

Hotel Business and its Environmental Problems

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Abstract:

The hospitality industry has significant environmental impacts, including energy and water consumption, waste management, carbon dioxide emissions and other environmental impacts. The article examines the main environmental problems faced by hotel businesses and suggests ways to solve them using sustainable and environmentally friendly technologies.

Keywords: hotel business, ecology, sustainable development, environmental problems, green technologies, energy saving, waste management, environmental certification, eco-tourism, sustainable consumption.

All hotels, even small ones, are harmful to the environment. They use raw materials, water and energy to serve tourists and waste a lot of it. Hotels spend electricity around the clock not only on lighting the premises, but also on the operation of equipment serving guests - these include household appliances, elevators, and other equipment. Hotels use hazardous substances for cleaning and maintenance of equipment, generate large amounts of waste and wastewater, maintaining high standards of cleanliness. These wastes and chemicals enter the soil and poison it, causing the release of carbon dioxide and an increase in the greenhouse effect.

In addition, hotels can harm nature by themselves, by the very fact of their existence. Thus, more and more often they are being built in the lap of nature, in wild places that attract tourists with their beauty, pristineness and the opportunity to relax from the bustle of the city. At the same time, the harm caused to ecosystems by builders, machines, laying communications and the presence of a new large facility and a large number of people is not always calculated.

Trends in Environmental Sustainability in the Hotel Industry

The operation of the hotel business directly depends on the number of clients, and in order to be more attractive to visitors, hotels must also be responsible towards people and nature. High

standards of environmental safety are also dictated by general global trends. Therefore, industry representatives are increasingly thinking about how to reduce damage to the environment.

There are a number of green solutions that help follow this trend. One of them is high-efficiency glazing: double glazing with solar control coating reduces the amount of energy required to heat or cool the building.

A ventilation system with heat recovery from exhaust air also works to solve the same problem. It allows you to save about 60% of the heat that is necessary to heat the air coming from the street in winter. Another measure to help protect nature could be reducing electricity consumption. This is the most common green technology. This includes, for example, energy-saving light bulbs and lamps with reduced energy consumption.

In addition, environmentally responsible hotels use water sparingly. To do this, you can use the installation of high-tech sanitary equipment and a system for collecting rainwater from the roof. Often it is enough for watering and cleaning the area.

In addition, hotels try to use local food products to prepare their meals. This helps support small local businesses, save shipping time and reduce emissions when transporting products.

The hotel business benefits from a responsible attitude towards nature for several reasons. Firstly, we all want to live in a prosperous and comfortable world, and for this we need to be environmentally conscious, and business understands this. Secondly, the more environmentally responsible a company is, the more favorable people will be towards it. And the stability and success of the hotel directly depend on its popularity among visitors.

A striking example of the development of “green” technologies is the JW Marriott hotel in Singapore. Its sea wave-shaped canopy covers almost 3 hectares of the surrounding area, its slopes are designed so that the air flow is cooled by 1-2 degrees without air conditioning, which means that electricity and chemicals necessary for the operation of this equipment are saved. Another similar facility is the Park Royal garden hotel, which has rain sensors, solar panels and natural landscaping.

However, you can take care of nature not only with the help of technological solutions. For example, the hotels of the Accor group, in particular, have posted advertising materials calling for saving paper towels in order to preserve forests.

Another example of a responsible approach to the environment would be the installation of a digital thermostat and energy-saving light bulbs, as well as presence sensors and motion detectors that allow you to save energy when there is no person in the room, track waste, install bins for separate waste collection, and use environmentally certified chemicals.

The hotel business widely uses a certification system, which allows one to determine how responsibly a hotel treats nature and how safe it is for nature and guests. The evaluation criteria are broad: they include energy efficiency, waste management, social responsibility, protection of biological diversity, as well as a number of other points.

For hotels, such an audit has a number of advantages. For example, it allows free use of the term “eco-hotel” and other statements about environmental friendliness in advertising, strengthens the image of a responsible hotel and inspires the trust of guests, and helps to participate in tenders with an environmental component. In addition, obtaining a certificate means that the company uses environmentally efficient technologies that not only reduce the burden on nature, but also help reduce hotel costs by optimizing logistics and resource conservation.

Now people are paying more and more attention to how responsibly business treats the environment and how much it does to shape a prosperous future. Therefore, hotels that have environmental

certificates, declaring themselves as an environmentally responsible company, look advantageous against their competitors and have a better chance of attracting guests.

How to choose the most environmentally responsible hotel for your vacation? First, you can ask the receptionist if the hotel has an environmental certificate. Such a document will help to understand what work the hotel is doing to preserve nature. The absence of such a certificate does not mean that the administration is irresponsible towards the environment. Perhaps she simply does not know about this audit system.

It is highly likely that an environmentally responsible hotel will install containers for separate waste collection. It can also include promotional materials about ways to save the environment, such as encouraging people to use less paper towels. If instead of them, a device for drying hands with an air stream is installed in the toilet room, this also indicates a desire to use less paper and care for the planet's forests.

Some hotels refuse to clean rooms too often. This is not necessarily a sign of sloppiness - perhaps the hotel wants to use fewer polluting chemicals and waste less water. By the way, some hotels no longer leave bottled water in their rooms for guests; instead, their hallways have dispensers where you can fill your own reusable container or collect boiling water to brew tea.

Also, in favor of the hotel's environmental friendliness will be the installation of solar panels, cooking dishes from local products, and the use of bed linen and towels made from recycled materials.

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