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*ECOLOGIZATION OF THE CARPATHIAN REGION HOTEL INDUSTRY AS A COMPONENT
OF THE ACHIEVEMENT OF SUSTAINABLE DEVELOPMENT*

Object. Research the modern approaches to ecologization of hotels. Explore the current state of implementation of environmental technologies in the Carpathian region hotel industry.

Methodology. In the article such methods were used: literary, comparative, statistical, expert evaluations.

Results. The role of ecologization of hotels for achievement of sustainable development of the territory is determined. The present state of implementation of environmental technologies in Carpathian region hotel industry is explored. The most typical directions of ecologization of research territory hotels are described. The ways of implementation of environmental technologies in the region hotels are outlined.

Scientific novelty. The most typical ecological innovations used in Carpathian region hotels are analyzed.

Practical significance. Implementation of environmental innovations in the hotel enterprise allows to improve the hotel's economic activity by saving resources, as well as improving the ecological status of the region. The most typical environmental innovations in Carpathian region hotels are investigated, which allows to determine the directions of further ecologization of the hotel industry. The importance of ecological certification for the balance between the needs of the hotel industry and preservation of the environment has been analyzed.

Keywords. Ecologization, ecological technologies, sustainable development, hotel industry.

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