Abstract

Subject matter of the paper is The Environmental Management Concept Application in International Lodgings by Example of the Stavropol-based Azimut Hotel.

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Customer organization is the Stavropol-based Azimut Hotel.

Topicality of the research. Today environment protection - is an important component of human activity. The problem of human interaction with environment has always been very urgent. The growing influence of environmental conditions on human life is caused by tourism development. The popular trend of new millennium is travelling to pristine natural places. Tourism activities within and around protected areas can have both positive and negative impacts on local people and environment. At the present development stage of the tourism market, we often encounter the concept of eco-tourism. Due to customers’ increasing needs to live in eco-friendly lodgings, take part in energy-saving activities, protect the environment the necessity of improving eco-hotels and other lodgings by using the environmental management concept is also growing.

Objective is to substantiate the specific measures of introducing the environmental management concept in the work of the international Azimut hotel chain by improving the company’s energy-saving management, according to the theoretical and methodological bases and actual market practice.

Tasks are

- to determine the essence and peculiarities of eco-tourism;
- to study the environmental management concept application in the modern accommodation means;
- to analyze the experience of international accommodation means in environmental protection;
- to explore the environmental management concept implemented by Russian hotels;
- to identify the major organizational and managerial aspects of eco-protecting activity of the Stavropol-based Azimut Hotel;
- to determine the prospects and trends of improving activity of the Azimut Hotels Company in the environmental management concept application.
Hypothesis is based on the fact that current trends in the development of tourism, namely, eco-tourism, demanded the creation of more environmentally friendly means of accommodation and environmental improvement of hotel enterprises. International hotel chain, with its’ financial and organizational advantages, have the ability to use various elements of the environmental management concept application.

Novelty of the research is to develop of environmental management concept application in the activity of the hotel, which can manifest itself in different ways, such as: applying the environmental management principles undergoing green certification, meeting environmental standards, building an eco-hotel.

The main principled to be depended:

1. Eco-tourism has caused increasing attention to the problems of preserving the environmental sustainability, what required the reorientation of the modern accommodation facilities in terms of their environmental performance. It has demanded the development of eco-friendly lodgings.

2. The main activities of international lodgings according to environmental policy can be divided into two groups: minimizing the use of various resources, Effective management of waste, which is carried out through the following methods: reduce (use reduction), refill (refill) replace (replace), reuse (reuse), recycle (recycling), repair (repair, maintenance in working condition). Russian hotels rarely pay attention to environmental issues, which we believe is associated with the history of the hotel industry development in Russia.

3. The initial stage of the transition of international accommodation facilities to the use of the concept of environmental management concept application is the implementation of the principles of environmental management through: energy audit, personnel training in the field of energy conservation, participation in environmental actions, as well as the creation of new areas of marketing policy.

4. Using of the environmental management concept application of "Azimut Hotels Company" requires undergoing green certification which we decided to be well-known and internationally accepted certification program - Green Globe 21.

5. While ensuring environmental standards in accommodation facilities we offer to use more eco-friendly materials such as wood, staging bins for sorting waste, to use environmental-friendly cleaning materials, to limit using of disposable products, to install ejection closers, to plant trees on the perimeter of the building and reduce the number of parking space, to establish noise barriers along the road in front of the building, to generate their own energy from non-traditional sources, such as wind power generation system.
Theoretical and practical significance of the research

The research broadens theoretical knowledge about the hotels’ environmental activities, defines the theoretical bases of the eco-tourism concept, reveals its principles and shows how this concept is implemented in the hotels.

The practical significance of the study is stipulated by the fact that its results can help introduce the Environmental Management concept in the Stavropol-based Azimut Hotel and in the other hotels of this chain to improve their competitiveness both in Russian and international tourism markets.

Results of the research. We’ve considered the ecological tourism concept and the essence of the environmental management concept. Environmental management means proactive and productive activities of economic enterprises aimed at achieving their own environmental objectives and implementing projects and programs developed on the basis of the eco-efficiency and eco-justice principles. Based on the theoretical analysis we have identified the main activities of the hotels in the ecological sphere. These initiatives include: using organic detergents, waste reduction, saving natural resources, recycling, reducing the harmful impact on the environment, maintaining sustainable development.

The eco-hotel can reflect the principles of sustainability in the hospitality industry.

In the course of practical study, we analyzed ecological policy of the world famous hotels and came to the conclusion that the main activities could be divided into two groups:

- Minimizing the use of various resources (electricity, water, purchased goods);

- Effective management of waste.

There are also 6 methods of waste management

1. reduce;
2. refill;
3. replace;
4. reuse;
5. recycle;
6. repair (maintenance in working condition).
The chain hotels, in our opinion, provide the greatest opportunities and resources for implementing ecological concepts.

**Recommendations.** As a result of our research we’ve identified the environmental management concept and ways of introducing it in the hotel by applying environmental policy. We have emphasized the necessity of conservation measures, energy audit, described the possible measures of promoting resource conservation and substantiated the profitability of all these measures at the Stavropol-based Azimut Hotel, and in the Azimut international hotel chain on the whole.

After analyzing the activity of the Stavropol-based Azimut Hotel, we came to the conclusion that the hotel had neither environmental management, nor environmental policy. Only after the SWOT analysis we can talk about the effectiveness of the suggested environmental policy. We have developed a comprehensive approach to the activities of the Stavropol-based Azimut Hotel, and it includes the following actions:

- Working with management and personnel management, organizing trainings for the hotel staff, getting them involved in the city’s environmental actions.

- Educating guests, distributing information leaflets promoting ecological ideas in their rooms.