

Environmental Certification as a Way to Increase the Competitiveness of Hotels

Professor of the Department of Tourism and Hotel Business **D.I. Abidova**

Master's student gr T-15R, **A. A. Abdullaxo'jayev**

Tashkent State University of Economics

Abstract: Nowadays, globalization processes have affected all areas of the world economy, including the global market of hotel services, which has undergone significant changes since the second half of the 20th century, which is largely determined by the emergence and implementation of various innovations, one of which is the improvement of the activities of eco-hotels. In some countries, over the past decade, a new direction has begun to be created, which is called eco-hotels, as a modern innovative direction in the field of hotel business, becoming the concept of the activities of eco-hotels. The creation and development of eco-friendly hotels is a new trend in the activities of the hotel industry. The introduction of green guest ecologization of hotel activities will help increase their tourist attractiveness and give competitive advantages in the world tourism market.

Key words: hotel business, electronic catalogs, environmental technologies, marketing, environmental friendliness, environmental labeling



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Introduction

Any activity related to environmental certificates is carried out with the aim of ensuring safety. This is a serious incentive from the point of view of production and the introduction of technologies to ensure the safety of products and processes within the framework of Health, life, property and the space in which a person lives. The environmental certification system includes the following types of objects:

environmental elements (components and resources); sources of pollution (production processes, production); products in the field of Environmental Protection; Information Resources (database, models, programs).

An environmental certificate is a document issued by an environmental certification organization of Natural Resources, which indicates that the product is environmentally friendly and that the object of environmental certification meets the requirements and norms of current regulatory documents or regulatory legal acts. Environmental certification is used to achieve a specific goal. It encourages development and improvement of production. In particular, the State Unitary Enterprise “State Center for environmental certification and standardization” under the state committee for Ecology and Environmental Protection of the Republic of Uzbekistan was established in accordance with the decree of the president of the Republic of Uzbekistan No. 2915 of April 21, 2017 “On measures to ensure the organization of activities of the state committee for Ecology and Environmental Protection of the Republic of Uzbekistan”. In its activities, the center adheres to the Constitution of the Republic of Uzbekistan, laws of the Republic of Uzbekistan, decisions of the chambers of the OECD, decrees, decisions and orders of the president of the Republic of Uzbekistan, decisions and orders of the Cabinet of Ministers of Uzbekistan, decisions and orders of the State Committee of Ecology and Environmental Protection of the Republic of Uzbekistan, The main function of the state environmental examination of Uzbekistan is to determine the compliance of the planned or carried out activities with environmental requirements and determine whether the activities can be carried out. One of the main tasks of environmental expertise is the implementation of measures related to the prevention, elimination of the effects of hazardous and harmful production and economic facilities on the environment and the life and health of the population.

Specialized expert units of the state Ecology committee organize and conduct state environmental expertise, develop and approve regulatory-technical and instructional-methodological documents on state and public environmental expertise. It also provides environmental impact assessment material review and environmental impact assessment conclusions for business entities, prepares information and analytical materials on state environmental expertise, provides methodological assistance in organizing work on environmental impact assessment, analysis and conduct by the state. On March 15, 2023, the law “on Environmental audit” was signed by Sh.Mirziyoyev the President of Uzbekistan. According to the law, the Environmental audit is conducted on the basis of an agreement between the Environmental Audit organization and the customer of the Environmental audit, which establishes the deadlines for conducting an environmental audit and other conditions. In case of compliance with the requirements of the relevant regulatory legal acts, the activities of the subject of Environmental audit will not be checked by the State Committee for Ecology and environmental protection for a year. An environmental audit can be carried out in a voluntary or mandatory form. In relation to the activities of environmental audit entities with little or no risk of

environmental impact (with local impact), an environmental audit is carried out in a voluntary manner.

Literature analysis on the topic. The activities of eco-hotels have been analyzed mainly in foreign publishing houses with Alex Conti, O. Cannon, who are currently dealing with the problems of hotel activities and studied by D.Y.Tikhonova author of such a scientific conference A.M.Orlova, R.M.Nizgorodtsev., V.Milinchuk, O.Khamidov, A.Norchaev.

According to Peter Shackleford, regional representative of the World Tourism Organization in Europe, the term "ecotourism" has been used in the tourism industry for more than a decade, but different content is imposed on this concept. In one case, ecotourism is trips to wildlife, ecologically clean places in order to maintain an ecological balance in nature. In another case, the term "ecotourism" is considered as a label of a tourist product that is being offered for sale. The European Union developed Regulation No. 1893/93 "on voluntary participation of companies in the system of Environmental Management and classification". In accordance with the methodology of Environmental Management, a tour firm or hotel can conduct or order biased environmental inspections aimed at improving the management of environmental aspects of tourist activities. Galenko Yelena Vasilievna - a candidate of Historical Sciences, Far Eastern Federal University in Vladivostok notes that the text of the scientific work on the topic "analysis of the demand for environmental technologies in the hotel". Ovcharenko Natalia Petrovna candidate of Sciences of the Far East Federal University, Vladivostok, Ovcharenko Natalia Petrovna candidate of Sciences of the Far East Federal University, Vladivostok, Russian Federation analyzed in her work and gave more attention to the environmental safety awareness of consumers and the interdependence of environmental technologies in hotels.

Candidate of sociology E. V. Pecheritsa believes that "an environmentally friendly hotel is a hotel that exerts great energy to reduce its environmental impact both on the property and in the rooms". These hotels are often referred to as eco hotels or green hotels. It also believes that "environmental innovations are social programs consisting of new products, technologies and methods of organizing production and new or modified processes, methods, systems, with which the environment improves in various fields and areas of activity, environmental risks, pollution or other negative environmental consequences are reduced. Candidate of Economic Sciences, Associate Professor N. Yashalova interprets her views as: "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, for example, environmental management, environmental marketing, etc."

The result of the application of innovations in the use of nature is economic, environmental, social and other influences. This judgment is true, since the positive impact of environmental innovation is manifested in a positive way in all spheres of human life. The idea of environmental innovation appeared relatively recently. The

first information about 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 published in 1996. The authors define eco-innovation as "new products and processes that give value to customers and businesses, but significantly reduce their impact on the environment".

Similarly R. Kemp and P. Pearson defines environmental innovation as "the production, appropriation or use of a new product to organize a product, manufacturing process, service or management method, or entrepreneurial activity, which leads to a reduction in environmental risk, pollution, and other negative effects of resource use throughout life compared to relevant alternatives". Authors V. Oltra and M. Sant Jean defines "green" innovation as "innovation made up of new or modified processes, practices, systems and products that benefit the environment and thus contribute to environmental sustainability"

RESEARCH METHODOLOGY

The international program for voluntary environmental certification in the hotel business entered the International Hotel market in 2002. According to this program of Green Key, one of the 5 projects of the international non-governmental independent organization and fund for environmental education, the assessment of environmental indicators of hotel companies is based on 12 basic and 60 secondary criteria developed by the International Committee and includes environmental management, water and energy consumption control, waste management, increasing environmental knowledge among employees and guests, etc. At the beginning of 2018, 2,700 hotels, resorts and camps in 56 countries around the world were covered by Green key certification.. Among other most prestigious hotel certification systems as tourist Union International-TUI (Germany), Green Globe (UK), HAS Green Leaf (Canada) should be mentioned. Many hotels around the world are also LEED certified. Today, eco-hotels are becoming more and more popular and open everywhere. The share of eco-hotels in western Europe and the United States does not exceed 20% of the total number of hotels. The first eco-friendly hotel to open in Milan is the four-star Hotel Scala, located in a seven-story mansion built at the end of the 20th century. To control air temperature and hot water supply, the hotel uses a special energy recovery system using renewable sources.

List of ISO 14000 series standards:

ISO 14001 environmental management systems - requirements with instructions for use

ISO 14004 Environmental Management Systems-general guidelines for implementation

ISO 14005 environmental management systems-instructions for a flexible approach to step-by-step implementation

ISO 14006 environmental management systems-Eco design input guide

ISO 14015 Environmental Management-Environmental Assessment of sites and organizations (EASO)

ISO 14020 to 14025 environmental labels and declarations

ISO / NP 14030 green bonds-environmental effectiveness of candidate projects and assets; discusses post-production environmental assessment

ISO 14031 environmental management, environmental performance assessment-guidelines

ISO 14040 to 14049 Environmental Management - Life Cycle Assessment; discusses pre-production planning and setting environmental goals

ISO 14050 Environmental Management

In addition, environmental certification increases the prestige of the company. This process is strictly regulated. Certification is not only a commodity for consumers, but also a system of Environmental Management Organization (SPP). For this reason, we have developed a set of standards developed by an independent examiner company.

The best eco-hotels in the world were opened in Switzerland, the United Kingdom, the Czech Republic and South Africa. A vivid example of this is the hotel companies, which will be discussed later. A large number of foreign hotel chains and hotels introduce the concept of environmental activities, developing various innovative projects to save resources and protect the environment. For example, in Slovakia there is a whole ecological resort "Aqua City". The entire complex uses solar and wind energy to heat hotels, water parks, resorts, restaurants, bars, fitness halls, etc. The Emirates Valley Resort & Spa, an Australian resort located near Sydney, participates in various environmental protection programs and uses renewable energy.

The Forum Homini hotel in Africa is covered with green roofs that create conditions for maintaining indoor heat during the winter and cooling the interior in the summer, reducing electricity consumption by 75 percent. To obtain Ecolabel about the product, the manufacturer must submit a number of documents. In particular, production, testing protocols sanitary and epidemiological control in passport correctional institutions, samples of products. the procedure consists in the application, signing of environmental friendliness, registration and certification agreement, verification, assessment. it can be suspended if any differences are detected at the time of verification.

If the cancellation of the certificate of production technology of the product is a deterioration, Environmental certification is a specific environmental branding system for hotel companies. Environmental labeling of a hotel facility often demonstrates the commitment of its management to environmental protection values and increases attractiveness to potential customers. Currently available environmental certificates are usually classified according to the following criteria:

1. Coverage area: international (ISO 14001, YEMAS); national ("ANAB" in the European Union); regional ("Blue Angel" in Germany).

2. Object of certification: certification of goods (Yeida"ANAB"); certification of services ("Green Globe", "Blue Flag"); mixed (goods and services) (ISO 14001).

The basis for modern certification systems is the ISO 14001 (YEMS) Environmental Management Standard, adopted by the International Association for Standardization (ISO) in 1991. In addition to ISO 14001, some countries have created their own standards, such as in the UK — BS 7750 specification for environmental management systems, in Canada-can/CSA Z750-94: guidelines for environmental management system, in the European Union — YEMAS. In the last decade, there has been a major change in the field of environmental certification of Hotel Enterprises.

ANALYSIS AND RESULTS

Benefits for hotel business owners:

- * improve the business, because the certification process itself devotes to a strong educational value. Most of the certified hotels recognized that one of the most important advantages of the certification process is to educate them about the elements of sustainable business and focus their premium on the details of the business that needs to be changed;

- *reduced hotel management and operating costs. Certification in tourism leads to a significant decrease in water, energy and fuel costs without reducing the quality of services (for example, the experience of Russian hotels has shown that competent waste management saves 100 thousand rubles per quarter).;

- * marketing advantage for certified hotel businesses because consumers learn to recognize trusted, certified brands. It should be noted that the eco-sign of the hotel is still marketing, not a financial tool, but there is still no single point of view on this issue. According to some sources, the eco-sign of the name of the hotel in Europe already attracts an additional 40% of guests. At the same time, research by the Cornell Center for Hospitality Studies in 2013 will demonstrate a different picture. As part of the study, a Saber booking database for us Hotels was obtained in 2011-2012, containing more than 10.9 thousand hotels, of which 66% did not have an environmental certificate and 34% were environmentally certified residential buildings. An analysis of nearly one million orders from more than 9,000 hotels has shown that advertising for environmentally certified hotels does not reduce or increase average hotel booking and booking revenues.

Consumer benefits:

- * certification gives tourists the opportunity to make a responsible choice from a social and environmental point of view-it helps consumers to understand which company truly adheres to these principles in its work and make a choice on this basis;

- * approved businesses offer good services. Government benefits:

- * certification reduces government spending on environmental activities;

- * certification can reduce poverty. A worldwide partnership between Hilton and the global Soap Project is a non-profit organization that processes soap from a hotel that would otherwise end up in a landfill. The Global Soap Project sorts, processes, and produces new bars to distribute used soap to vulnerable populations at risk of disease due to poor sanitation in developing countries.

Benefits for the environment and local communities:

- certification requires hospitality business for Environmental Protection and minimal damage to it,
- certification helps to save natural resources such as water.

Today, there are many environmental certification schemes for hotel enterprises, and each environmental certificate has its own history, but together they cover a huge treasure trove of knowledge and experience in the field of ensuring environmental balance and sustainable business development. Ekologik sertifikatlashni taxminan quyidagi baholash mezonlariga qarab ajratish mumkin:

1. From the organization conducting eco-certification procedures:

- public company;
- private;
- public-private companies.

2. From the level of environmental criteria:

- one-level environmental certification;
- multi-level environmental certification (for example: bronze — silver — gold).

3. From the object of certification:

- uniform (apply criteria for several types of placement facilities);
- differentiated (requires only one type of accommodation, only such as camping, etc.).

-4. From regional scope (geographical scope of distribution of ecological certification scheme):

-international - environmental certificate used in different countries of the world in the hotel business: (e.g. green key-44 countries of the world, green tourism-UK, Ireland and Canada, Nordic Swan / Nordic Yecolabel-Sweden, Denmark, Iceland, Finland and Norway, European Union Yekolaba-European countries, etc.);

- local - environmental certificate widely used within the country (e.g. "eco-hotel. Life Leaf-Russia, green hospitality-Ireland, Legambiente Turismo-Italy, Steinbock Label-Switzerland, green certificate-Latvia, Yecolabel Luxembourg-Luxembourg, Miliyeubarometer-Netherlands, Das Osterreichische Umweltzeichen-Austria, environmental certification of residential services — Republic of Belarus, etc.);

activities within the company in the field of ensuring the environmental sustainable development of a single hotel House that does not provide for eco-certification (e.g. Planet 21 — Accor, Green Engage-Inter Continental Hotels Group).

To obtain an environmental certificate in all environmental certification programs, as a rule, you need to go through the following stages.

1. To obtain one or another eco-marking and become an eco-hotel, it is necessary to familiarize yourself with the standard requirements that the hotel must meet.

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3. Assess the level of compliance with the requirements so that the hotel is sure of the possibility of obtaining an eco-certificate.

4. Submit an application for participation in a specific environmental certification program and conclude an agreement for the transfer of an environmental check.

5. prepare and submit a set of documents necessary for certification, which will be studied by eco-program specialists.

6. provide the possibility of a real check of compliance with the criteria for obtaining an eco-certificate (departure of the jacksperts to the hotel).

7. A report is drawn up based on the results of checking the documents provided by the hotel and checking on the spot. You can use reporting materials: in an advertising company, when informing partners, employees and when checking regulatory authorities.

8. Compliance assessment in the hotel business

9. To obtain an eco-certificate that meets the assessment criteria for a certain period of time and in case of the possibility of using the environmental mark of the environmental certification program (usually for an additional subscription fee)..

CONCLUSIONS AND SUGGESTIONS

In some programs of voluntary environmental certification of hotels, a hotel can carry out it together with specialists if it cannot determine the degree of readiness for self-certification (pre-audit order). Experts provide comprehensive explanations for each request, assess the current state of the hotel, identify "problem areas" and help determine which requirements from the "additional requirements" section will be assessed to the hotel. If the requirements are not followed, they will help you draw up a step-by-step plan of the necessary changes, as well as provide modern recommendations, taking into account the minimization of financial and time costs for the implementation of planned activities. As a result, the hotel will have the following: a clear understanding of the environmentally friendly level of the hotel, a clear plan of the necessary measures, recommendations for implementation, which will allow you to make an informed decision before starting direct certification work and save strength, time and money. The most well-known certification systems include: Green Key ("Green Key"), YEI Yecolabe ("Yecoznak YEI"), "YEKO-hotel". Leaf of life, Planet 21 (developed by Accor), Green Engage (developed by InterContinental Hotels Group), make green choices (Starwood Hotels & Resorts Worldwide program).

In addition, recently TripAdvisor has created an environmental managers program with the help of international and national environmental industry professionals. The program is entirely open to hotels that adopt voluntary and environmentally friendly practices and are interested in promoting their services through TripAdvisor. Hotels do not pay to participate in this program. The program

is currently open to all hotels and B&B/mini-hotels located in the United States as well as the state of Alaska. TripAdvisor's Environmental Leaders Program identifies hotels and B&B/ mini-hotels committed to environmentally friendly activities such as reuse of materials, efficient use of water and alternative sources of energy, etc. All hotels and B & B/ mini-hotels must apply for and join TripAdvisor's Eco leaders program to receive one of the two statuses:

1. Eco-Partner employees and guests who need to meet the minimum requirements of the program, such as the reuse of towels and bed linen, the use of energy-saving lamps, monitoring the consumption of vest energy, processing and disseminating information about environmental activities.

2. an eco-leader is a company that has reached one of four levels (the higher the effectiveness of eco-activity, the higher it will be) and is given an appropriate logo:

- * bronze eco-leader: a company that meets 30% of the minimum requirements and scores based on the results of passing the survey on eco-activities;

- * silver eco-leader: a company that meets the minimum requirements and scores 40% according to the survey results;

- * Golden eco-leader: a company that meets the minimum requirements and scores 50% according to the survey results;

- * platinum eco-leader: a company that meets the minimum requirements and scores more than 60% according to the survey results.

To determine the status of the host company, TripAdvisor must ensure the integrity of the eco leaders program in three ways:

- Transparency, tourists can see a complete list of working methods by clicking on the corresponding Green leader logo or icon in TripAdvisor. This allows travelers to see what environmentally friendly work methods the company is using.;

- reviews of travelers, they can comment on the activities of eco-leaders and eco-partners and leave a message about incorrect information. These reviews are reviewed by TripAdvisor's group in charge of travel experts, with third-party review if necessary.;

- * Inspections. TripAdvisor cooperates with Cadmus Group, an independent organization of environmental professionals, to conduct inspections on this program. In addition to inspections based on travelers ' comments, a number of random annual inspections are carried out for participating hotels Based on the above, it can be concluded that the hospitality industry is currently in the process of developing and popularizing the environmental direction. At the same time, there is a successful experience in the use of eco-hotels in the national markets of many countries of the world, which should be an impetus for the further development of this industry on a global scale. In addition, the ecological culture of consumers who are ready to pay extra for an environmentally friendly product is growing, realizing

the damage caused to the natural environment by modern technological society, taking care of both themselves and natural ecosystems.

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