing the cost-benefit ratio from the development and implementation of eco-innovations. Barriers related to labor resources are in lack of highly qualified personnel in the field of management, control and implementation of eco-innovations, lack of an eco-manager position. Regulatory barriers are uncertainty in environmental regulation issues in the future. Barriers related to consumer behavior are risk of losing customers with changes in services and products. Barriers associated with the creation of a supply chain happen in lack of intermediaries able to take over the functions of marketing support and promotion of eco-products. Management barriers happen in lack of experience of interaction of technical specialists with specialists in the field of resource conservation, ecology and natural resources, unwillingness of companies to implement any changes in production and management processes, lack of experience in the management of environmental changes.

All difficulties, barriers and problems are interconnected, so a comprehensive solution is required here. There are such features of ecological hotels as:

- Efficient waste management (recycling or minimization)
- Saving various resources necessary for the operation of hotel enterprises is necessary in the modern world.

## Results and Analysis

Modern environmental programs include saving electricity, household appliances with the possibility of reuse, recycling and recycling of waste, the use of energy-saving technologies, as well as training personnel who can subsequently train followers in hotels. This often brings tangible economic benefits. Environmental initiatives also bring profit through improving the image of the hotel. Many eco-activists prioritize visiting hotels around the world where new environmental technologies are used, the fact of participation in the process of eco-education is important to them. Hotels, in turn, prioritize the creation and promotion of their own, where it will be possible to form sections in which they would describe their achievements in the field of environmental care. The hotel business is forced to become more environmentally friendly both in an effort to reduce its costs and in an effort to attract more guests - because people are becoming more attentive to environmental issues. Understanding customers is an important step towards an environmental revolution. It is necessary to establish long and useful relationships with most clients. This comes from a common desire to find the most sustainable, cost-effective solutions to complex problems.

The purpose of applying environmental innovations is to create value for customers by creating environmental services and products. In the future, every hotel company will have to constantly strive to develop new products and processes that will meet this goal, observing strict quality and safety standards, while creating a smaller environmental footprint. First of all, the ecological hotel business is focused on the processing of resources and their efficiency. It adheres to the rules of a circular economy, or a closed-loop economy, that is, a recovery model that reduces waste and keeps resources used for longer. Ecological hotel business helps to minimize and optimize the use of resources in order to increase their life cycle. To determine the need for the introduction of environmental innovations, the advantages and disadvantages of ecological hotels will be further considered. The introduction of some environmental innovations implies significant financial investments. By reducing the overall burden on the client's health, the outflow of clients: refusal of certain types of services, goods, interior items may negatively affect the demand for hotel services (for example, limiting water pressure, lack of disposable items, etc.)

Positioning as an eco-hotel can negatively affect the reputation of the company if the conditions of eco-certification are not actually met.

Currently, environmental technologies greatly contribute to the promotion of the hotel business. According to surveys and statistics, travelers are willing to pay more for staying in a hotel that supports and implements environmental innovations. While innovative technologies are being installed in the hotel, several goals are being pursued - saving time, money and energy. It is not surprising that the way to innovative technologies in the hotel lies through the conservation of natural energy. Therefore, currently major hotel brands are discussing and implementing the use of environmentally friendly materials and products. Ecological hotels are hotel establishments that perform functions according to the principle of harmony and neighborhood with nature, without polluting the environment.

The features of the concept of an environmentally friendly hotel business consist of several concepts: One of the features that distinguishes the eco hotel from its competitors is often that such hotels are located in protected areas with special restrictions on the type of development, decoration, and so on. They work on the principle of proximity to nature, while ensuring that

they do not pollute the environment with the products of tourists' vital activity. Many eco-hotels use only environmentally friendly detergents, special water-saving plumbing, solar batteries, the use of natural materials in the interior, garbage collection and removal, separate waste collection. There are hotel facilities that offer tourists 100% pure and natural water, products and materials from already used items for room decoration. Thus, at the moment, many conditions for a favorable ecological environment are being observed, and hotel companies are beginning to introduce eco-technologies that help reduce environmental damage. Each hotel can start small and gradually introduce the concepts of ecological hotel business.

**Let's consider several aspects of the application of environmental concepts:**

1. It is worth starting with the conservation of energy resources, since their consumption is currently one of the important aspects in the field of ecology. To date, there are many alternative energy sources for the economical use of resources in the aspect of energy conservation, for example, the use of solar energy. It can be used to heat water and to generate electrical energy. Thus, it largely contributes to reducing electricity consumption by about 20% and water consumption by 30%. It is important to use renewable sources – geothermal water and wind and solar energy.
2. As for room cleaning, the ecological hotel uses "green" detergents with a minimum chlorine content, as it negatively affects the environment. With regard to materials, lamps for hotel rooms can be made from recycled glass bottles, electronic notebooks can be offered, to save paper, bedspreads and pillowcases can be made from organically grown cotton, and fabrics must be made from natural fibers. Ideally, use filters in the rooms, or at least put coolers with water on each floor to avoid excessive consumption of plastic bottles. Also, special tanks for separate garbage collection can be provided in the rooms.
3. With regard to water consumption, you should set up a shower with a slow flow of water and a toilet with reduced water consumption.
4. High demands are also placed on the food sector in eco-hotels – the use of only organic organic products is gaining popularity.

The next aspect is water quality. Vegetarian, vegan, raw food dishes and menu items, gluten-free and balanced in fats, proteins and carbohydrates food are currently appearing in the restaurants of some hotels. The philosophy of waste-free production is also gaining momentum. The concept of "zero-waste" is a widespread trend in the world, which is now being popularized in Russia.

1. Compliance with the requests of guests. The eco-certificate allows you to attract and increase the number of foreign guests and Russians (whose purpose of travel is recreation or business trips) who lead a healthy lifestyle and adhere to environmental principles in their daily lives. It is worth noting that the number of environmentally oriented guests is growing every year.
2. Saving resources — in other words, reducing costs. Thanks to the rational use of resources, the rejection of disposable items, competent waste management, the eco-hotel can reduce its operating costs.
3. Eco-friendly image. Confirmation of compliance with the requirements of international eco standards will allow the hotel to position itself as a socially and environmentally



responsible business and increase the interest of guests, partners and the media in its activities. At the moment, many famous people adhere to these environmental concepts, respectively, thanks to their advertising; you can attract a new audience for your business. Next, a table will be presented with the main directions of the environmental impact of guest accommodation facilities, among which four factors can be distinguished - air, water, soil and visual impact. This includes both water supply and water consumption (when used in the kitchen and in the restaurant, when cleaning rooms, in the sports and wellness center area, individual use of bottled water.

### Conclusion

In conclusion, we can say that there are a great many concepts in the environmental business, and hotels can start with the most seemingly small steps, which can later result in something more. The use of environmentally friendly detergents, recycling of materials and waste disposal, healthy food and water filtration - all this affects the level of environmental education of residents. Energy-saving technologies themselves are important, as they solve several tasks at once - saving existing energy resources, reducing environmental damage, increasing business efficiency and enterprise income, the appearance of loyal customers adhering to ethical, environmental principles and increasing the role of the so-called positive "green" current.

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