

JEL Classification: L83,M21,Q32

DOI: <http://doi.org/10.34025/2310-8185-2023-3.91.13>

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IMPLEMENTATION OF RESOURCE SAVING SYSTEMS AT THE ESTABLISHMENTS OF THE HOTEL INDUSTRY OF UKRAINE

Summary

The article deals with the implementation of resource saving systems at hotel enterprises. The main obstacles on the way to the introduction of resource-saving technologies in Ukraine are indicated and actual ways to solve them are proposed. The problems of resource conservation and ensuring energy efficiency are relevant for Ukrainian hotels in connection with a significant increase in the cost of hotel services due to a significant volume of electricity use and a rapid increase in energy prices. In Ukraine, resource-saving technologies are just beginning their development. Basically, resource saving systems are implemented by hotels belonging to international hotel chains. Currently, the majority of foreign hotel enterprises strive to participate in international environmental programs, which make the use of non-traditional sources of heat and energy relevant. In addition, in recent years, the population, especially within the framework of the European space, has become more environmentally responsible. Therefore, environmental responsibility in business also serves as an effective tool for creating a positive image of the enterprise, increasing the occupancy of the number pool and, as a result, increasing profits. Proposed important measures that can be implemented in hotel enterprises for the purpose of saving resources, which will make it possible to accelerate the scientific search for new mechanisms for reforming the industry, to develop new concepts and management methods, because in the conditions of constant variability of both the internal and external environment, the hotel business is always faced with new problems and challenges. The effectiveness of implementation of scientific developments will provide Ukrainian business with a worthy place in the world market of the hospitality industry, will increase its significance for the growth of the national economy and international integration, in particular in the European direction.

Keywords: energy efficiency; resource-saving systems; hotel business; automation; eco-hotel; resource-saving technologies.

Number of sources – 10, number of drawings – 1.

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