

BEST ENVIRONMENTAL MANAGEMENT PRACTICE IN THE HOTEL INDUSTRY

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Abstract: Even though, we can't say exactly how many hotels are running all over the world, we can collect the approximate numbers from **Booking.com** that says it offers 202,842 hotels globally. Imagine they all provide single use items, plastic bottles, plastic straws, and plastic bags which are used only 10 minutes in average. Approximately 15% of single –use plastic is purchased out of habits, and while these products add no value to the guest experience, that have become the expectation. [1] Our research findings indicate that a hotel with 95 guest rooms use 38,700 bottles yearly as complimentary amenity and 19,200 bottles for meeting and events. In total 57,900² plastic waste is being produced which is possibly replaced with alternative options. After our hotel initiated Accor Hotels Groups' sustainable program Planet 21, we were instructed to recycle plastic bottles and remove plastic straws. In meantime we are offering less amenities in the rooms which meets people's basic need of showering and washing face daily. We replaced plastic cup to reusable glass in the restroom and saved 8452\$ yearly. A survey of over 80 guests showed that no one found that the project had a negative impact of their stay. [2] But to eliminate all the plastic use throughout the hotel is very challenging, if our customers are not involved. Guests should be communicated through notice boards letter in the rooms saying that how it can help us and what is the advantage of acting together. While we are running sustainable business via implementing Planet 21 program such as reducing as much as plastic we can helps us to strengthen our reputation with in well-known global corporates and increase our occupancy and ADR.

Хураангуй: Дэлхийн өнцөг булан бүрт 202,842 зочид буудал үйл ажиллагаа явуулж байна гэсэн тоо баримт Booking.com санал болгож байна. Тэд бүгд нэг удаа хэрэглэгддэг эд зүйлс, хуванцар сав соруул, гялгар уут зэргийг зөвхөн 10 минут ашиглаад хаядаг гэж төсөөлөөд үзээрэй. Нэг удаагийн хэрэглэгддэг хуванцаруудын 15 орчим хувь нь хувь хүн зуршил болгож худалдаж авдаг бөгөөд эдгээр бүтээгдэхүүн нь зочинд үнэ цэнэ нэмдэггүй байхад харин ч хүлээлт болж байдаг. [1] Манай судалгааны үр дүнгээс үзэхэд зочид буудал нь 95 зочны өрөөнд 38,700 шил, хурлын үйл ажиллагаанд 19,200 шил ашигласан байна. Нийт 57,900² хуванцар хог хаягдлыг боловсруулж байгаа. Манай зочид буудал нь Accor Hotels Groups-ийн эко системийн “Planet 21”-р хөтөлбөрийг амжилттай хэрэгжүүлж эхэлсэн. Зочны ариун цэврийн өрөөнд дахин ашиглах шилэн савыг байршуулж, жилдээ 8452 доллар хэмнэсэн. [2] Нийгмийн харилцаагаар ногоон зочинд бидэнд талархалын захидал бичиж, цаашдын үйл ажиллагаанд тусалж байгаа нь

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хамтын үйл ажиллагаа болон цаашдын тогтвортой бизнесийн давуу тал болж байна. Planet 21 хөтөлбөрийг хэрэгжүүлснээр тогтвортой бизнес эрхэлж зочид буудлын нэр хүндийг дэлхийд таниулж ашиг орлого нэмэгдэхэд хувь нэмэр оруулж байна.

Key words: hotel, sustainable program, eco system, waste management, Accor group

1. Introduction

Climate change has been described by scientists and world leaders as the most 'dangerous and urgent challenge' the world faces today. Politicians, captains of industry and members of the public are placing it at the top of their agenda, and so must hotel owners and operators. Scientists and climate experts almost universally agree that climate change and global warming are caused by human intervention and development, largely through emissions of 'greenhouse' gases

(GHGs) which are released by the burning of fossil fuels for energy and transport and through activities such as deforestation and agriculture. [3]

The World Tourism Organization (WTO) forecast that international tourist arrivals will reach 1.8 billion by 2030, with the Asia and Pacific areas gaining most of the new arrivals. This indicates that the tourism industry plays a vital role global in general and Asian region in particular. Tourism, being a main source of income and employment in many countries highly depends on environmental resources. [4] Among the various components of tourism, the hotel industry is an industry of which activities constitute a threat to the environment due to its high consumption in energy, water and non-durable goods hotel industry, which is key of tourism business may not be the only one that creates substantial environmental pollution and consumes large amount of global resources; but because of its primary purposes of providing comfortable services/supplies (hot water, food, drinks, linens, towels, lighting, air conditioning, limousines, water, swimming pools), hotels clearly consume gross amounts of water, energy, non-recyclable, goods and natural resources, thus directly or indirectly harming the environment. Hotels are major consumers of water and energy as one large hotel goes through several million liters of water annually, not to mention all the detergents and chemicals the hotels uses for laundry services. Hotels also spend a substantial amount of waste disposal.[5]

There are the weaknesses that the natural balance is lost, the wastes of tourist camps and hotels are everywhere, different kinds of harmful substances are used and the possibilities of native citizens earning the incomes from tourism are decreased due to the riverbed change, water level decrease and forest ruin because the lands are issued for the tourism and hotel disorderly in Mongolia and the utilization is

exceeded the land capacity in the recent years.

Most importantly Ministry of Tourism and Environment in Mongolia is implementing several projects and organizing Waste Management National Forum recently, which had strong influence on residence awareness of the sorting waste advantages. As a result of this forum, state authorities, companies and NGOs all obtained the official Guidance on Waste Management.

Literature review

Sustainable Tourism

Sustainable tourism, by the definition of World Wildlife Fund, WWF; 1. Operates within natural capacities for the regeneration and future productivity of natural resources. 2. Recognizes the contribution that people and communities, customs and lifestyles account to the tourism experience, so consequently 3. Accepts that these people must have equitable share in the economic benefits of tourism 4. Is guided by wishes of local people and communities in the local area In addition to WWF's list, there are also; 5. Tourism as a sector is sustainable at the given destination, so the destination is able to absorb its development without unfavorable social and physical changes 6. Tourism does not squeeze out other economic activities that also complete for the same limited resources. . [6]

Eco Certification Programs

Eco labels are trademarks or logos which have been developed to indicate environmental credentials of a company, product or a service.

The programs are Green Key Global, Green Globe, LEED, Green Seal, Green tourism and Nordic Ecolabel, Planet 21. These ecolabels were selected due to their popularity in the accommodation industry and they all certify globally, apart from Nordic Ecolabel, which only certifies in Nordic countries. Green Key was originally launched in Canada, but has since then expanded globally. They implement environmental online audit, and based on the answers, hotels are rewarded with 1-5 green keys. Green Globe is one of the first and the most widely recognized initiative within the tourism industry. It was launched in 1994 after the Earth Summit in Rio in 1992, and is based on Agenda 21 and ISO type standards. LEED's expertise is on constructing green buildings in the USA, however hotels have become their clientele for their innovativeness. Green Seal has been operating since 1995 and does not only certify hotel and buildings, but also products. Nordic Ecolabel widely known ecolabel in the Nordic countries. It provides certification for services and products. . [7]

National Chamber of Commerce and Industry has been implementing the “Green Product Development and Labeling in Mongolia” at the support of the government of Netherlands from 2010. “Terelj”, “Ulaanbaatar”, “Corporate Resort Nukht”, “Continental” and “Corporate” hotel were selected as the first “Green Leave” holder. But its criteria and selections were not open to publics and it was uncertain whether these organizations have the awards and incentives.

PLANET 21 in action, by ACCOR HOTELS GROUP

Green Operations in Hotel Facilities

The Accor Hotels has vision to drive the change towards positive hospitality wherever, imagine positive hospitality. Because we are caring for millions of guests, each of our hotels is a planet in itself and every action matters. We initiated PLANET 21 program in 1994, have been developing year by year, and have been implementing without any pause. That we can see huge positive impact on environment after our effective actions.

Accor Hotels Group is hosting more than 500,000 guests every day generates significant impacts on the Planet, and great responsibilities to balance our activities with the People working and living in our ecosystem. Every one of the hotels is a world in itself that has to address key challenges to run its business in a sustainable manner:

+250,000 employees in hotels. We must ensure good working conditions and respect human rights everywhere in our value chain. 1 out of 7 human being is malnourished 1 out of 5 human being lives in extreme poverty our duty is also to share wealth and solidarity. 85 to 90% of hotels turnover is injected in local economy, ensuring our local anchorage. . [8]

2M children are sexually abused each year in the frame of travel and tourism. More than 30% world food production is lost or wasted. 1 out of 4 hotels is located in a water stressed area some cities are already experiencing water shortage. Accor Hotels in some key figures:

5Mt CO₂=our carbon footprint

60 Mm³= Our global water consumption

1M Jobs= Number of people working in Accor Hotels value chain

MEET & ANTICIPATE GUESTS AND EMPLOYEES EXPECTATIONS & BRING INNOVATION

1. Increase hotel's attractiveness and differentiate from competitors
2. Enrich guest experience and increase guests' satisfaction and loyalty thanks to commitments

3. Secure B2B sales revenue with good score on sustainable criteria in requests for proposals (RFPs)
4. Improve staff loyalty and motivation by providing better working conditions and engagement
5. Innovate with new concepts, offers or services that answer clients growing expectations

OPTIMIZE THE P&L AND ASSET VALUE

1. Reduce hotel's energy and water costs
2. Reduce food cost through better food waste management
3. Secure and even increase the gross asset value of property thanks to better environmental technology and performance environmental technology and performance

MANAGE RISKS AND REPUTATION

Have access to a series of tools to mitigate risks, ensure legal compliance and manage reputation on a wide range of issues: Corruption Money laundering, Sexual exploitation of children, Procuring / prostitution, Sexual harassment, Discrimination, Carbon emissions, Waste management, water stress.

IBIS STYLES TROYS CENTRE HOTEL

Located at 500 meters from the heart of the city center and a few miles from the factory outlets, lakes, the Orient Forest natural park and the Nigloland theme park. The ibis Styles Troyes Centre hotel takes you to a place inspired by nature. The hotel was built with sustainable development and ecology in mind.

NOVOTEL MOSCOW SHEREMETYEVO AIRPORT MOSCOW, RUSSIA

According to Earth Day, our Chief has cooked a tasty carrot cake from carrot leftovers, homemade pudding from croissant and orange peel jam. All these dishes were presented at buffet breakfast and warmly welcomed by our guests.

IBIS STYLES MAKASSAR SAM RATULANGI MAKASSAR, INDONESIA

Reflecting food waste in the operation, while we make extra effort to reduce food waste by monitoring on daily basis the food waste from breakfast to banqueting, we identify clientele with their food preference, in the kitchen we re-train FB kitchen from cutting process to cooking method in order to cook wisely, in the banquet we make live cooking for coffee break and encourage our guest to join in the live cooking to see the process and less leftover, from this action we really reduce food waste and encourage positive feedback from our guest.

4. Methods

Globally over one million plastic bottles are purchased each minute, and 91% are not recycled (Guardian, June 2017; National Geographic, July 2017). Most plastic water bottles take on average, 450 years to decompose (but never biodegrade). It takes 178 million barrels of oil to make these plastic bottles every year. It takes at least twice much water in the bottle. Recycling 1 tonne of PET plastic saves 0.6 tonnes of crude oil and 0.2 tonnes of natural gas, 11 MWh of energy. Sort plastic bottles in the hotel [8]:

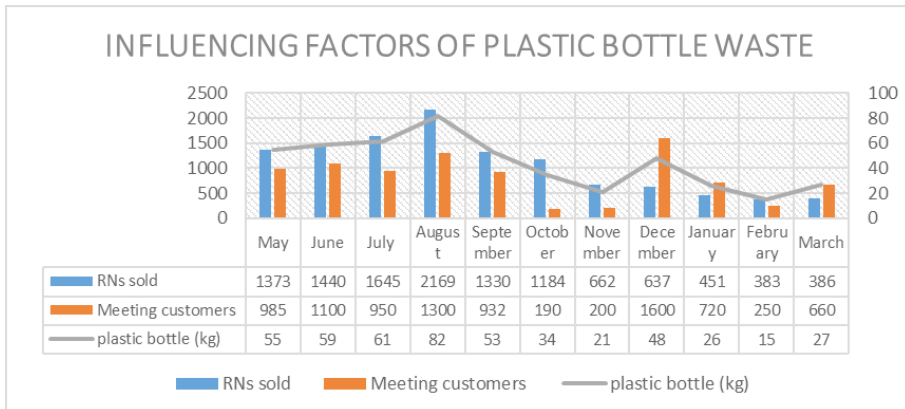
WASTE CONCERNED - Plastic: Water bottles.

SORTING AND STORAGE:

- Put in place the necessary equipment: bins with signs
- Trained staff. They must know what waste is sorted and the location of the bins to use.

In 2018, our hotel achieved BRONZ level of Planet 21 implemented 16 mandatory actions advised by AccorHotels Group. One of the crucial actions was sorting plastic bottles used throughout of the hotel both for guest room and event.

Chart 1.



Our hotel initiated sorting plastic bottles in May 2018. Amount of the plastic waste is directly influenced by rooms occupied and number of customers during the events. In total hotel sorted 480kg plastic pet bottle within 8 months.

According to the ibis Styles brand standard we are supposed to have meeting rooms for business clients. We offer Bogd room which accommodates up to 20pax, Polaris room up to 80pax. Therefore, the plastic bottle waste is thankfully not that

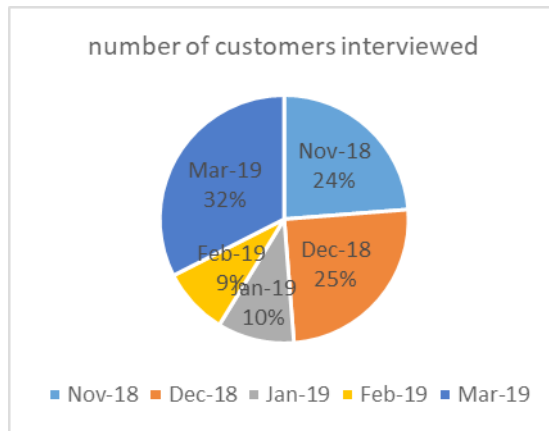
big amount.

Eliminating plastic straws in the restaurant:

As a global company committed to sustainability and improving the environment, Accor has declared our hotels will eliminate one time usage plastic. We must begin now and commence with elimination of plastic straws in our hotels. Accor procurement department has sourced many alternative options, advised reliable suppliers and product. We have two types of alternative straws: those made out of recycled paper and those made out of potato starch. They recommend us to use straws wrapped in recycled paper (for hygiene purpose) and make sure that plain color straws are used. Accor will be tracking the implementation of these alternative straws throughout the year to ensure we achieve the requirement of 100% compliance by the end of 2019. In November 2018, we started say not to plastic eliminating from our service. But of course if guest still need it we provide them after offer to act for Planet21.

Questionnaire method within 80 customers

Questions	YES	NO	MAYBE
Do you use plastic straws?	79	1	
Do you have any inconvenience caused by no straw for your drink?	4	76	
Are you happy for acting for Positive Hospitality?	80		



As an ambassador of Planet 21, I frequently met with the guests and made sure, if they like the campaign or this make, they stay worse within 80 customers. Surprisingly I found that no one is complaining to get straws. However, I found

several guests in Coffee shop at first floor due to the protection of the teeth color and for Milk Shake. Therefore, we will work on to replace it to paper straw by 2019 as advised by Accor Hotels group.

Less amenities in room

In 2018, the word “single use” was crowned “word of the year” by Collins Dictionary, referring to those products that are purposely designed to be used once and then thrown away. Specially, it has been single – use plastics making the head-lines. Of the 300,000 tons of plastic produced annually, around half of that is destined for single-us and about 8 million tons of plastic contaminates our oceans every year. (Joanne Hendrickx, Founder & Hendrickx, Founder & CEO of Travel Without Plastics, analyzes the problem and suggests answers).

According to the ibis Styles brand standard we offer as less as possible amenities in the room such as comb, teeth toolkit and sanitary bag in the room along with rechargeable hand wash and 2 in 1 shower gel made by Diversy, which is well known sustainable business in this industry. Of course it is nice to have cotton buds, lotion, razorblade or hard soap for a guest convenience. So we can provide those products without any additional charge from the Front Office on guest request.

The biggest improvement in the room was replacing disposable cup to glass, which makes no waste and cost effective. Due to guest safety we chose to use safe disposable cups for guests when we first opened, though waste produced was high. In the beginning of 2018, we started going with glass and recorded if any damage happened. Within one year (365 days) we had 10 recorded, but without hurting guest. As a result of replacement we decreased the plastic waste in the hotel and we saved 8,452\$ for one full year.

Conclusion

However, to eliminate all the plastic use throughout the hotel is very challenging, if our customers are not involved. Guests should be communicated through notice boards letter in the rooms saying that how it can help us and what is the advantage of acting together. Putting the collaterals in the room and the restaurant make guest aware of our actions and give them good chance to act with us.

Hotels should eliminate useless disposable amenities in the room, which add no value to the guest experience. They all just out of habit due to kind of traditions many years ago or just to be nice. Replacing our plastic to glass was big decision due to guest safety and hygiene. We were concerning about if guest broke the glass and cause injury. Fortunately, we haven't experience that bad situation. One thing we never forget is clean and wash these glasses only on the proper place, NEVER

in the guest room's rest room.

Before finishing our paper work we would like to mention a words raised during Mongolian Waste Management forum held by Ministry of Tourism and Environment.

19 Recycling Factories are going to be built in two area Narangiin Enger and Tsagaan Davaa covering 174 hectare square. Besides there is a brand new PET recycling Factory in AMGALAN. Thus, the second raw material has been started to collected and already reached 7000tonnes. The main concern is that factories may be faced difficulties due to lack of sorted plastics collected. To support the factories and acting for the Positive Hospitality, hotels have big role to make waste into wealth.

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