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ECOLOGIZATION OF HOTEL AND RESTAURANT BUSINESS

Purpose. The aim of this article is to summarize and methodize the current information about ecological problems of hotel and restaurant sector, including Ukraine; to identify the main principles with the aim of ecologization of this tourism component on the basis of world experience

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Methods. During the research the following methods were used – statistical and comparative.

Results. The article aims to research sustainable development of hospitality business. Main reasons and consequences of tourism and hotel sphere negative influence on environment have been analyzed. The information concerning implementation of environmentally friendly technologies and hotel restaurant sphere greening has been generalized. Basic principles of hospitality business ecological activity have been identified. Basic directions of hotel and restaurant enterprises have been highlighted.

Scientific novelty. The programs of ecological certification and ecological labeling have been analyzed. Basic trends of hotel and restaurant business in the sustainable development sphere have been determined.

The practical significance. The results of the research can be used in hospitality sphere. Further research of hotel and restaurant greening issues will provide the implementation of strategic directions to increase their competitiveness at both the domestic market and the international one.

Keywords: hotel and restaurant business, ecologization, greening, ecological certification, ecological labeling, sustainable development.

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