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Environmental Management Practices in Hotels

Evidences from Bulgaria, the Czech Republic,
Estonia, Slovakia, Slovenia,
Turkey and the Ukraine



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Estonia, Slovakia, Slovenia,
Turkey and the Ukraine

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I. Introduction

Environmental management in hotels is the basic scope of the content of this submitted paper. The hotel industry, using environmental management, can implement more renewable environmental and sustainable principles and updated technologies.

There is huge theoretical basis and development that has been in process for more than twenty years.

Every concept we can base on the argumentation of many experts: Backy J. and Brown M.E., 1978, Hardon J.E. and Mitlin D. 1992, Pezzey J., 1992, Blowers A. and Glasbergen P. 1996, Khan M.A. 1995, Clayton A.M.H. and Radcliffe N.J. 1996, Dovers 1995, Shearman R., 1990, Jacobs M. 1993, Hunter C., 1995, 1997, Bartelmus 1994, Selman 1996, Fyall A., and Garrod B., 1997, Turner K., 1994, Faucheux S., O'Connor M., Van der Straaten J., 1998, Bayliss and Walker 1996., Barton H, 2005, Dresner S., 2008, Hershauer James.C., BAfile George, McNall Scott G., UN Earth Charater (1)

Knowles T., Diamantis D., and El-Mourhabi J.B. (2004) – they summarised the history of scientific approach to this issue. They present development of sustainability by four concepts. There are: the concept of sustainability, the concept of development, the concept of needs, the concept of future generations. They reaffirmed and reiterated four scenario of tourism and hospitality sustainability. These four types of scenario described Hunter the first time. There are: very weak sustainability type or tourism imperative scenario, weak sustainability type or product led tourism scenario, strong sustainability type or environment led tourism scenario and very strong sustainability type. (2)

Page and Connell (2009) examined implementation of the concepts in relation to sustainable tourism in practice. They are agreed that practice of sustainable tourism has been a voluntary activity and not driven by policy measures to regulate and direct it. They confirm that they have greater financial resources. (3) They continue the idea of Hawkings and Middleton (2012) related to environmental impact assessment (EIA). Their conclusion is that EIA is only applicable to new developments, nor existing operations which cause environmental damage. (4)

The similar knowledge presented Harrington R.J. and Kendall K.W. (2006). They mention the interaction between complexity and firm size and its impact on level of involvement as the most interesting relationships. By their study the small firms used a low-involvement implementation process in an environment of low

complexity but a high-involvement process in an environment of high complexity. (5)

Sharpley R.A.J. (2009) he analyses the economy of tourism environment. He does the conclusion that the tourism environment and its elements they have the forms of capital. The economic value of the elements of the tourism environment lies in the revenue that is eventually generated from their exploitation. (6)

Bruns-Smith A., Choy V., Chong H. and Verma R. (2015) they conducted survey in 100 resorts in the US and 120 000 customers. The study finds an increased willingness to participate when hotels offer incentives, such as loyalty program points, for participating in environmental programs. Although the link between environmentally sustainable programs and improved customer satisfaction is weak compared to standard drivers like facilities, room, and food and beverage quality, hotels are increasingly expected to maintain sustainability programs as a regular feature of their business. The authors presented the statement, that green programs do not diminish guest satisfaction, so hotels may consider their cost-benefit analysis, potential for improved employee relations, and reduced risk in addition to "green" satisfaction to determine whether these investments are beneficial. Finally, it seems that many green investments are now considered to be a more or less standard aspect of hotel operation, regardless of cost or satisfaction considerations. (7)

The challenge ahead therefore lies in adapting the hotel industry to changing environmental impacts and at the same time to transform hospitality into a greener sector. As a key driver of jobs, trade, investment and development, the tourism and hospitality sector has tremendous economic value around the globe. That fact encourages its sustainable growth in the transformation toward the Green Economy.

Agenda 2030 (2015) proposes the transformation of the world, as well. The "5P" (people, planet, prosperity, peace and partnership) navigates all stakeholders in their processes aiming to achieve the sustainable development. Agenda 2030 sets requirements, which involves competencies belonging to national governments, local authorities and their public administrations, local residents, the scientific and academic community and all the people. A considerable share for fulfilling of Agenda 2030 objectives lays with the private sector and its corporate responsibility. It involves requirements for transparency and human rights due to diligence, reporting obligations, and the disclosure of the climate footprint of enterprises. (3) Broad spectrum consisting of 17 basic goals is applicable in hotel industry. Mostly, it involves following objectives:

The goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

The goal 12: Ensure sustainable consumption and production patterns

The goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development. (8)

It is now internationally recognized that the world must dramatically reduce greenhouse gas emissions by decreasing its use of fossil fuels. Renewable energy sources like wind, solar and hydropower are unlimited, as they capture energy flows available from the natural environment. Use of renewable energy sources will help secure our future energy supply and lower the negative human impact on the environment. Currently, renewable energy accounts for 8% of the total energy used in the European Union, and targets have been set for this to increase to 20% by 2020.

Europe has the world's largest hotel stock with approximately 5.45 million hotel rooms – nearly half of the world's total, but represents only 21% of the world total accommodation sector's CO₂ emissions. (9)

EU hotels are in a strong position to access renewable energies as over a third of the world's renewable power capacity is located in the European Union. Hotels can benefit from using renewable energies for example in water heating, space heating and air-conditioning.

Currently renewable energy accounts for 8% of the total energy used in the European Union, and targets have been set for this to increase to 20% by 2020. The EU Action Plan for Energy (2015) identifies the tertiary sector, including hotels, as having the potential to achieve 30% savings on energy use by 2020 – higher than savings from households (27%), transport (26%) and the manufacturing industry (25%). (10)

Energy efficiency (EE) means using less energy to perform the same tasks and functions. For hotels, this could mean reducing the amount of energy needed for heating by improving insulation of the hotel building, by introducing lighting control or also regulate space heating and cooling. Energy efficiency saves energy, costs, and reduces emissions of greenhouse gases like CO₂.

Changes, which are proposed by 2030 Agenda, are reflected in transforming policies, transforming business a transforming consumption.

In reference to transforming tourism we can apply the basic principles to hotel industry as well. There are following selected principles:

Transforming Policies:

- Ensure responsible resource management
- Introduce binding regulation on corporate responsibility and reporting
- Strengthening information and education

Transforming business:

- Integrating local markets
- De-linking resource use and protecting ecosystems
- Respecting and actively implementing international standards
- Using independent assessments and certification

Transforming consumption:

- Motivation of customers to change their consumer behaviour
- Abolishing subsidies that cause counterproductive market distortions and undermine sustainable development
- Removing of obstacles on the way to sustainable decisions

1. The project: Environmental management practices in hotels

The project "Environmental management practices in hotels: evidences from Bulgaria, the Czech Republic, Estonia, Slovakia, Slovenia, Turkey and the Ukraine" is presented the outputs from the scientific research project supported by "Foundation pour la Formation Hôtelière": "Joint research" registered N 13-102/0011-00 at University of Economics in Bratislava

Responsible co-ordinator: University of Economics in Bratislava, Slovakia
Prof. JUDr. Ľudmila Novacká, PhD.
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Participating foreign partners delivering collected data (order of universities according to date of data delivery):

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7. University, Plovdiv, Bulgaria, responsible co-ordinator: Jordanka Alexieva

Great gratitude is expressed to all responsible coordinators for their active cooperation and contribution to form the appropriate database.

Figure 1: Process

| | 2011 6-12 | 2012 1-6 | 2012 7-12 | 2013 1-6 | 2013 7-12 | 2014 1-6 | 2014 7-12 | 2015 1-6 |
|------------------------------------|--------------|-------------|--------------|-------------|--------------|-------------|--------------|-------------|
| Aim of the research project | X | | | | | | | |
| FH partner schools consent | | | | | | | | |
| The research methodology | | X | | | | | | |
| Questionnaires compiling | | X | | | | | | |
| Data collection | | | X1 | | | | | |
| Interim report | | | | X | | | | |
| Data collection | | | | | X2 | | | |
| Interim report | | | | | | X | | |
| Data collection | | | | | | | X3 | |
| Data processing | | | | | | | | X |
| Final report | | | | | | | | X4 |

X1 – Slovakia, Turkey, Czech Republic

X2 – Slovenia, Estonia

X3 – Ukraine, Bulgaria, Croatia, Serbia

X4 – The research was prolonged due to late delivery of data from surveyed countries

Objectives of the research project

○ **Basic goal:**

To evaluate hotels environmental policy in practice in selected countries.

- **The partial goal:**

To create a cooperation project of selected member schools and universities within the FH.

The research methodology

Data collection was conducted through a questionnaire survey on quota sample hotels in mentioned countries.

The project includes sampling destinations of contrasting types (coastal, mountain, rural and urban) in seven countries.

Text of questions in the questionnaire was partially modified on the basis of The Validation Research Study in the year (2011) using a sample of 30 hotels in Austria, Hungary and Slovakia

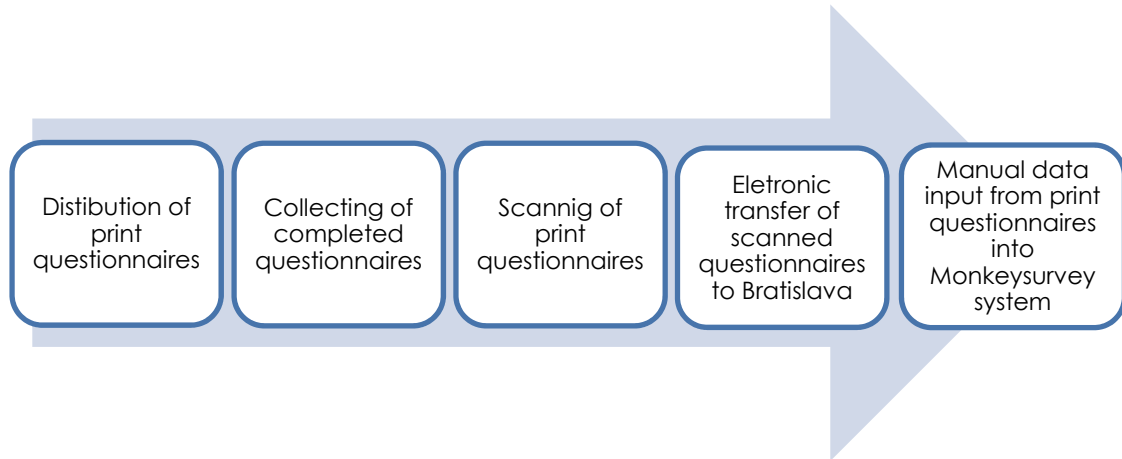
Text of the questionnaire was inserted into Monkey survey electronic system which represents a paid system that was opened for all participating school partners. The costs of fee payment were increased due to longer collection period of questionnaires which is also why there was a need for multiple prolongation of the system. In any case, this fact does not affect work and quality of data. A data entry file with entering addresses for each country, which was sent to all partner schools.

The data collection was set at 20 hotels in each country. On the basis of official statistics considering the structure of surveyed hotels, there was quota structure derived in accordance with categories (standards). Quota structures hotels denotes their service standard level (*rate) were maximally taken into consideration in the surveyed countries. Intention to survey 20 hotels from each country failed in Slovenia due to duplicity of questionnaires or in case of inadequate (or duplicate) submitted questionnaires. In Estonia, the collection of questionnaires was incomplete or more precisely interrupted due to illness of the responsible co-ordinator.

Filling out an online questionnaire in Monkey survey system was convenient particularly for 5* hotels, hotels of 2 * and hotels of 3 * categories were not willing to work with the questionnaire electronically. Those hotels accepted an alternative possibility. They filled down print questionnaires, received from each partner's school in their country; the questionnaires were distributed by local co-ordinator.

Collection and distribution of the questionnaires as the alternative possibility was implemented by these algorithms:

Figure 2: Algorithms



Source: Author of the report

Methods of analysis, comparative analysis, correlation, synthesis and mathematical-statistical methods have been used to meet purpose in the report. Synthetic conclusions were based upon the survey results.

Basic files of questionnaires were worked out by software system SurveyMonkey. Others calculations were elaborated by MS Excel, and by statistical software Statistics 8.0 by using of frequency and cross charts. For calculation of correlations the package SPSS 17.0 applied with calculation Spearman correlation coefficients. For dealing with loop diagram software Versin 6.4 was applied.

The total number of questionnaires that have been entered into the Survey Monkey system was 143, from the following countries (in alphabetical order).

Bulgaria, Croatia, the Czech Republic, Estonia, the Slovak republic, Slovenia, Serbia, Turkey, the Ukraine.

In the process of a full evaluation, the data from hotels in Croatia and Serbia were omitted because of the lack of a representative sample of hotels and questionnaires were not sufficiently correct.

We used data from 120 hotels in the process of final working out report. The analytical part of this report includes report figures from 7 countries (in

alphabetical order): Bulgaria, the Czech Republic, Estonia, Slovakia, Slovenia, Turkey, the Ukraine.

The most precise replies in printed questionnaires were from Turkey and Ukraine, the combined electronic and printed form was from Slovakia and the Czech Republic. There was one data field for optional response on each of questionnaire for all countries that asked - the name of the hotel. Several hotels have entered the electronic contact hotel address for feedback. Information about the concrete name of the hotel certifies credibility of data collection as well as correctness and reliability of the questionnaires.

II. Evidences of outputs and evaluation

Basic identification data

We included alternatives of twelve hotel categories within the research. The highest number of hotels that participated in the survey was the city hotels in the range of 46.67%. Resort hotels accounted for 14% share; spa and wellness hotels are represented by 10% share. Aparthotels accounted for 7%; congress hotels, mountain hotels, and boutique hotels do not exceed more than 5% of the total amount. Hotel standard classification by type of services has been identified by queried hotels.

The questionnaire survey was disseminated to all five standard categories. The core was presented mostly by 4* hotels in the range of 39% and 3* hotels in the range of 33%. 13% of 5* hotels were involved on the survey sample. Other accounted hotels had lower standard.

The capacity gauge is obvious and logical from the mentioned above structure.

36% hotels have room capacity more than 50 rooms. Large hotels which have more than 100 constitute 23% share, and also 23% share form hotels with a room capacity more than 250 rooms. Accurate overview of the highest room proportions of hotels shows the following checklist:

Figure 3: The highest share of hotels according to number of rooms and hotel standards

| Criteria - capacity | Total share of the hotels by criteria the number of rooms N=120 | 5* | 4* | 3* | 2* | 1* | Apthotels |
|---------------------|-----------------------------------------------------------------|--------|--------|--------|----|----|-----------|
| Up to 20 rooms | 12.24% | | | 41.67% | | | 25.00% |
| Up to 50 rooms | 39.80% | | 30.77% | 41.03% | | | |
| Up to 100 rooms | 23.47% | | 30.43% | 47.83% | | | |
| Up to 250 rooms | 22.45% | 27.27% | 50.00% | | | | |
| 251 rooms and more | 2.04% | 50.00% | 50.00% | | | | |

Source: elaborated by author

Data of the highest proportions of hotels according to number of the rooms in surveyed countries reported that the highest capacity of the hotel rooms were in Turkey and the Czech Republic. The lowest hotel capacity has been studied in Ukraine and Slovakia. Specifically, the data are presented in the following chart:

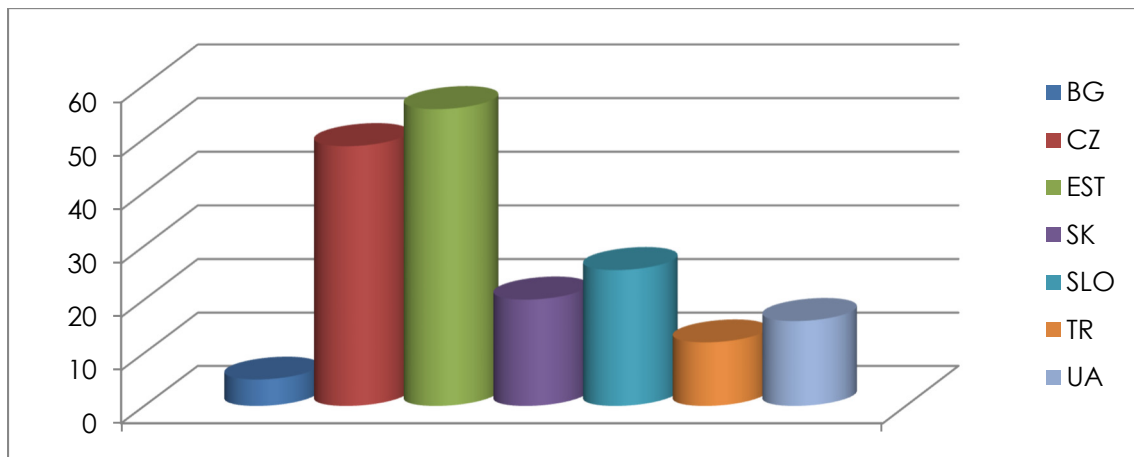
Figure 4: The highest share of hotels according to the room amount and identification of the surveyed countries

| Hotel capacity | Share of total amount of hotels in % N=120 | SK – Capacity hotel share in % | CZ – Capacity hotel share in % | SLO – Capacity hotel share in % | UA – Capacity hotel share in % | TR Capacity hotel share in % | BG Capacity hotel share in % | EST Capacity hotel share in % |
|--------------------|-----------------------------------------------|--------------------------------|--------------------------------|---------------------------------|--------------------------------|------------------------------|------------------------------|-------------------------------|
| Up to 20 rooms | 12.24 | 41.67 | | | 50.00 | | | |
| Up to 50 rooms | 39.80 | 20.51 | | | | | 26.64 | |
| Up to 100 rooms | 23.47 | | 21.74 | | | | 39.13 | |
| Up to 250 rooms | 22.45 | | 31.82 | | | 45.92 | | |
| 251 rooms and more | 2.04 | | 50 | | | 50 | | |

Source: elaborated by author

73% of surveyed hotels were independent. Hotels, integrated into hotel chain in overall assessment represented less than a quarter. In each of the surveyed countries, the proportion of hotels integrated into chains is significantly different.

Figure 5: The share of hotels that are integrated into the chain in the surveyed countries, N = 33



Source: elaborated by author

Classification of the hotel within the chain was partly influenced by category of the hotel and its type. In the surveyed countries, the common sense observation is drawn that there were few hotels of the highest standard. The research found out the highest proportion of 4* hotels. This fact can be justified by the lower number of five-star hotels included in the examined sample.

The assumption that congress hotels and resort hotels are principally engaged in the chains was partially confirmed. In this sense, we have registered that city hotels have the highest share. But these hotels very often have MICE functions for the needs of events with fewer participants. It can be stated that the congress hotels and city hotels are the most integrated hotels in hotel chains.

Figure 6: The highest share of hotels involved in the chain according to selected criteria

| Hotel standard | Share in % | Type of hotels | Share in % | Capacity of hotels | Share in % | Source country | Share in % |
|----------------|------------|----------------|------------|--------------------|------------|----------------|------------|
| 4* | 52 | City hotel | 60 | Up to 250 rooms | 56 | Estonia | 56 |
| 3* | 20 | Congress hotel | 16 | Up to 50 rooms | 20 | Czech Rep. | 48 |
| 5* | 16 | Resort hotel | 12 | Up to 100 rooms | 16 | Slovenia | 26 |

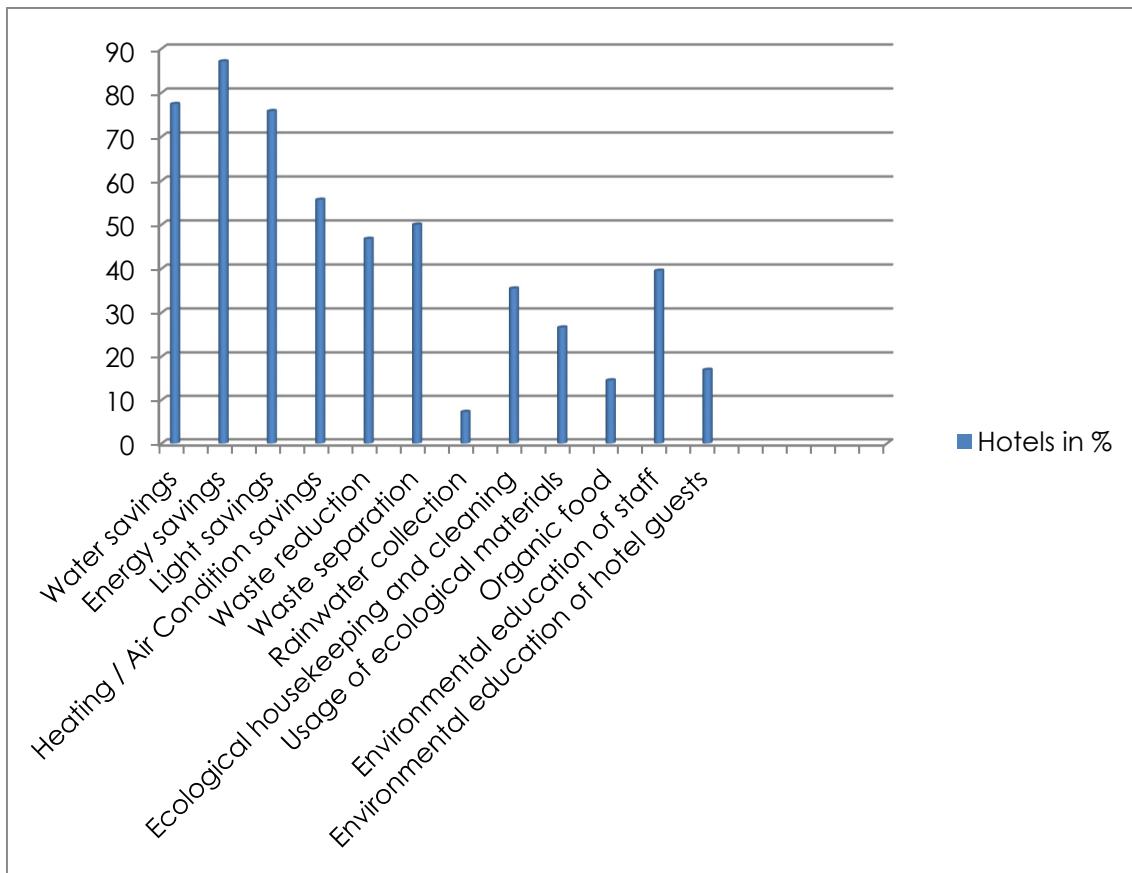
Source: elaborated by author

1. Implementation of environmental practices and barriers

Environmental policy of hotels in practice is determined by the certain conditions.

Implementation of particular environmental practices in all surveyed hotels is as follows:

Figure 7: Environmental practices already implemented in the hotels



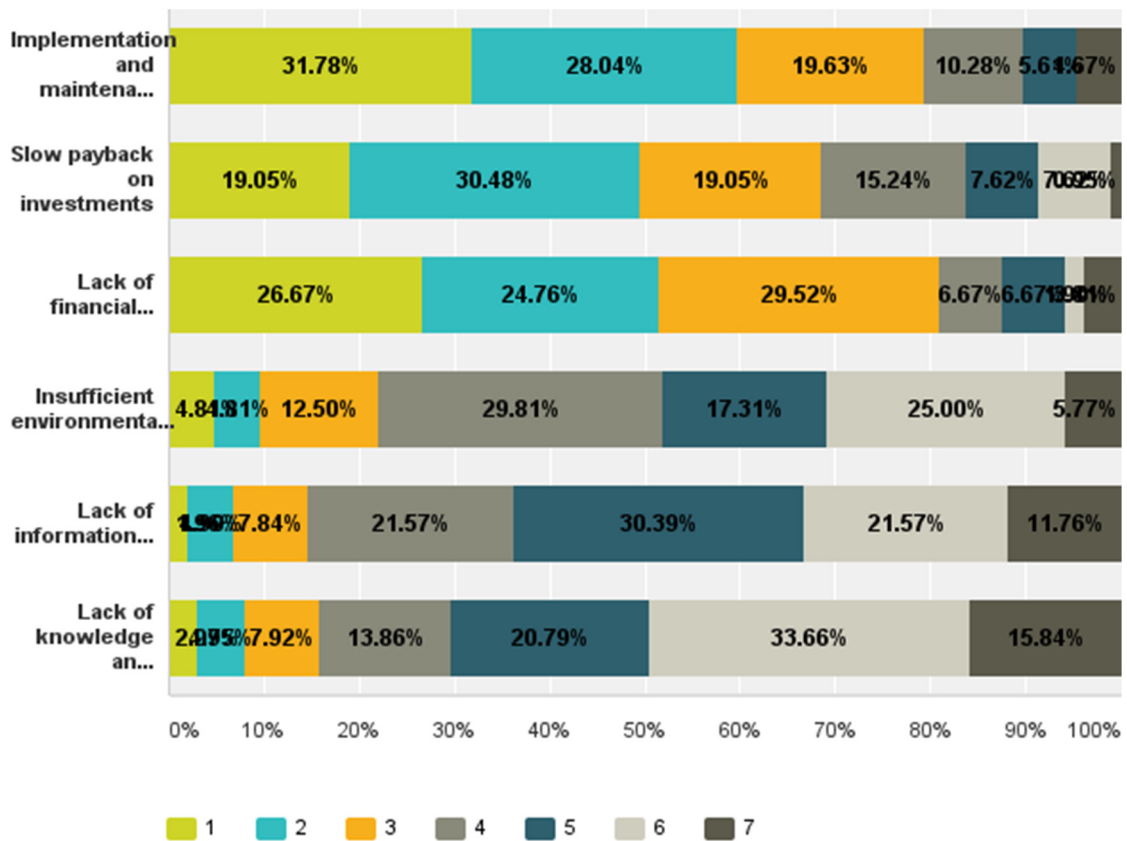
Source: elaborated by author

Significant barriers are those which reduce the ability of hotels to implement adequately environmental policy.

Utmost importance of barriers in investigated hotels was related to financial barriers.

The most important criterion was the lack of financial resources. 29% of surveyed hotels denoted financial resources as the most important barrier to the environmental practices. Another important barrier constitutes the other financial indicator, i.e. slow return of investment up to 20%. The barriers of organizational nature showed the average importance. Conversely, 48% of hotels considered as the least significant barriers connecting with skills and knowledge and 33% of surveyed hotels do not suppose the lack of information as the significant criterion.

Figure 8: Barriers for introducing environmental practices in the hotel N = 120

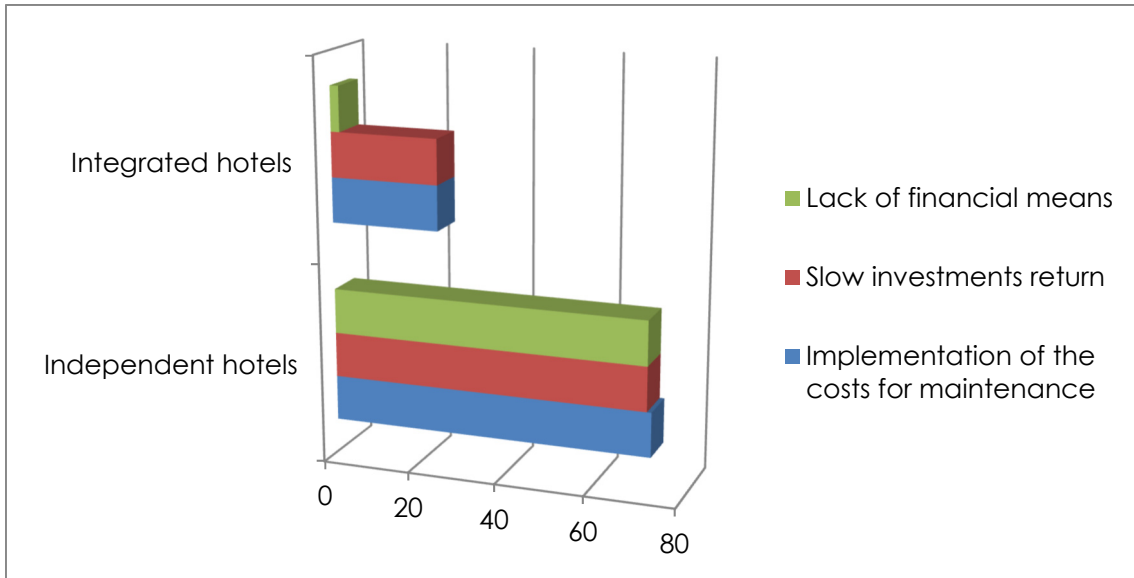


Rate factors: the most important = 1, the least important = 7, the row blank = no importance.

Source: monkeysurvey – 9th question

Financial barriers for introducing environmental practices into the life were different at independent hotels in comparison with hotels that were integrated in chains. It is obvious that integrated hotels have a significantly better financial base for their development. This fact was also reflected in the assessment of the significance of particular financial barriers. Independent hotels present a great importance to the financial barriers related to introducing environmental practices. On the contrary, integrated hotels those barriers perceived minimally.

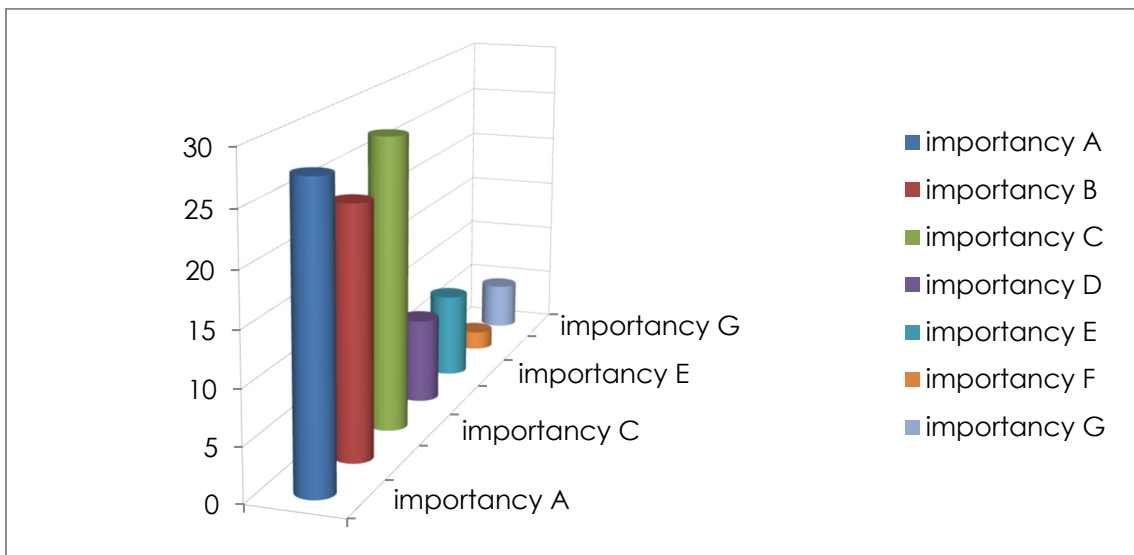
Figure 9: The importance of financial barriers to Hotel N = 120, expressed in %



Source: elaborated by author

Independent hotels supposed the lack of financial means as very significant. In the 7 level scales, the most hotels ranged that problem into the first three highest positions.

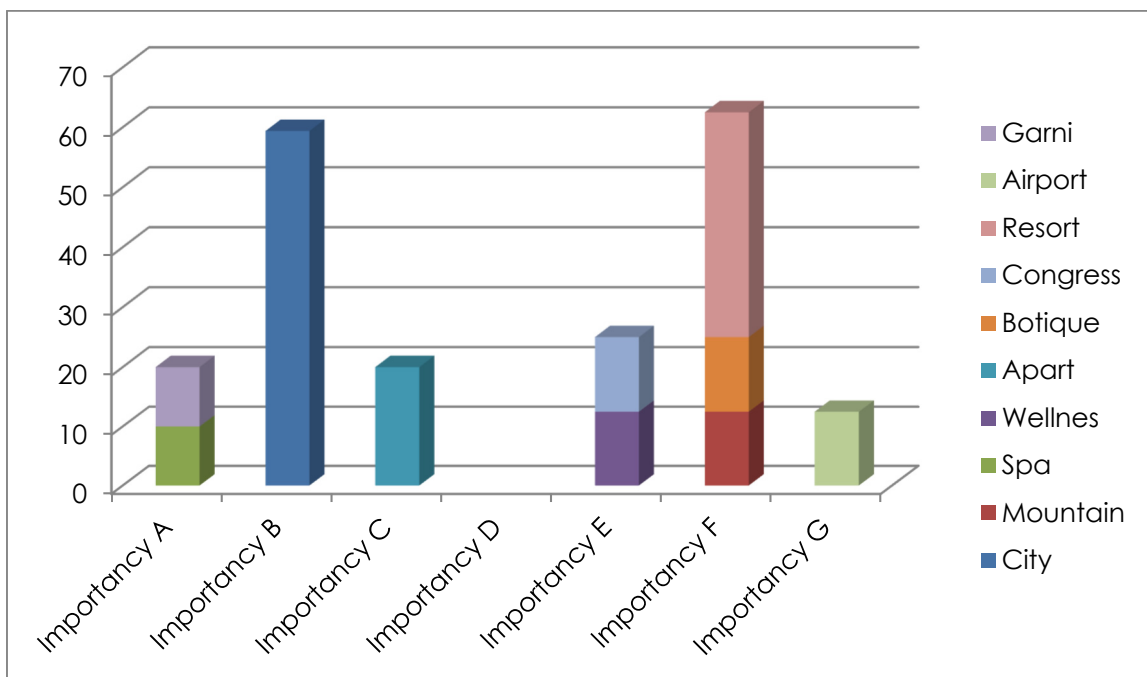
Figure 10: The importance of the lack of financial means N=113 hotels



Source: elaborated by author

Slow economic return of investments does not play the key role in environmental policy. The most significant problem of the lack of financial means is stated by urban hotels. Other hotel categories suppose that criterion as less important. It is justified by following data:

Figure 11: Slow economic return of environmental investments



Source: author's calculations

The slow economic return of investments as the most important is perceived by spa hotels and garni hotels.

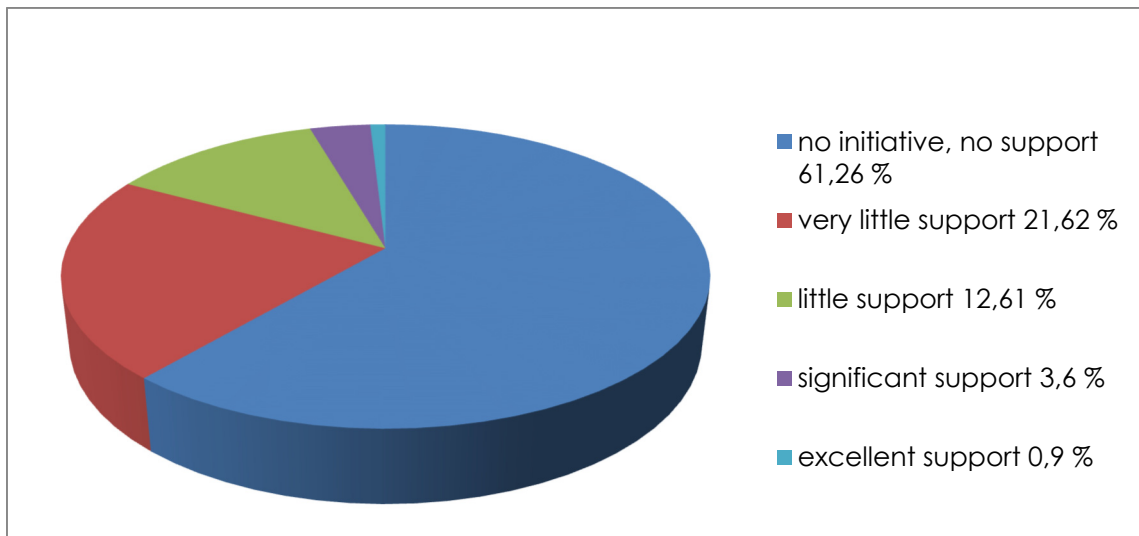
The high rate of negative influence of slow economic return represents also city hotels. Low negative influence of slow economic return was stated by resort hotels, mountain hotels and boutique hotels. The least negative perceiving of economic return was at airport hotels.

2. Initiatives and state supports for the hotels

Initiatives and state supports for the hotels to promote environmental approach are not sufficient.

61% of hotels stated that they had received none or minimal support from the state. Satisfaction with government support was expressed by a total of 3.6% hotels and maximum satisfaction accounted for only 0.9% share of hotels.

Figure 12: No initiative or support to hotels by government N = 120



Source: elaborated by author

That mentioned above statements of hotels in terms of their standard shows that negative experience with support from the government describes hotels from the category 4* to 1*, while the majority of all 3* hotels (35.29%) were without government support.

The fact that only one hotel supposed that the state support was excellent, indicates unfavourable situation in terms of government support. The negative proclamations gave mainly independent hotels. Hotels that are involved in the chain, so called "brand hotels", perceived the need for government support more soberly. 77.94% of the total surveyed independent hotels expressed the complaints for no initiatives or supports from the government. 75% of independent hotels perceive government support as only minimal. Branded hotels, within the chain, mostly expressed critical views, but they were less

vigorous in their criticism. 57.14% of branded hotels presented dissatisfaction with government support, marked it as a "little support".

Figure 13: None initiative or support by government to the hotels

| Criteria | Independent hotel | Brand hotel | Total hotels |
|-------------------------------------|-------------------|-------------|--------------|
| No initiative and no support | 77.94% | 22.06% | 61.26% |
| Very little support | 75.00% | 25.00% | 21.62% |
| Little support | 42.86% | 57.14% | 12.61% |
| Significant support | 75.00% | 25.00% | 3.60% |
| Excellent support | 0.00% | 0.00% | 0.00% |

Source: elaborated on the base of SurveyMonkey question Nr. 13/5

The situation is different in the different countries where operate the surveyed hotels (i.e. respondents).

Maximum negative expressions of support from the state can be concluded from the responses of hotels in Ukraine and Bulgaria, where the share of those dissatisfied hotels exceeds 20%, they marked the situation as "neither initiative - nor support".

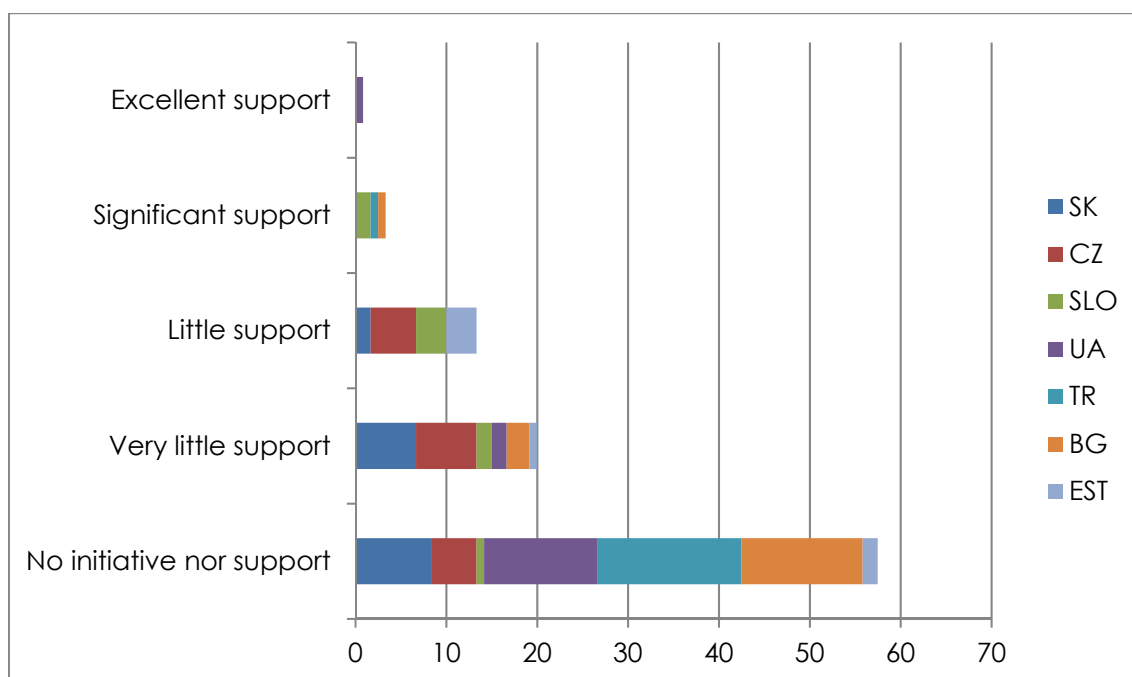
One third of the hotels, which state very little support were in Slovakia. Little support expressed the hotels in the Czech Republic and in Slovenia. Significant support presented hotels in Slovenia, Turkey and Bulgaria, but the amount of their hotels is very small and represents only 3.3% of all surveyed hotels. Totally negative result again shows criterion: excellent support.

Figure 14: Support by government in individual countries (share within the reporting criterion in %)

| Criteria | SK in % | CZ in % | SLO in % | UA in % | TR in % | BG in % | EST in % |
|---------------------------------|---------|---------|----------|---------|---------|---------|----------|
| No initiative or support | 14.71 | 8.82 | 0.00 | 22.06 | 7.94 | 23.53 | 2.94 |
| Very little support | 33.33 | 33.33 | 8.33 | 8.33 | 0.00 | 12.50 | 4.17 |
| Little support | 14.29 | 42.86 | 28.57 | 0.00 | 0.00 | 0.00 | 14.29 |
| Significant support | 0.00 | 0.00 | 50.00 | 0.00 | 25.00 | 25.00 | 0.00 |
| Excellent support | 0.00 | 0.00 | 0.00 | 100.00 | 0.00 | 0.00 | 0.00 |

Source: elaborated according to SurveyMonkey Q 13/3

Figure 15: Support the government to the hotels in individual countries (of the total number of hotels N = 120%)



Source: elaborated by author

Figure 16: Support by government to the hotels in individual countries (the share of all hotels N=120 in %)

| | SK in % | CZ in % | SLO in % | UA in % | TR in % | BG in % | EST in % |
|-------------------------------------|---------|---------|----------|---------|---------|---------|----------|
| No initiative and no support | 8.33 | 5.00 | 0.83 | 12.50 | 15.83 | 13.33 | 1.66 |
| Very little support | 6.66 | 6.66 | 1.66 | 1.66 | 0.00 | 2.5 | 0.83 |
| Little support | 1.66 | 5.00 | 3.33 | 0.00 | 0.00 | 0.00 | 3.33 |
| Significant support | 0.00 | 0.00 | 1.66 | 0.00 | 0.83 | 0.83 | 0.00 |
| Excellent support | 0.00 | 0.00 | 0.00 | 0.83 | 0.00 | 0.00 | 0.00 |

Source: elaborated by author

3. Environmental practices in the hotels as a result of legal regulations

The level and structure of environmental practices, which were applied in hotels as a result of legal regulations, are different. From a total of 120 hotels, 51 hotels it is 42.5% of all hotels reflected legal requirements. That result is influenced by:

- a) Different level of legal requirements in surveyed countries
- b) Different standards of hotels which were included in the research in surveyed countries.

The correlation of hotel standards did not show the high importance and reached the value 0.94.

The highest share of hotels, that applied environmental practices in accordance with the law are from Slovakia, Bulgaria and the Czech Republic.

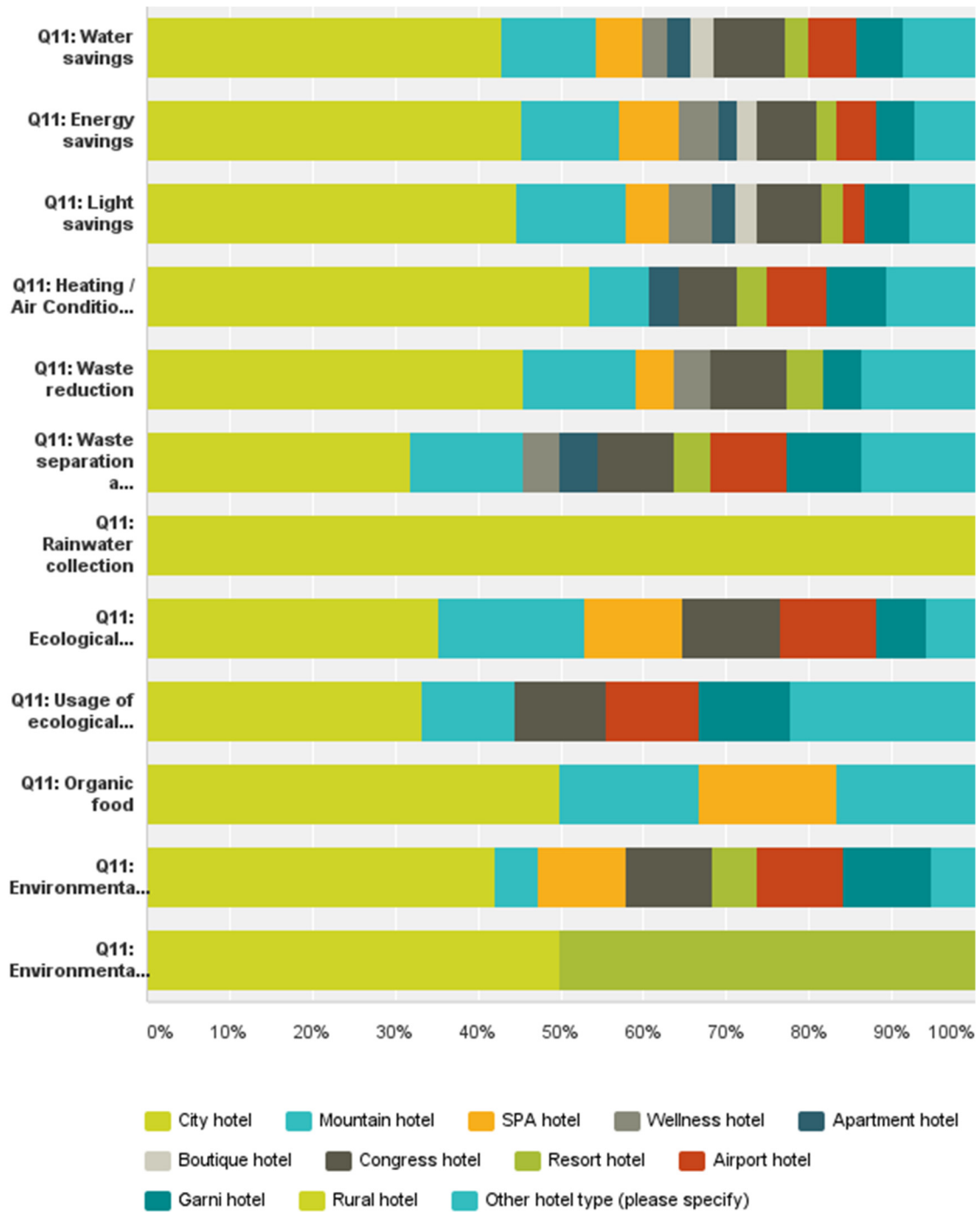
Figure 17: Hotels according surveyed countries which applied environmental practices in accordance with legal regulations.

| Criteria | SK in % | CZ in % | SLO in % | UA in % | TR in % | BG in % | EST in % |
|--------------------------------------------------------------------------------------------|---------|---------|----------|---------|---------|---------|----------|
| The share of hotels from the total amount which apply environmental practices. N=51 | 24.85 | 21.86 | 7.84 | 8.84 | 6.91 | 23.82 | 5.88 |
| The share of hotels from the total amount n=120 | 11.66 | 9.16 | 3.23 | 4.05 | 2.83 | 10.0 | 2.5 |

Source: author's calculation

The following chart expresses application of environmental practices according to types of hotels. City hotels apply all mentioned practices of environmental protection. City hotels are the only types of hotels, which use the rain water.

Figure 18: Environmental practices as a result of legal regulations according the type of hotels N= 51



Source: Surveymonkey Q 23/6

All types of hotels, except boutique hotels are energy saving, they reduce light energy, heating, air conditions and waste. Eight types of hotels provide educational training for their staffs, only two types – city and resort hotels provide an education of hotel guests.

Figure 19: Environmental practices scope according to legal regulations for the particular hotel types

| Criteria | 1. | 2. | 3. | 4. | 5. | 6. | 7. | 8. | 9. | 10. | 11. | 12. |
|---------------------------------------------------|----|----|----|----|----|----|----|----|----|-----|-----|-----|
| a. Water savings | * | * | * | * | * | * | * | * | * | * | - | * |
| b. Energy savings | * | * | * | * | * | * | * | * | * | * | - | * |
| c. Light savings | * | * | * | * | * | * | * | * | * | * | - | * |
| d. Heating/air condition savings | * | * | * | * | * | * | * | * | * | - | - | * |
| e. Waste reduction | * | * | * | * | * | * | * | * | * | - | - | * |
| f. Waste separation and recycling | * | * | * | * | * | * | * | * | * | - | - | * |
| g. Rainwater collection | * | * | - | - | - | - | - | - | - | - | - | - |
| h. Ecological housekeeping and cleaning | * | * | * | * | * | * | - | - | - | - | - | * |
| i. Usage of ecological materials | * | * | * | - | * | * | - | - | - | - | - | * |
| j. Organic food | * | - | * | * | - | - | - | - | - | - | - | * |
| k. Environmental education of staff | * | * | * | * | * | * | * | - | - | - | - | * |
| l. Environmental education of hotel guests | * | - | - | - | - | - | * | - | - | - | - | - |

1. □ City hotel 2. □ Congress hotel 3. □ Mountain hotel 4. □ Spa hotel 5. □ Airport hotel 6. □ Garni hotel 7. □ Resort hotel 8. □ Wellness hotel 9. □ Apartment hotel 10. □ Boutique hotel 11. □ Rural hotel 12. □ other hotel

Source: elaborated by author

More concrete data about hotel standards, which are applied by environmental practices in accordance with the law, are stated in multiply correlations conversion considering environmental criteria and hotel standards in relationships to the hotel share with environmental practices.

Values of correlation calculations proved the fact that is announced in our environmental practices survey. The highest mutual interdependences are among hotels related to saving of water and saving of the energy. Those data certify an opinion that more attention is devoted to those criteria and legal regulations in all surveyed countries.

The values did not reach 1; it means that there are considerable reserves.

Figure 20: Environmental practices in accordance with legal regulations for particular hotel standards

| Criteria | Total share of the hotels accepted legislative rules by criteria in % N=120 | Share of the hotels accepted legislative rules by criteria in % N=51 | 5* in % | 4* in % | 3* in % | 2* in % | 1* in % | Apthot. |
|---------------------------------------------------|--------------------------------------------------------------------------------|-------------------------------------------------------------------------|------------|------------|------------|------------|------------|---------|
| a. Water savings | 35.0 | 82.35 | 17.81 | 34.3 | 25.28 | 9.51 | 6.72 | 6.38 |
| b. Energy savings | 39.16 | 92.15 | 8.47 | 29.29 | 41.04 | 10.36 | 4.32 | 6.52 |
| c. Light savings | 37.5 | 88.23 | 11.14 | 27.1 | 40.8 | 9.06 | 5.7 | 6.2 |
| d. Heating/air condition savings | 25.83 | 60.78 | 9.07 | 19.6 | 43.03 | 10.86 | 6.58 | 10.86 |
| e. Waste reduction | 20.83 | 45.09 | 15.84 | 17.77 | 42.78 | 7.87 | 7.87 | 7.87 |
| f. Waste separation and recycling | 20.83 | 45.09 | 13.23 | 23.6 | 42.44 | 10.43 | 3.44 | 6.86 |
| g. Rainwater collection | 1.66 | 3.92 | 0 | 0 | 100 | 0 | 0 | 0 |
| h. Ecological housekeeping and cleaning | 19.16 | 45.69 | 8.83 | 35 | 43.05 | 13.12 | 0 | 0 |
| i. Usage of ecological materials | 7.5 | 17.64 - | 0 | 33.33 | 55.56 | 11.11 | 0 | 0 |
| j. Organic food | 5.0 | 11.76 | 0 | 50 | 50 | 0 | 0 | 0 |
| k. Environmental education of staff | 17.5 | 41.17 | 14.48 | 24.18 | 52.14 | 9.2 | 0 | 0 |
| l. Environmental education of hotel guests | 1.66 | 3.92 | 50 | 0 | 50 | 0 | 0 | 0 |

Source: author's calculations

No dependency is related to legal regulation towards rainwater collection and organic food application. It means that it is possible to pay attention especially to those mentioned criteria. In term of hotel standards, there is dependency at 2*, 1* hotels and apart-hotels. It is natural and logical phenomenon. Others surveyed hotels did not show any dependency and correlation values were in minus state.

Significant differences are following:

Figure 21: Hotels dependency correlation

| Rank | Extreme values according to environmental criteria | Correl. | Rank | Extreme values according to hotel standards | Correl. |
|------|----------------------------------------------------|---------|------|---------------------------------------------|---------|
| 1. | Water saving | 0.661 | 1. | 1* hotels, appart hotels | 0.807 |
| 2. | Light saving | 0.575 | 2. | 2* hotels | 0.666 |
| 3. | Energy saving | 0.570 | 3. | 4* hotels | 0.259 |
| 10. | Rainwater collection | -0.152 | 4. | 5* hotels | -0.173 |
| 11. | Usage of ecological materials | 0.006 | 5. | 3* hotels | -0.656 |
| 12. | Organic food | 0.005 | | | |

Source: Author's calculations

In term of hotel standards it is possible to point out dependency 4*, 2*, 1* hotels and aparthotels. 5* and 3* hotels are not dependant legal regulations. Statements of 4* hotels are disputable. Their share in surveyed sample is 67% (chain hotels) Based on hotel structures it is possible to give probable explanation. 4* chain hotels act in accordance with chain environmental policy. They emphasize respecting and dealing with legal norms and it is reflected in practise. Values of correlations are not very high and it means that actual situation does not meet given requirements. Lower standard level and alarming independence towards legal regulations affirm statements about state (government) support of environmental practices.

The best position in ranking of the countries takes Czech Republic. Czech hotels reach the first position in seven valuated criteria and the second position in two criteria. The hotels in Slovenia and Slovakia follow the Czechia success in the field of environmental practices.

The environmental practices applied by hotels didn't confirm the legislative rules consequence, as well. Only 65.8% of the hotels they expressed the legislative rules as important reason for the application of environmental practices. This data relates partly to the hotels proclamation about motivation. They expressed that legislation is the third most valid reason for the environmental management and environmental practices (average weighted 5.08).

Figure 22: Environmental practices in the individual states in %:

| Criteria | Total share of the hotels provided environm. practice by criteria in % N=120 | BG | CZ | EST | SK | SL | TK | UA |
|--------------------------------------------|---------------------------------------------------------------------------------|----|----|-----|----|----|----|-----|
| a. Water savings | 77.42 | 72 | 90 | 78 | 80 | 71 | 79 | 78 |
| b. Energy Savings | 87.1 | 79 | 95 | 78 | 95 | 71 | 84 | 100 |
| c. Light savings | 75.81 | 72 | 95 | 56 | 95 | 64 | 42 | 78 |
| d. Heating/air condition savings | 55.65 | 33 | 85 | 67 | 75 | 50 | 37 | 39 |
| e. Waste reduction | 46.77 | 22 | 70 | 56 | 60 | 64 | 26 | 33 |
| f. Waste separation and recycling | 50.00 | 11 | 95 | 56 | 60 | 64 | 21 | 17 |
| g. Rainwater collection | 7.26 | 5 | 0 | 33 | 0 | 21 | 0 | 11 |
| h. Ecological housekeeping and cleaning | 35.48 | 17 | 65 | 33 | 25 | 50 | 0 | 44 |
| i. Usage of ecological materials | 26.61 | 0 | 35 | 33 | 25 | 28 | 0 | 56 |
| j. Organic food | 14.52 | 33 | 5 | 0 | 10 | 14 | 11 | 11 |
| k. Environmental education of staff | 39.52 | 11 | 50 | 56 | 40 | 43 | 53 | 22 |
| l. Environmental education of hotel guests | 16.94 | 0 | 35 | 22 | 10 | 14 | 16 | 17 |

Source: Author's calculations

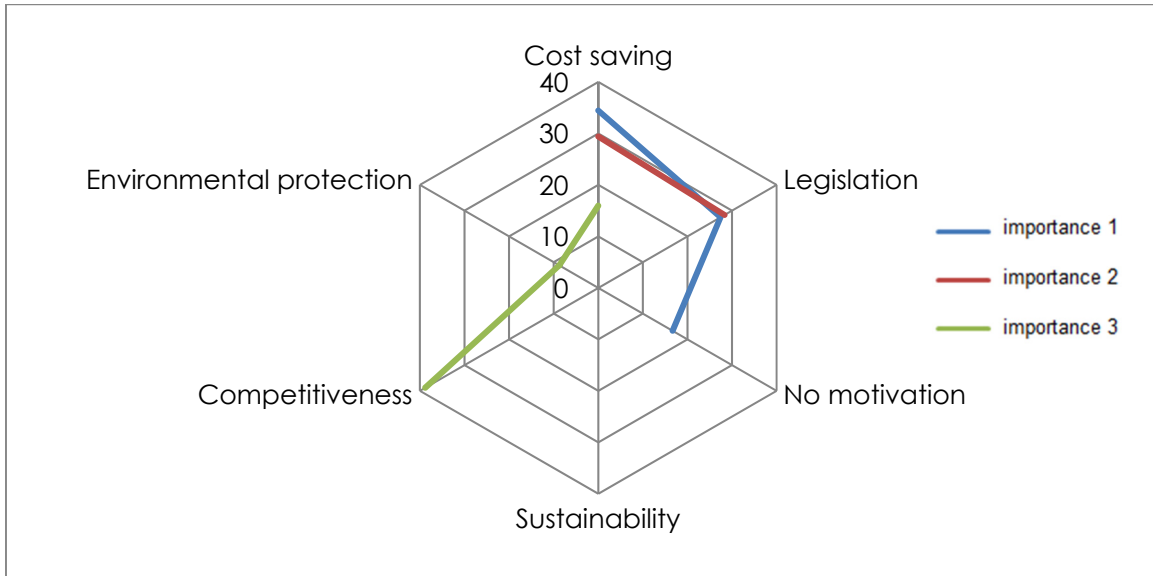
More than 60% of the hotels follow the legal regulation in the area of waste separation in all countries. More than 60% of the hotels provide the recycling process in the Czech Republic, Slovakia, Estonia, and Turkey. Energy saving operations the hotels do manage in Bulgaria, Czech Republic and Ukraine. Bulgarian hotels keep the law in water saving, too.

4. Motivation

The wide spectrum for motivation variants related to environmental practices implementations were unambiguously defined by surveyed hotels. Cost saving is frequent in all three levels of importance. Legislation is the reason for motivation on the first and second importance levels

Statement about lack of motivation at the first importance level is surprising.

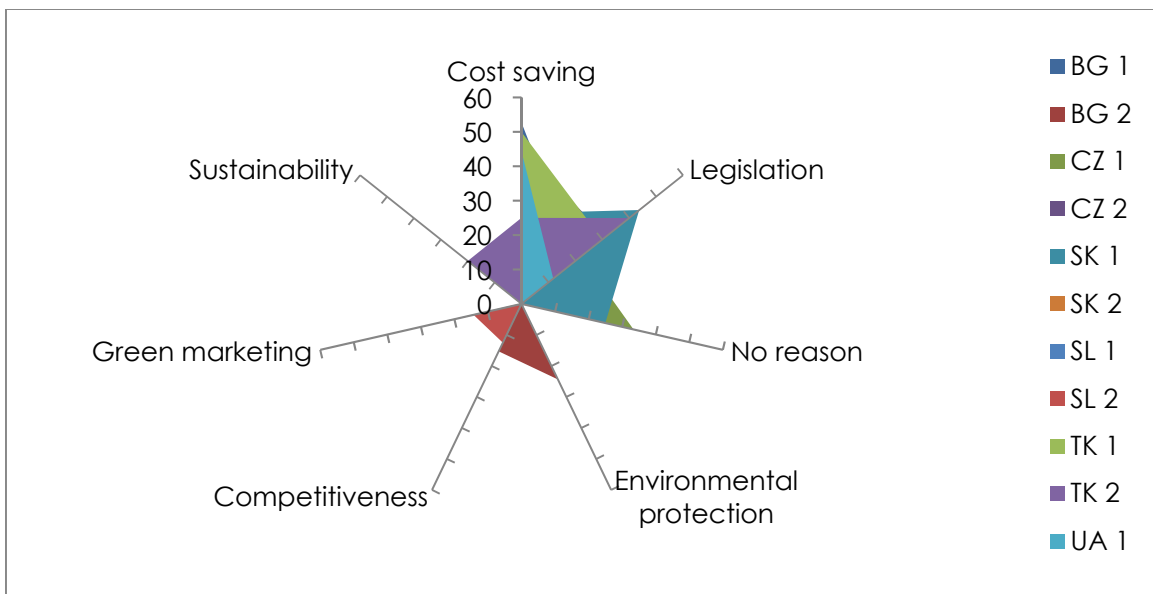
Figure 23: Reasons for hotel motivations to environmental practices



Source: author's elaboration

In particular countries are the reasons the same. Hotels in Bulgaria and Czech Republic emphasized motive of cost saving and legislation to a similar degree. In the first line of importance there is the "high share" and reason "no motivation" except Turkey and Slovenia. The motivation is not decisive in those countries.

Figure 24: Reasons for motivation



Source: author's elaboration

Proportion of hotels' motivation to have environmental practices is measurable in terms of relationships of hotels to determined criteria and reasons in each country.

Figure 25: Proportions and reasons of motivation in particular countries.

| Importance | Criteria | BG | CZ | SK | SL | TK | UA |
|-----------------------|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1st importance | Cost saving | 52.63 | 42.11 | 26.32 | | 50.0 | 44.44 |
| | Legislation | 20.03 | 22.22 | 43.75 | 47.37 | 30.0 | 11.76 |
| | No reason | 13.33 | 33.33 | 25.0 | | | |
| | Environmental protection | | | | 12.5 | | |
| | Competition | | | | | 10.0 | 25.0 |
| | Green marketing | | | | 25.0 | | |
| | Sustainability | | | | | | |
| 2nd importance | Cost saving | | 44.44 | 47.37 | 22.22 | 25.0 | |
| | Legislation | 35.0 | 31.58 | | | 40.0 | 29.1 |
| | No reason | | | | | | |
| | Environmental protection | 24.32 | | 12.5 | 28.57 | | |
| | Competition | 15.00 | | | 10.0 | | 12.5 |
| | Green marketing | | 10.23 | 25.0 | | | |
| | Sustainability | | | | | 25.0 | 11.1 |

Source: the author

III. Conclusion

Based on the research Environmental management practices in the hotels in seven countries, it is possible to state that all hotels on the surveyed countries deal with environmental management and pay attention to particular practices.

Significant differences in fruitfulness to apply environmental practices are within hotel classification into independent and integrated hotels. Those differences are caused by various financial and organisational terms. Integrated hotels perceive the problems similarly as independent hotels, but financial possibilities to overcome barriers are significantly better in integrated hotels. The result is highest level of environmental practices applications.

Hotels perceive environmental practices on economic basis. Costs reduction is the main motivator.

Costs and investments returns are dominant economic factors. Those economic aspects represent the highest importance for city hotels.

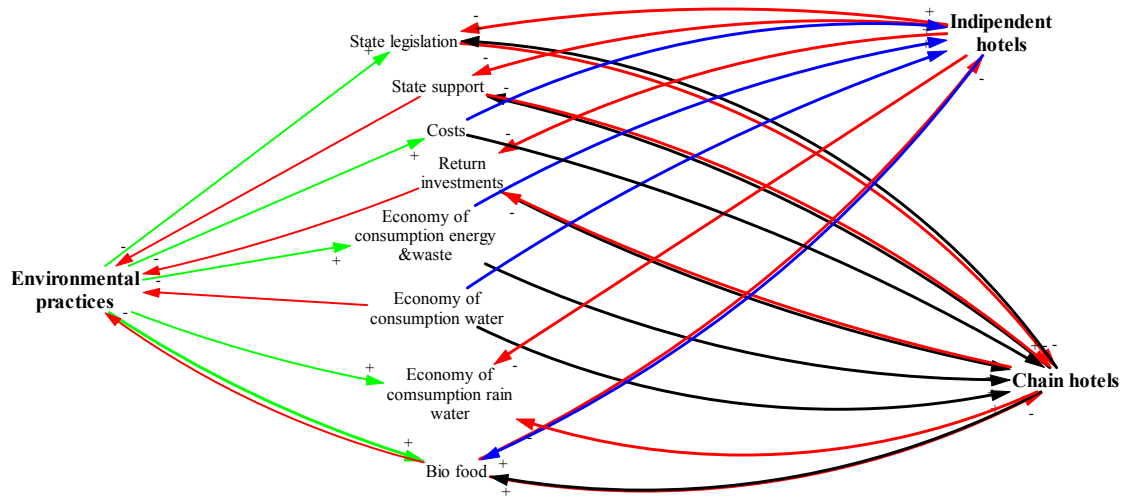
Legislation in all the countries meets a certain "environmental minimum". But those minimums are not accepted by the sufficient scale and operations of hotels are in the different surveyed countries. The legislature is different and its reflection and its application are correspondingly different.

The hotels mostly perceive the state support as negative. No one hotel stated the most positive evaluation of the state support.

The main environmental practices of surveyed hotels are:

- water savings,
- energy savings,
- light savings,
- heating/air-conditions savings,
- waste reduction and waste separations.

Figure 23: Environmental practices in the hotels



Source: author

Over the next few years more accommodation businesses will likely be required to obtain energy certificates, showing their energy performance, and ultimately affecting the overall value of the business.

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V. Outputs by resource markets

Outputs from the questionnaires of particular surveyed countries (the order is according the date of receiving questionnaires):

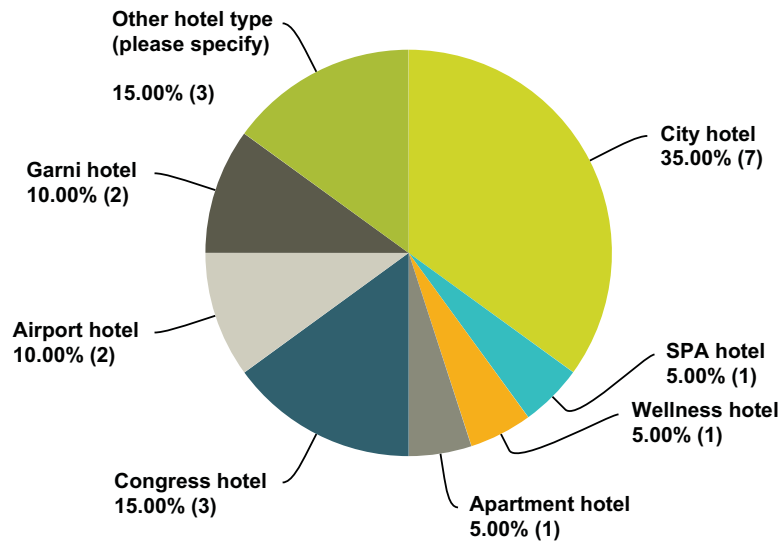
- Slovakia
- Turkey
- Czech Republic
- Slovenia
- Estonia
- Ukraine
- Bulgaria

Slovakia

Outputs from the questionnaire

Q1 Hotel type

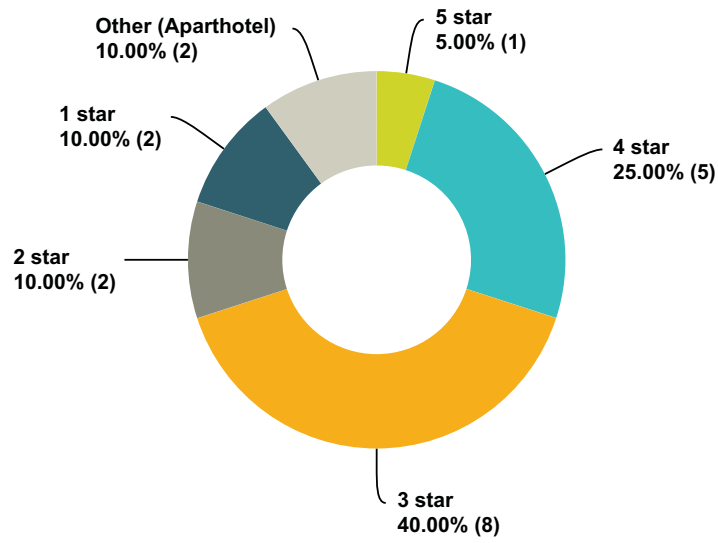
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|-----------------------------------|-----------|
| City hotel | 35.00% 7 |
| SPA hotel | 5.00% 1 |
| Wellness hotel | 5.00% 1 |
| Apartment hotel | 5.00% 1 |
| Congress hotel | 15.00% 3 |
| Airport hotel | 10.00% 2 |
| Garni hotel | 10.00% 2 |
| Other hotel type (please specify) | 15.00% 3 |
| Total | 20 |

Q2 Hotel grading

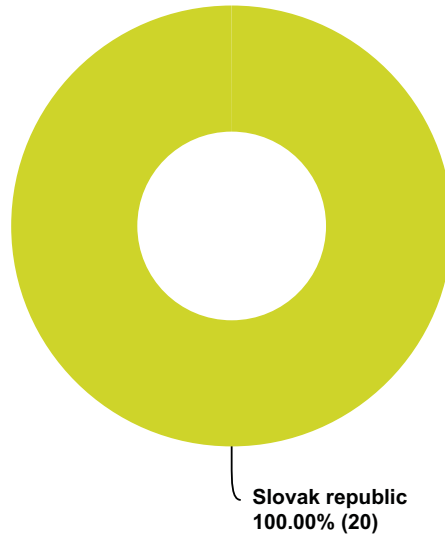
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|--------------------|-----------|
| 5 star | 5.00% 1 |
| 4 star | 25.00% 5 |
| 3 star | 40.00% 8 |
| 2 star | 10.00% 2 |
| 1 star | 10.00% 2 |
| Other (Aparthotel) | 10.00% 2 |
| Total | 20 |

Q3 Where is your hotel located?

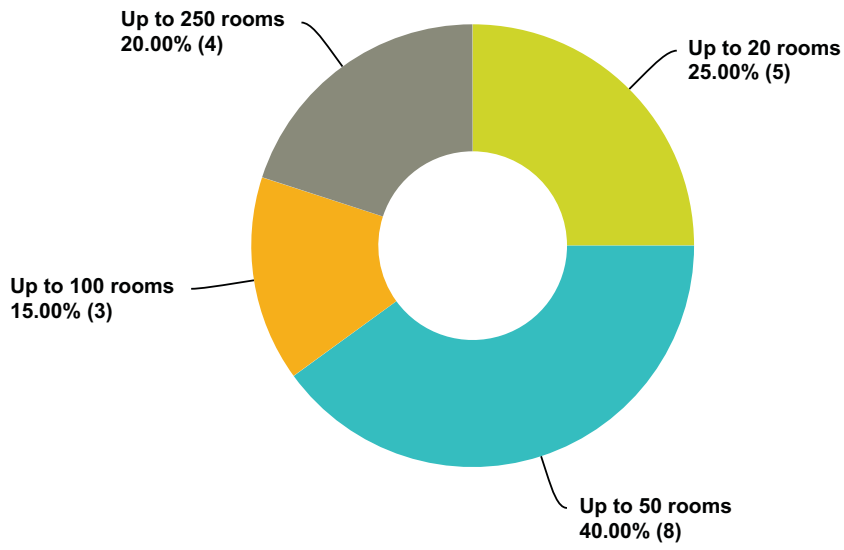
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|-----------------|------------|
| Slovak republic | 100.00% 20 |
| Total | 20 |

Q4 Hotel size

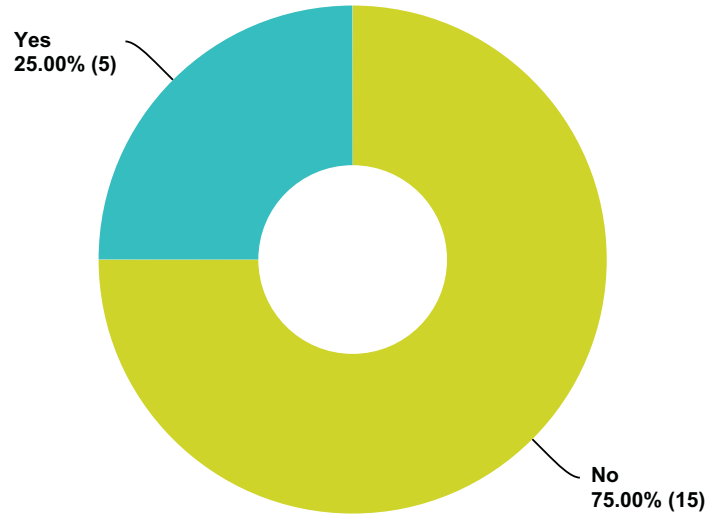
Answered: 20 Skipped: 0



| Answer Choices | Responses | Count |
|-----------------|-----------|-----------|
| Up to 20 rooms | 25.00% | 5 |
| Up to 50 rooms | 40.00% | 8 |
| Up to 100 rooms | 15.00% | 3 |
| Up to 250 rooms | 20.00% | 4 |
| Total | | 20 |

Q5 Is your hotel integrated into a hotel chain?

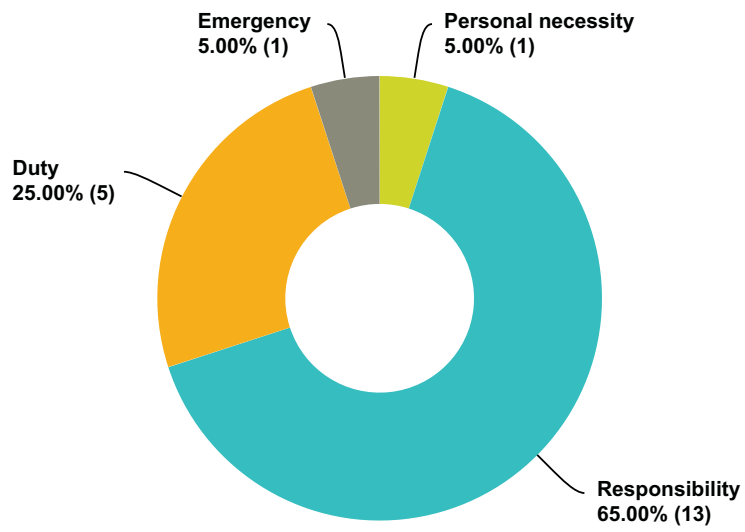
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 75.00% | 15 |
| Yes | 25.00% | 5 |
| Total | | 20 |

Q6 Environmental protection

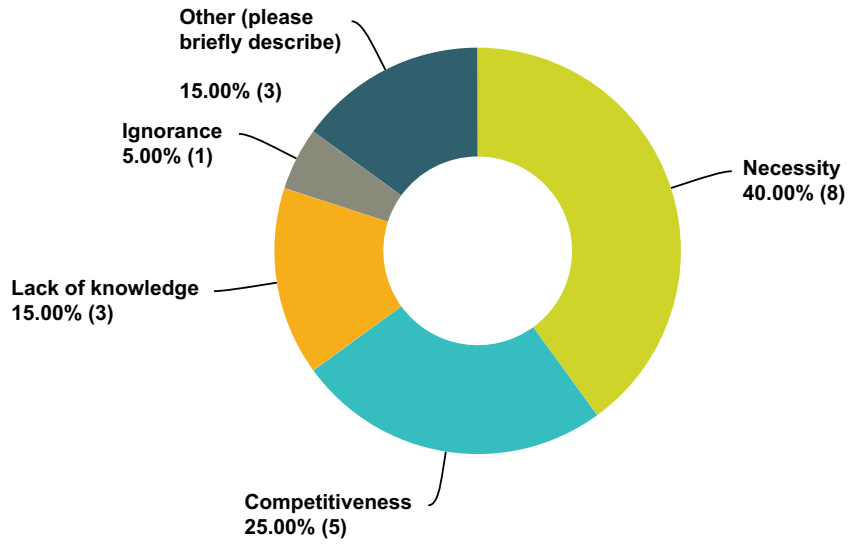
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|--------------------|-----------|
| Personal necessity | 5.00% 1 |
| Responsibility | 65.00% 13 |
| Duty | 25.00% 5 |
| Emergency | 5.00% 1 |
| Total | 20 |

Q7 Environmental management and marketing

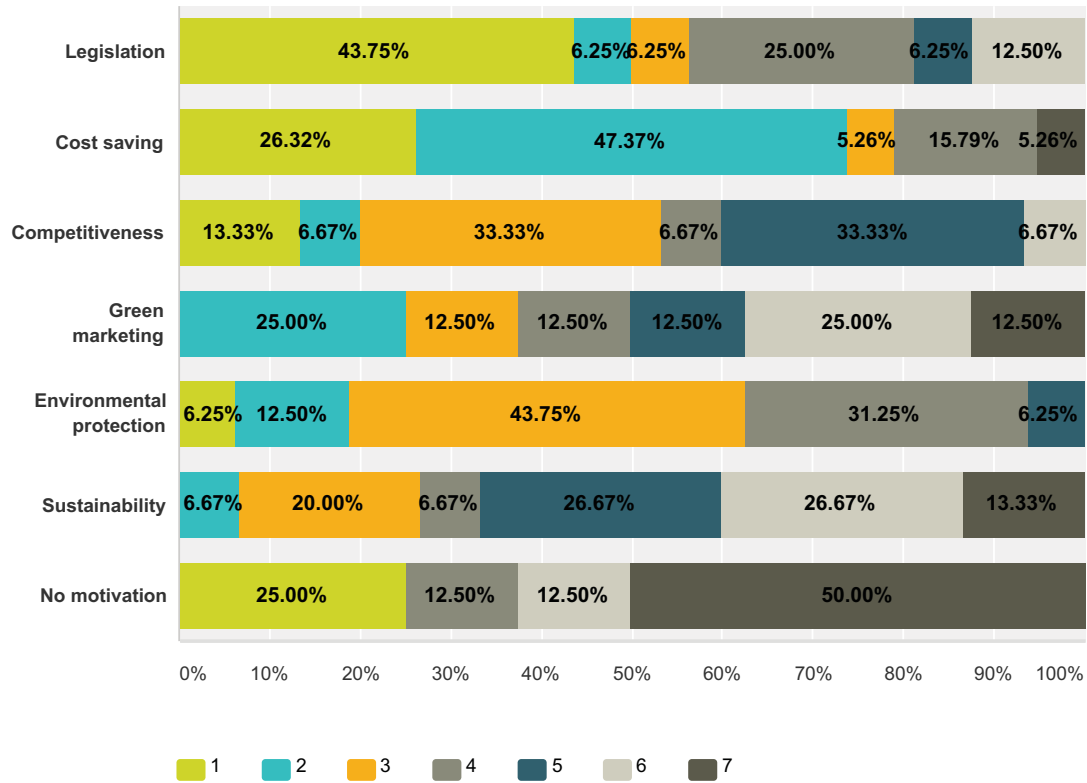
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|---------------------------------|-----------|
| Necessity | 40.00% 8 |
| Competitiveness | 25.00% 5 |
| Lack of knowledge | 15.00% 3 |
| Ignorance | 5.00% 1 |
| Other (please briefly describe) | 15.00% 3 |
| Total | 20 |

Q8 What motivates you to implement environmental practices in the hotel?
 Please rate the motivating factors from the most important = 1 to the least important = 7. If you leave the row blank = no importance.

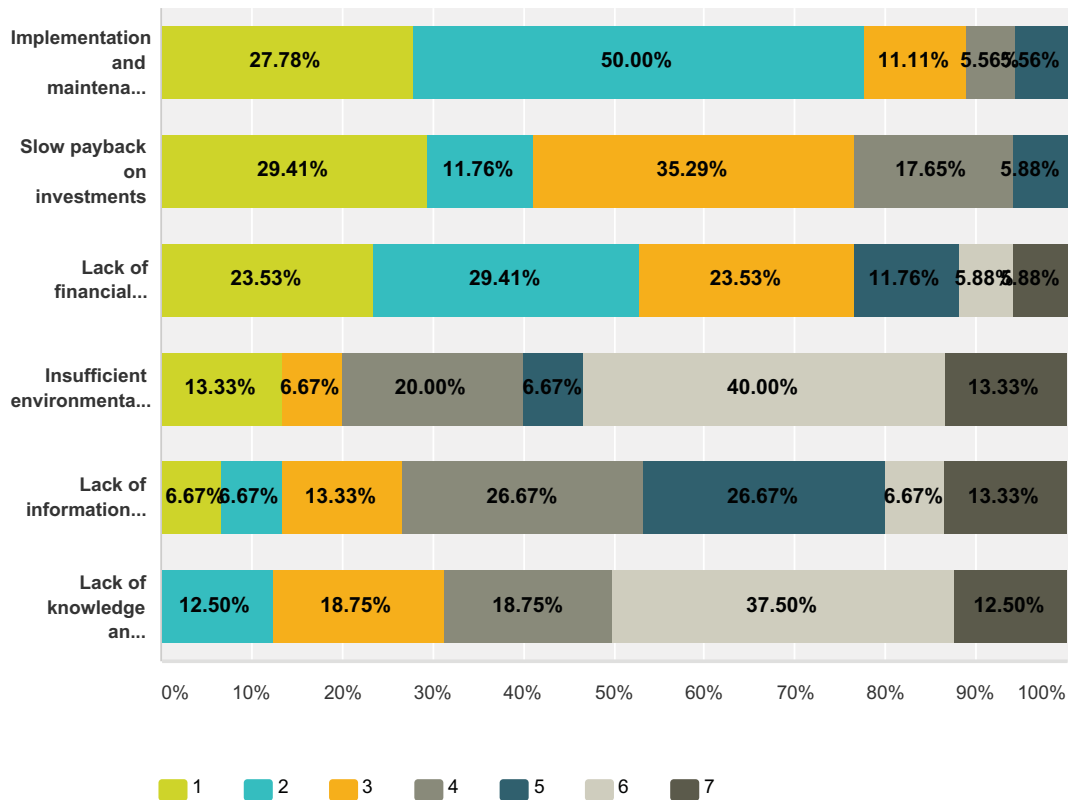
Answered: 20 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|------------------|
| Legislation | 43.75% 7 | 6.25% 1 | 6.25% 1 | 25.00% 4 | 6.25% 1 | 12.50% 2 | 0.00% 0 | 16 | 5.19 |
| Cost saving | 26.32% 5 | 47.37% 9 | 5.26% 1 | 15.79% 3 | 0.00% 0 | 0.00% 0 | 5.26% 1 | 19 | 5.63 |
| Competitiveness | 13.33% 2 | 6.67% 1 | 33.33% 5 | 6.67% 1 | 33.33% 5 | 6.67% 1 | 0.00% 0 | 15 | 4.40 |
| Green marketing | 0.00% 0 | 25.00% 4 | 12.50% 2 | 12.50% 2 | 12.50% 2 | 25.00% 4 | 12.50% 2 | 16 | 3.63 |
| Environmental protection | 6.25% 1 | 12.50% 2 | 43.75% 7 | 31.25% 5 | 6.25% 1 | 0.00% 0 | 0.00% 0 | 16 | 4.81 |
| Sustainability | 0.00% 0 | 6.67% 1 | 20.00% 3 | 6.67% 1 | 26.67% 4 | 26.67% 4 | 13.33% 2 | 15 | 3.13 |
| No motivation | 25.00% 2 | 0.00% 0 | 0.00% 0 | 12.50% 1 | 0.00% 0 | 12.50% 1 | 50.00% 4 | 8 | 3.00 |

Q9 What barriers discourage you to implement environmental practices in the hotel? Please rate the barriers from the most important = 1 to the least important = 7. If you leave the row blank = no importance.

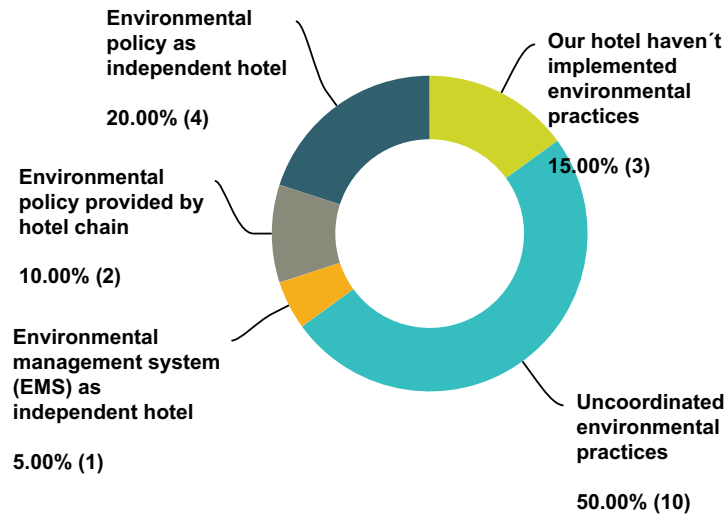
Answered: 20 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|------------------|
| Implementation and maintenance costs | 27.78% 5 | 50.00% 9 | 11.11% 2 | 5.56% 1 | 5.56% 1 | 0.00% 0 | 0.00% 0 | 18 | 5.89 |
| Slow payback on investments | 29.41% 5 | 11.76% 2 | 35.29% 6 | 17.65% 3 | 5.88% 1 | 0.00% 0 | 0.00% 0 | 17 | 5.41 |
| Lack of financial sources | 23.53% 4 | 29.41% 5 | 23.53% 4 | 0.00% 0 | 11.76% 2 | 5.88% 1 | 5.88% 1 | 17 | 5.12 |
| Insufficient environmental awareness of hotel guests | 13.33% 2 | 0.00% 0 | 6.67% 1 | 20.00% 3 | 6.67% 1 | 40.00% 6 | 13.33% 2 | 15 | 3.20 |
| Lack of information sources | 6.67% 1 | 6.67% 1 | 13.33% 2 | 26.67% 4 | 26.67% 4 | 6.67% 1 | 13.33% 2 | 15 | 3.67 |
| Lack of knowledge and skills | 0.00% 0 | 12.50% 2 | 18.75% 3 | 18.75% 3 | 0.00% 0 | 37.50% 6 | 12.50% 2 | 16 | 3.31 |

Q10 Did your hotel implement:

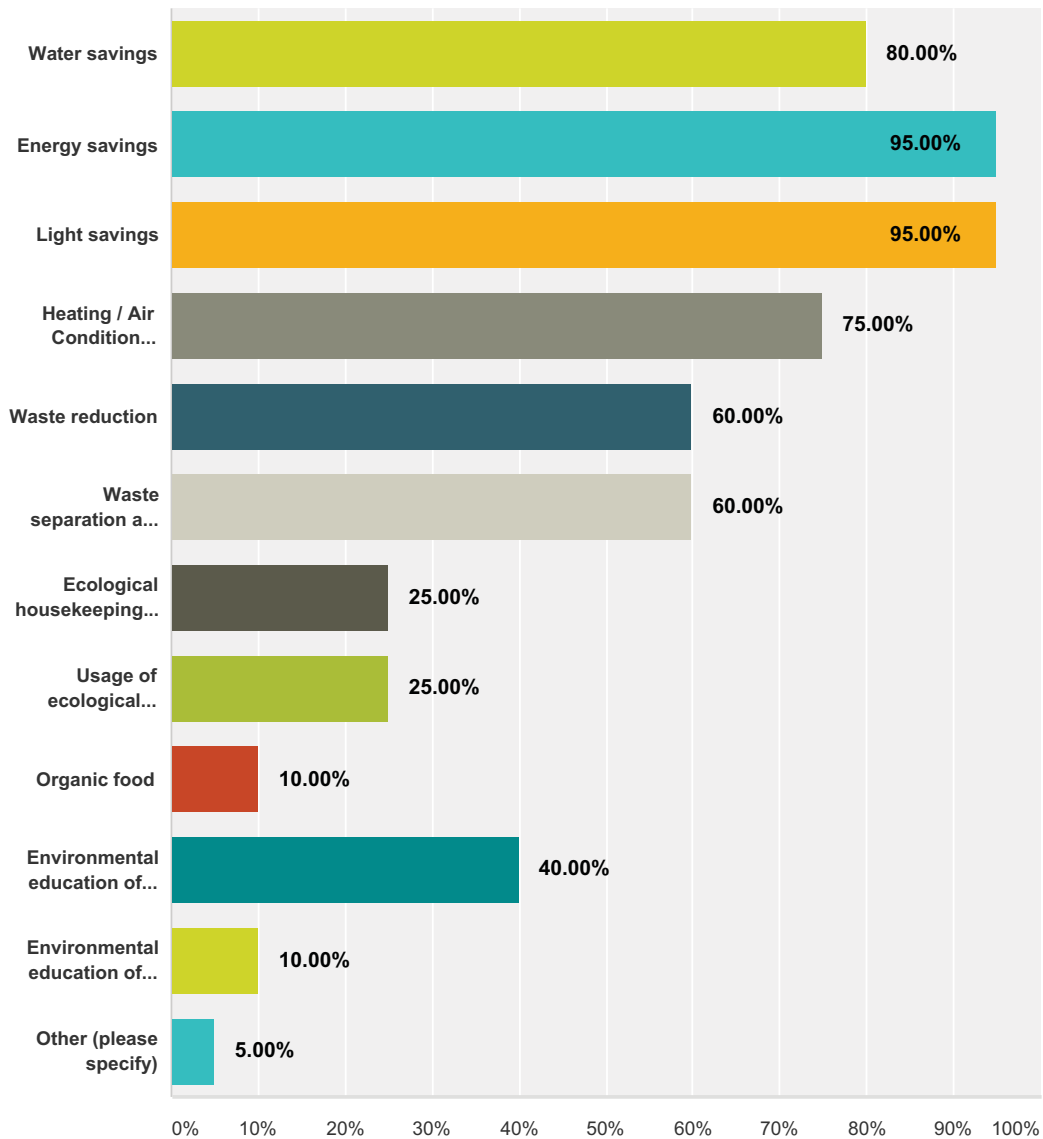
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|------------------------------------------------------------|-----------|
| Our hotel haven't implemented environmental practices | 15.00% 3 |
| Uncoordinated environmental practices | 50.00% 10 |
| Environmental management system (EMS) as independent hotel | 5.00% 1 |
| Environmental policy provided by hotel chain | 10.00% 2 |
| Environmental policy as independent hotel | 20.00% 4 |
| Total | 20 |

Q11 Which environmental practices has your hotel already implemented? Please tick as many as apply.

Answered: 20 Skipped: 0



| Answer Choices | Responses |
|---------------------------------|-----------|
| Water savings | 80.00% 16 |
| Energy savings | 95.00% 19 |
| Light savings | 95.00% 19 |
| Heating / Air Condition savings | 75.00% 15 |
| Waste reduction | 60.00% 12 |
| Waste separation and recycling | 60.00% 12 |

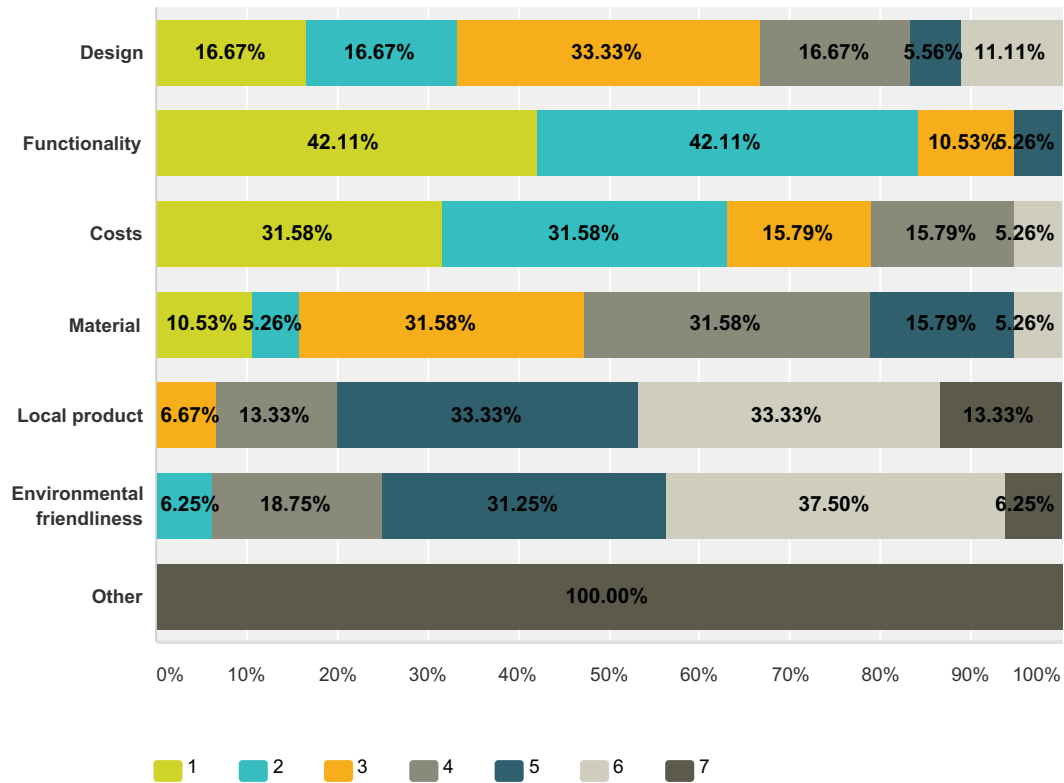
Environmental practices in the hotel industry

SurveyMonkey

| | | |
|-----------------------------------------|--------|---|
| Ecological housekeeping and cleaning | 25.00% | 5 |
| Usage of ecological materials | 25.00% | 5 |
| Organic food | 10.00% | 2 |
| Environmental education of staff | 40.00% | 8 |
| Environmental education of hotel guests | 10.00% | 2 |
| Other (please specify) | 5.00% | 1 |
| Total Respondents: 20 | | |

Q12 In your opinion what is the most important factor when furnishing the hotel?
 Please rate the factors from the most important = 1 to the least important = 4. If you leave the row blank = no importance.

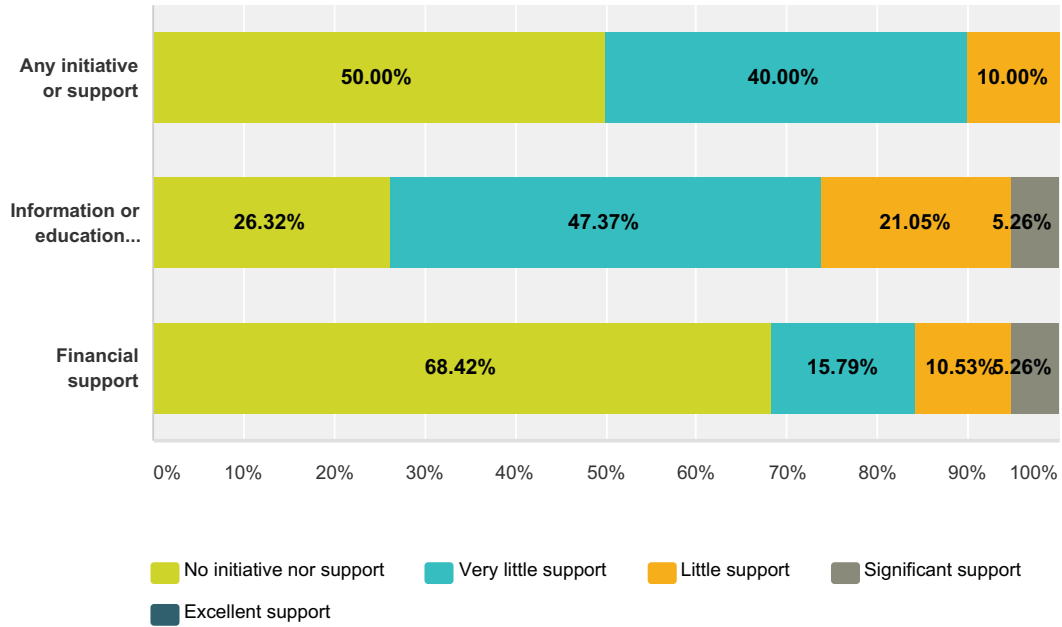
Answered: 20 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-------|------------------|
| Design | 16.67% 3 | 16.67% 3 | 33.33% 6 | 16.67% 3 | 5.56% 1 | 11.11% 2 | 0.00% 0 | 18 | 4.89 |
| Functionality | 42.11% 8 | 42.11% 8 | 10.53% 2 | 0.00% 0 | 5.26% 1 | 0.00% 0 | 0.00% 0 | 19 | 6.16 |
| Costs | 31.58% 6 | 31.58% 6 | 15.79% 3 | 15.79% 3 | 0.00% 0 | 5.26% 1 | 0.00% 0 | 19 | 5.63 |
| Material | 10.53% 2 | 5.26% 1 | 31.58% 6 | 31.58% 6 | 15.79% 3 | 5.26% 1 | 0.00% 0 | 19 | 4.47 |
| Local product | 0.00% 0 | 0.00% 0 | 6.67% 1 | 13.33% 2 | 33.33% 5 | 33.33% 5 | 13.33% 2 | 15 | 2.67 |
| Environmental friendliness | 0.00% 0 | 6.25% 1 | 0.00% 0 | 18.75% 3 | 31.25% 5 | 37.50% 6 | 6.25% 1 | 16 | 2.88 |
| Other | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 100.00% 5 | 5 | 1.00 |

Q13 Have you ever noticed initiative or support to implement any environmental practices in your hotel from the government?

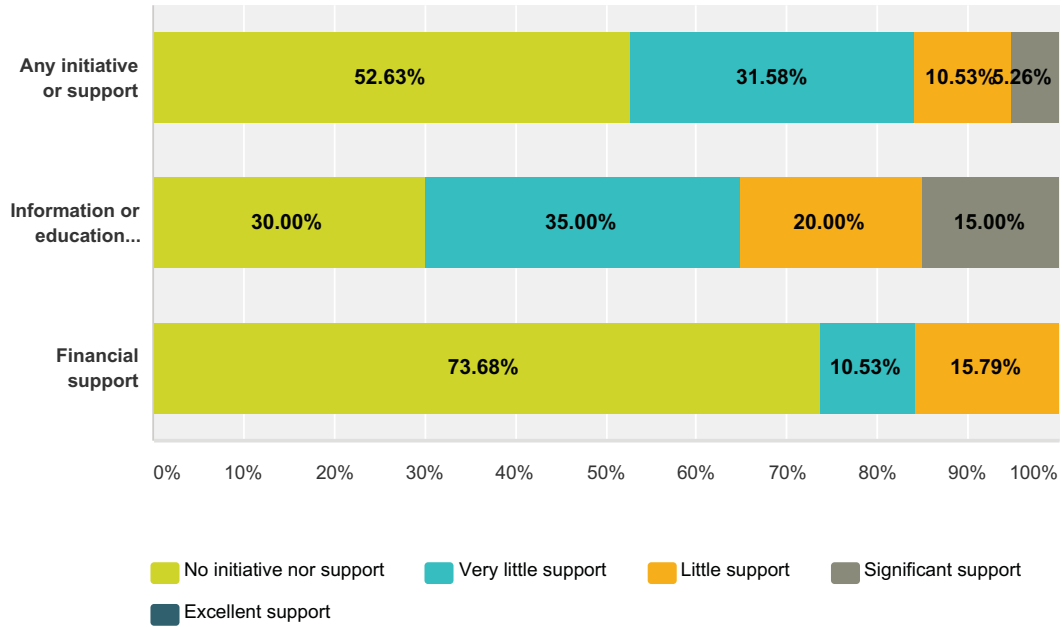
Answered: 20 Skipped: 0



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 50.00% 10 | 40.00% 8 | 10.00% 2 | 0.00% 0 | 0.00% 0 | 20 |
| Information or education support | 26.32% 5 | 47.37% 9 | 21.05% 4 | 5.26% 1 | 0.00% 0 | 19 |
| Financial support | 68.42% 13 | 15.79% 3 | 10.53% 2 | 5.26% 1 | 0.00% 0 | 19 |

Q14 Have you ever noticed initiative or support to implement any environmental practices in your hotel from the local government or municipality?

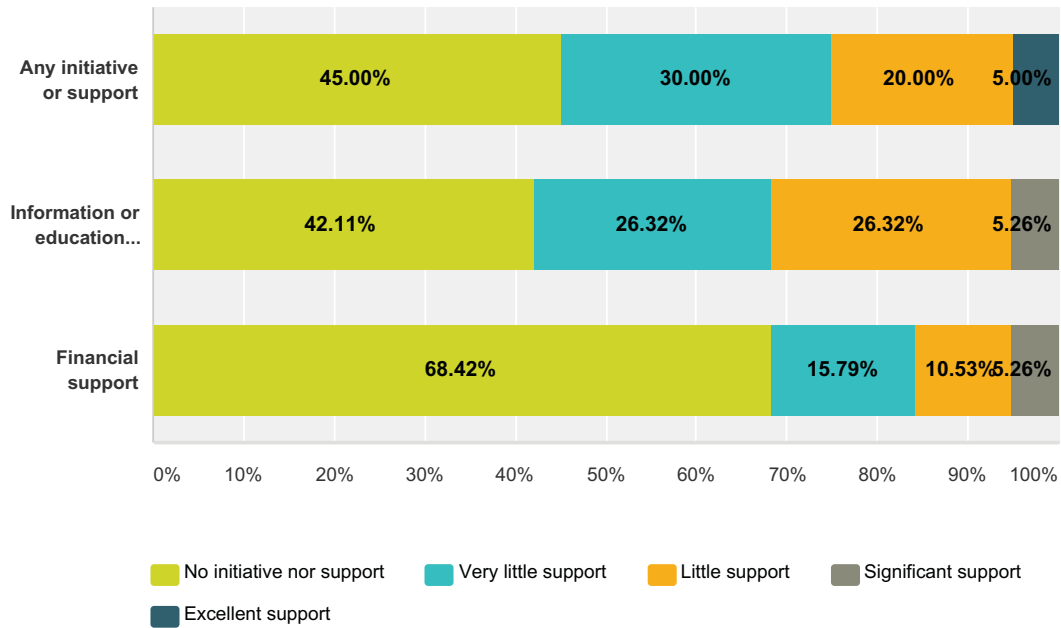
Answered: 20 Skipped: 0



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 52.63% 10 | 31.58% 6 | 10.53% 2 | 5.26% 1 | 0.00% 0 | 19 |
| Information or education support | 30.00% 6 | 35.00% 7 | 20.00% 4 | 15.00% 3 | 0.00% 0 | 20 |
| Financial support | 73.68% 14 | 10.53% 2 | 15.79% 3 | 0.00% 0 | 0.00% 0 | 19 |

Q15 Have you ever noticed initiative or support to implement any environmental practices in your hotel from non-government organizations (e.g. Hotels Association, etc.)?

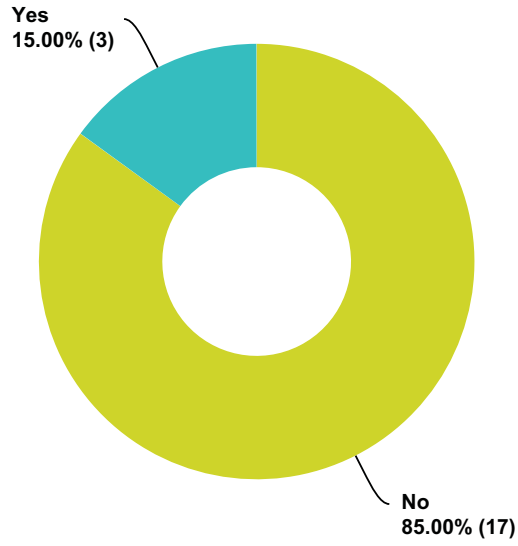
Answered: 20 Skipped: 0



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 45.00% 9 | 30.00% 6 | 20.00% 4 | 0.00% 0 | 5.00% 1 | 20 |
| Information or education support | 42.11% 8 | 26.32% 5 | 26.32% 5 | 5.26% 1 | 0.00% 0 | 19 |
| Financial support | 68.42% 13 | 15.79% 3 | 10.53% 2 | 5.26% 1 | 0.00% 0 | 19 |

Q16 Has your hotel used this support to implement any environmental practices?

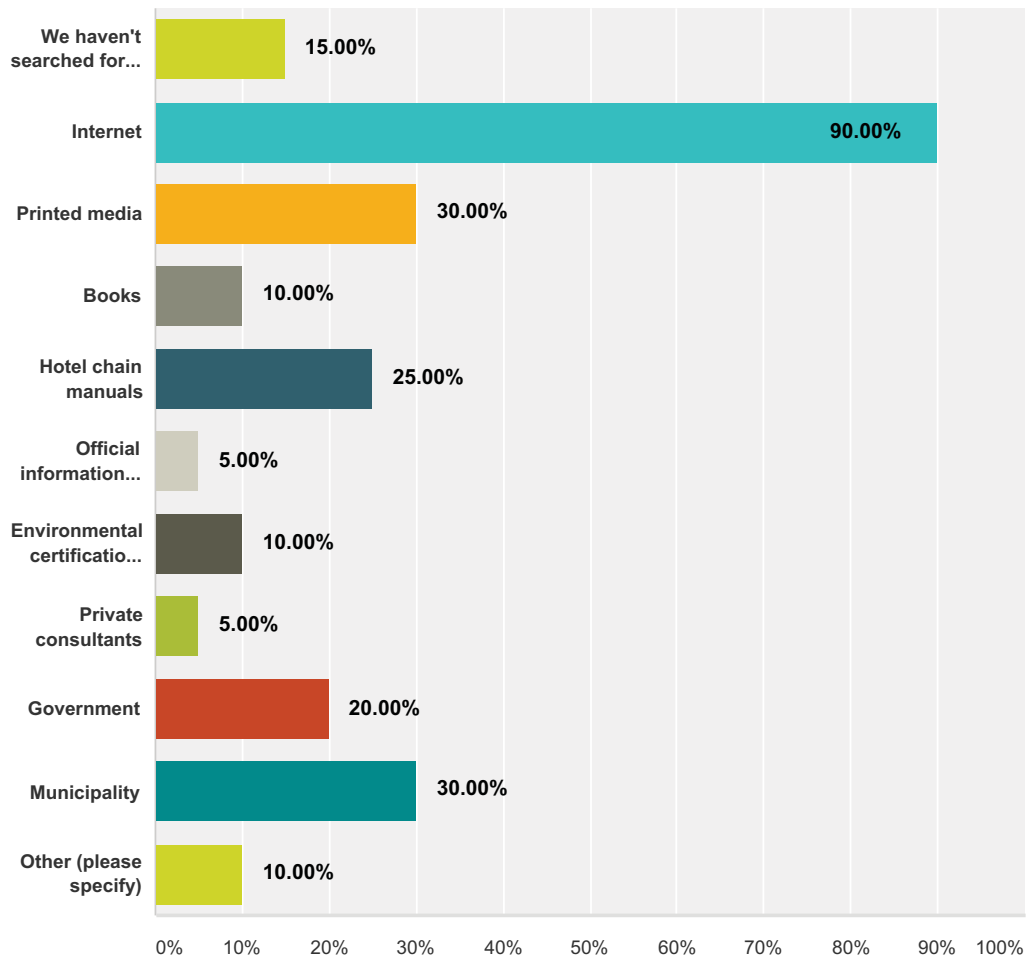
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 85.00% | 17 |
| Yes | 15.00% | 3 |
| Total | | 20 |

Q17 What kind of sources do you use to find information about environmental practices implementation in the hotel industry? Please tick as many as apply.

Answered: 20 Skipped: 0



| Answer Choices | Responses |
|-------------------------------------------------------------------------------------|-----------|
| We haven't searched for information on environmental practices | 15.00% 3 |
| Internet | 90.00% 18 |
| Printed media | 30.00% 6 |
| Books | 10.00% 2 |
| Hotel chain manuals | 25.00% 5 |
| Official information organization for environmental practices in the hotel industry | 5.00% 1 |
| Environmental certification organization | 10.00% 2 |
| Private consultants | 5.00% 1 |
| Government | 20.00% 4 |

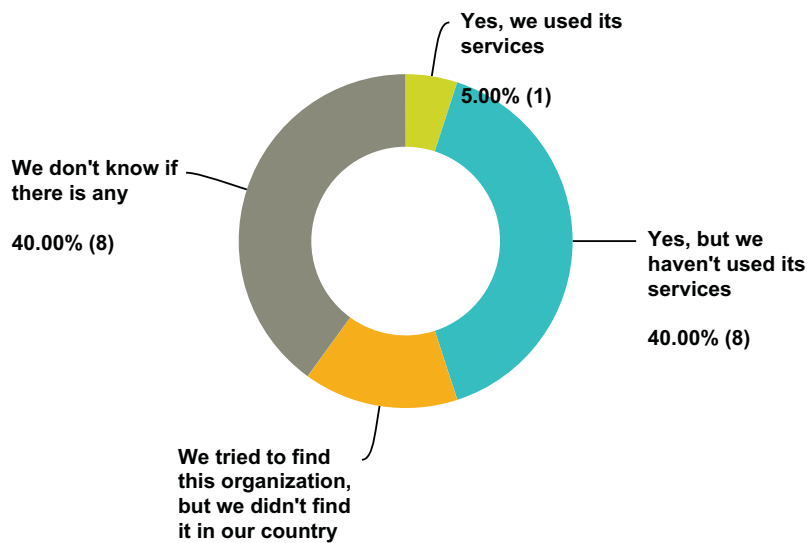
Environmental practices in the hotel industry

SurveyMonkey

| | | |
|------------------------------|--------|---|
| Municipality | 30.00% | 6 |
| Other (please specify) | 10.00% | 2 |
| Total Respondents: 20 | | |

**Q18 In the country where your hotel is located, is there any official organization that deals with supporting environmental protection in the hotel industry?
(Organization that is responsible for information, education, motivation and propagation of environmental practices in the hotel industry)**

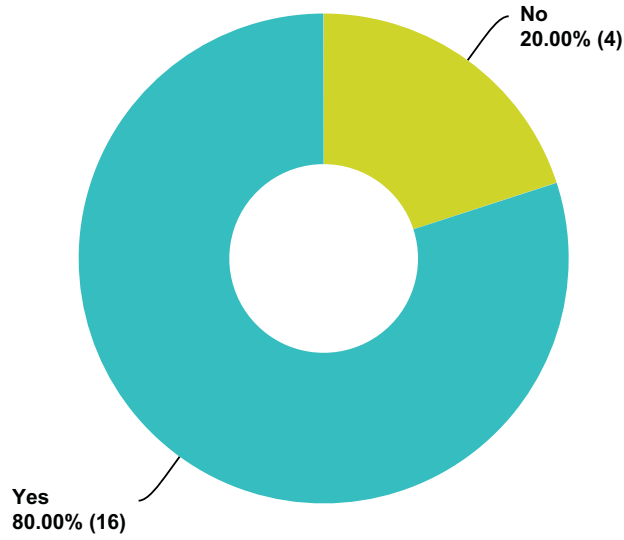
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|--------------------------------------------------------------------------|-----------|
| Yes, we used its services | 5.00% 1 |
| Yes, but we haven't used its services | 40.00% 8 |
| We tried to find this organization, but we didn't find it in our country | 15.00% 3 |
| We don't know if there is any | 40.00% 8 |
| Total | 20 |

Q19 If you decide to implement environmental practices, would you consult it with environmental organization?

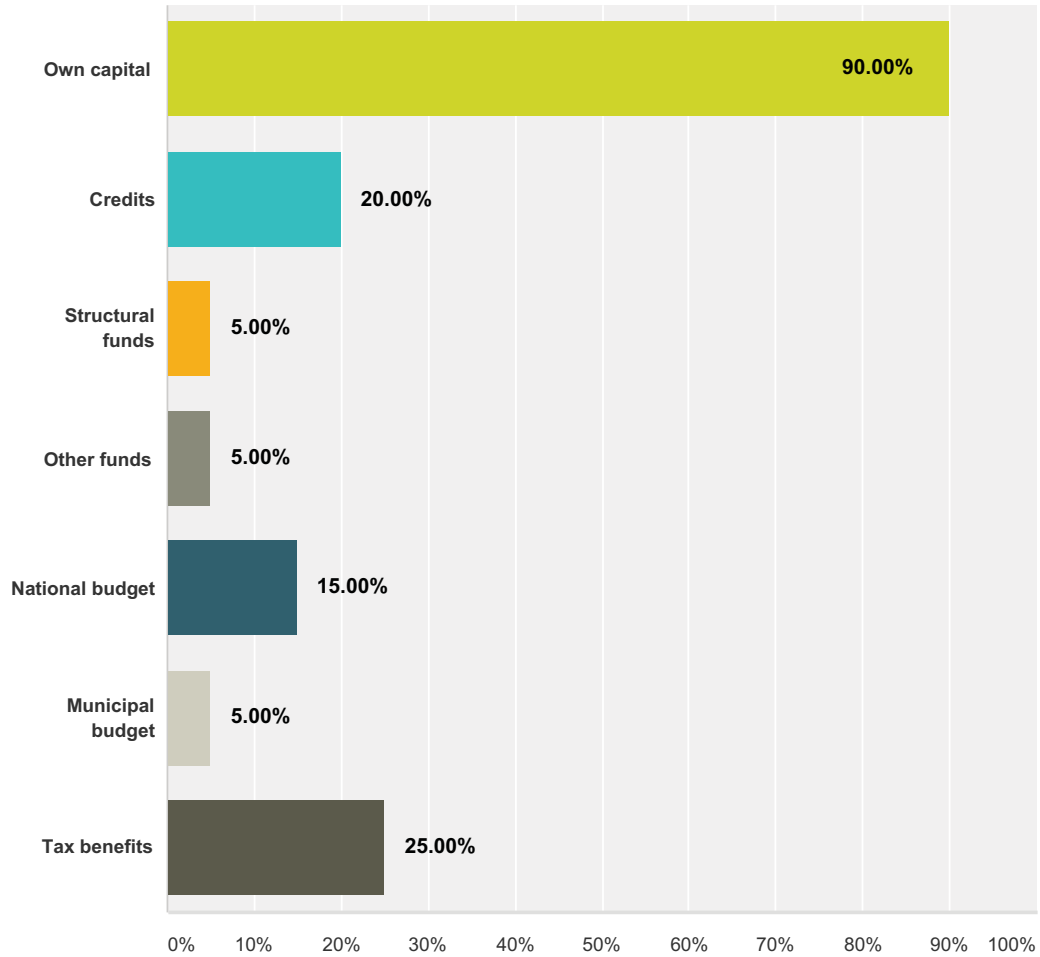
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 20.00% | 4 |
| Yes | 80.00% | 16 |
| Total | | 20 |

**Q20 If you have ever implemented any environmental practices what kind of financial sources or benefits did you use?
Please tick as many as apply.**

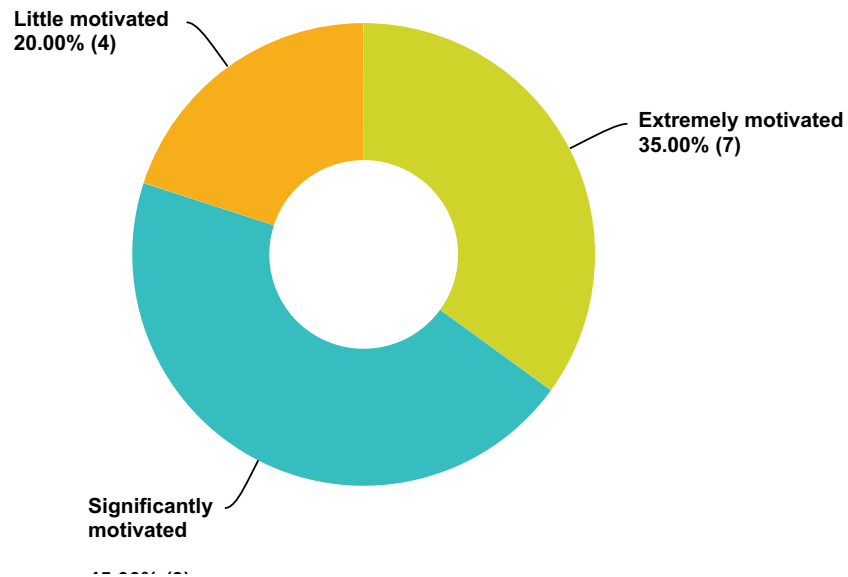
Answered: 20 Skipped: 0



| Answer Choices | Responses | Count |
|------------------------------|-----------|-------|
| Own capital | 90.00% | 18 |
| Credits | 20.00% | 4 |
| Structural funds | 5.00% | 1 |
| Other funds | 5.00% | 1 |
| National budget | 15.00% | 3 |
| Municipal budget | 5.00% | 1 |
| Tax benefits | 25.00% | 5 |
| Total Respondents: 20 | | |

Q21 Would you be motivated to implement environmental practices (environmental certification), if you have additional financial source? (e.g. funds from tourist tax, etc.)

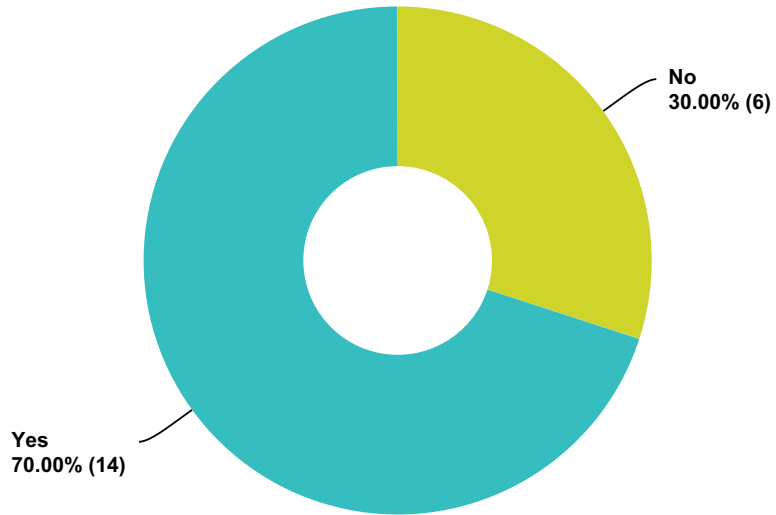
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|-------------------------|-----------|-----------|
| Extremely motivated | 35.00% | 7 |
| Significantly motivated | 45.00% | 9 |
| Little motivated | 20.00% | 4 |
| Total | | 20 |

Q22 Have you ever implemented any environmental practices as a consequence of legislation?

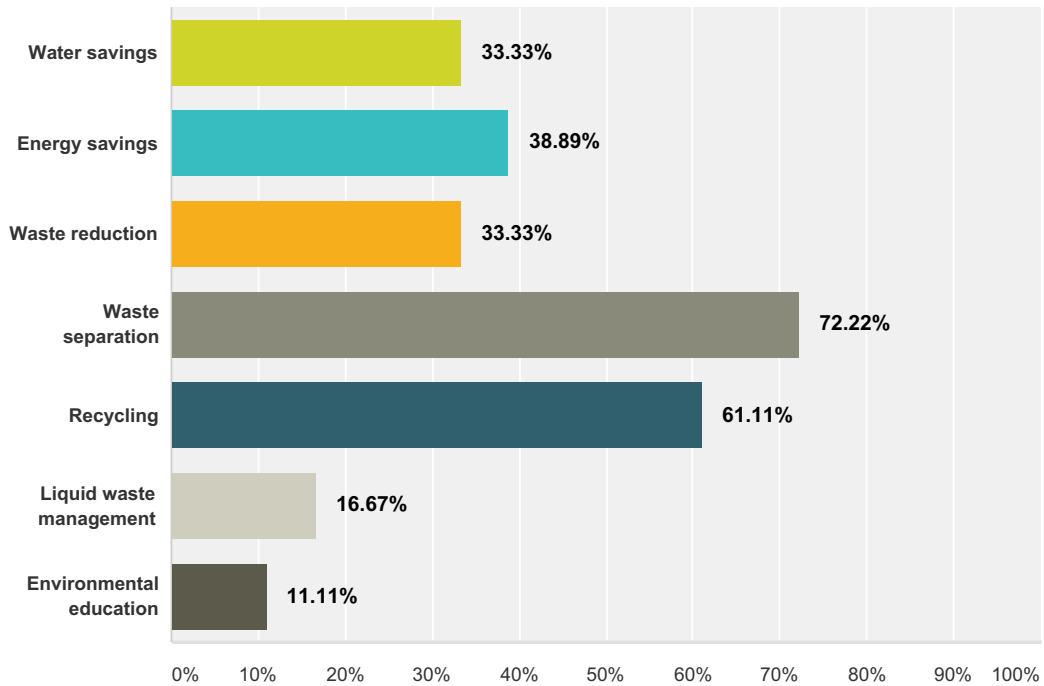
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 30.00% | 6 |
| Yes | 70.00% | 14 |
| Total | | 20 |

Q23 If your answer to Q17 was "yes", please specify what kind of environmental practices have you implemented in your hotel as a consequence of legislation. Please tick as many as apply.

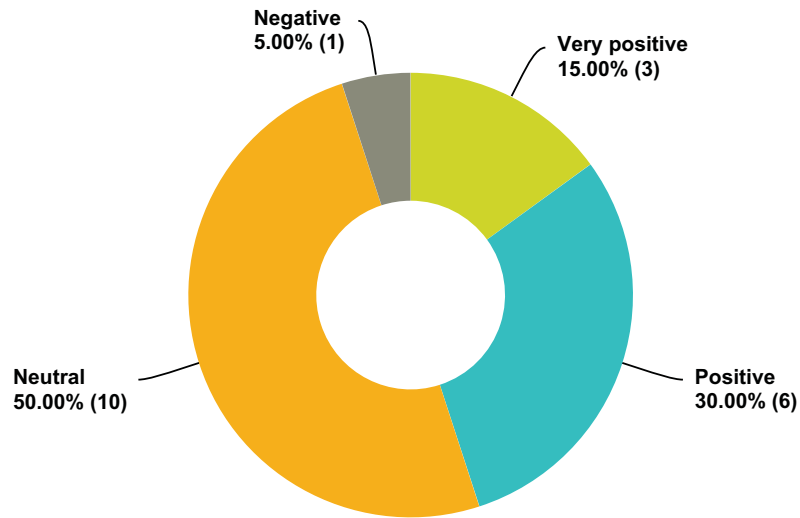
Answered: 18 Skipped: 2



| Answer Choices | Responses |
|------------------------------|-----------|
| Water savings | 33.33% 6 |
| Energy savings | 38.89% 7 |
| Waste reduction | 33.33% 6 |
| Waste separation | 72.22% 13 |
| Recycling | 61.11% 11 |
| Liquid waste management | 16.67% 3 |
| Environmental education | 11.11% 2 |
| Total Respondents: 18 | |

Q24 What is your opinion of legislation intensifying for better environmental protection in the hotel industry as a tool of sustainable tourism development?

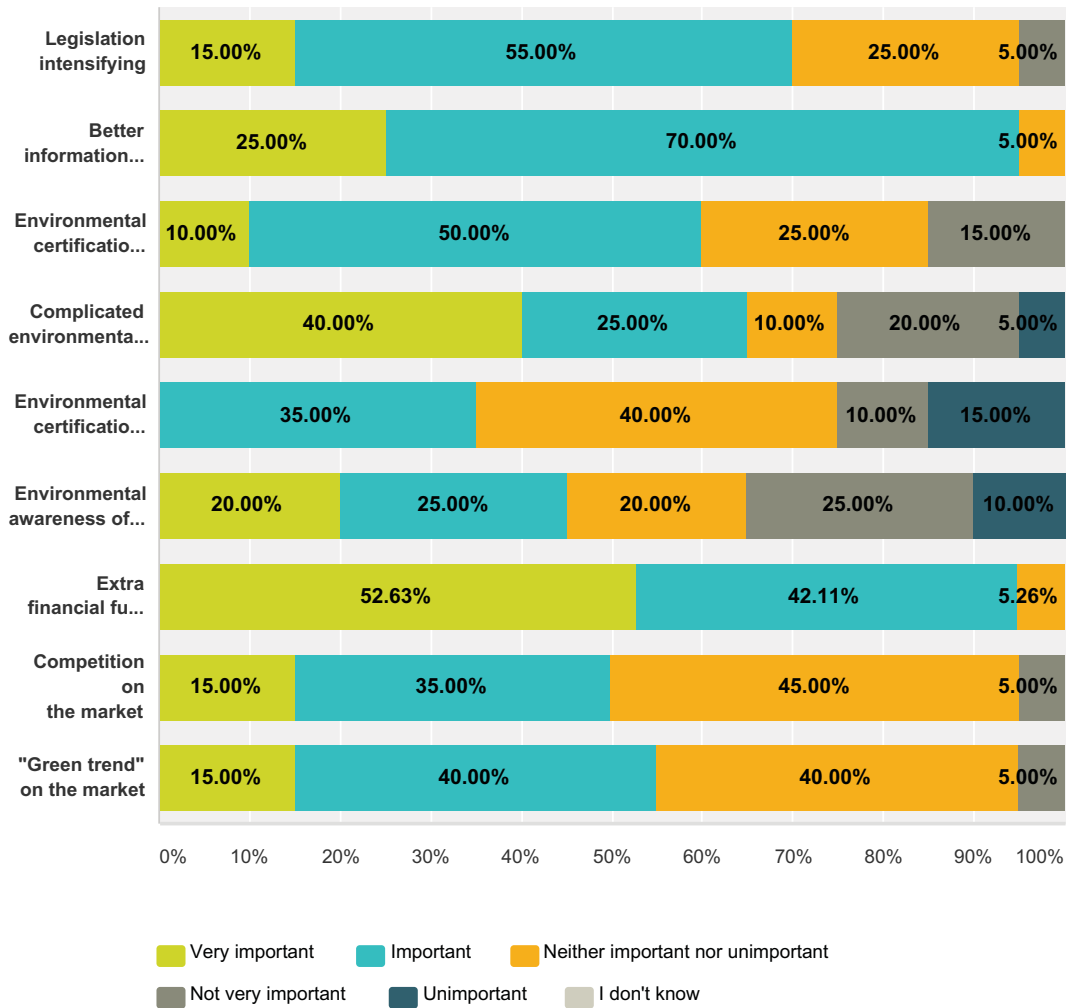
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|----------------|-----------|
| Very positive | 15.00% 3 |
| Positive | 30.00% 6 |
| Neutral | 50.00% 10 |
| Negative | 5.00% 1 |
| Total | 20 |

Q25 From your point of view, please, evaluate the following factors of environmental protection development in the hotel industry. (abbreviation EMS = environmental management system)

Answered: 20 Skipped: 0



| | Very important | Important | Neither important nor unimportant | Not very important | Unimportant | I don't know | Total |
|-----------------------------------------------------------------------|----------------|--------------|-----------------------------------|--------------------|-------------|--------------|-------|
| Legislation intensifying | 15.00% 3 | 55.00% 11 | 25.00% 5 | 5.00% 1 | 0.00% 0 | 0.00% 0 | 20 |
| Better information accessibility | 25.00% 5 | 70.00% 14 | 5.00% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 20 |
| Environmental certification or EMS implementation costs | 10.00% 2 | 50.00% 10 | 25.00% 5 | 15.00% 3 | 0.00% 0 | 0.00% 0 | 20 |
| Complicated environmental certification or EMS implementation process | 40.00% 8 | 25.00% 5 | 10.00% 2 | 20.00% 4 | 5.00% 1 | 0.00% 0 | 20 |

Environmental practices in the hotel industry

SurveyMonkey

| | | | | | | | |
|-------------------------------------------------|---------------------|--------------------|--------------------|--------------------|--------------------|-------------------|----|
| Environmental certification and EMS propagation | 0.00% 0 | 35.00% 7 | 40.00% 8 | 10.00% 2 | 15.00% 3 | 0.00% 0 | 20 |
| Environmental awareness of hotel guests | 20.00% 4 | 25.00% 5 | 20.00% 4 | 25.00% 5 | 10.00% 2 | 0.00% 0 | 20 |
| Extra financial funds or sources | 52.63% 10 | 42.11% 8 | 5.26% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 19 |
| Competition on the market | 15.00% 3 | 35.00% 7 | 45.00% 9 | 5.00% 1 | 0.00% 0 | 0.00% 0 | 20 |
| "Green trend" on the market | 15.00% 3 | 40.00% 8 | 40.00% 8 | 5.00% 1 | 0.00% 0 | 0.00% 0 | 20 |

Q26 If you would like to receive survey results, please write down your e-mail address.

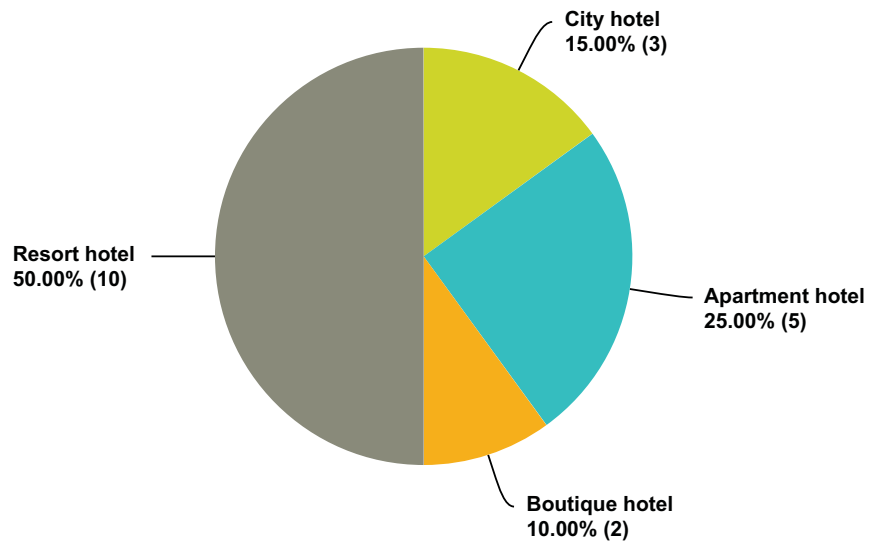
Answered: 11 Skipped: 9

Turkey

Outputs from the questionnaire

Q1 Hotel type

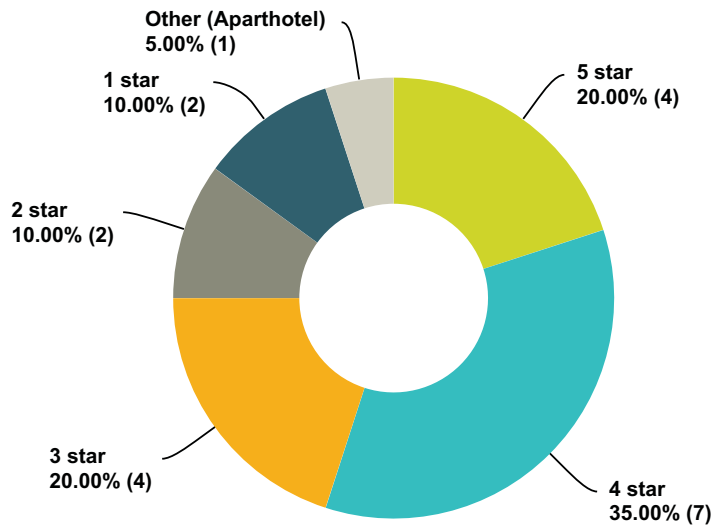
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|-----------------|-----------|
| City hotel | 15.00% 3 |
| Apartment hotel | 25.00% 5 |
| Boutique hotel | 10.00% 2 |
| Resort hotel | 50.00% 10 |
| Total | 20 |

Q2 Hotel grading

Answered: 20 Skipped: 0



| Answer Choices | Responses |
|--------------------|-----------|
| 5 star | 20.00% 4 |
| 4 star | 35.00% 7 |
| 3 star | 20.00% 4 |
| 2 star | 10.00% 2 |
| 1 star | 10.00% 2 |
| Other (Aparthotel) | 5.00% 1 |
| Total | 20 |

Q3 Where is your hotel located?

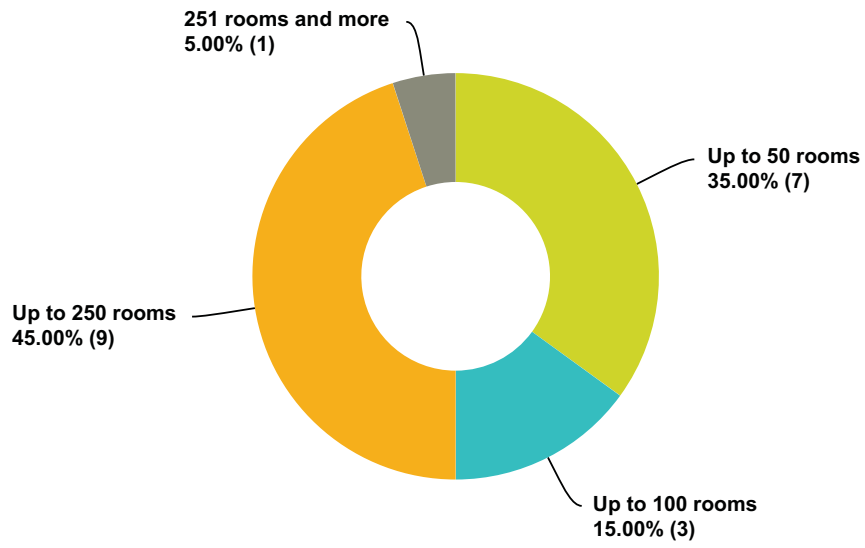
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|----------------|------------|
| Turkey | 100.00% 20 |
| Total | 20 |

Q4 Hotel size

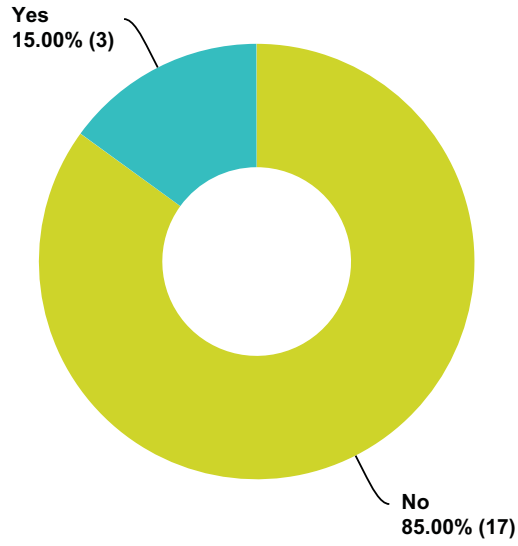
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|--------------------|-----------|
| Up to 50 rooms | 35.00% 7 |
| Up to 100 rooms | 15.00% 3 |
| Up to 250 rooms | 45.00% 9 |
| 251 rooms and more | 5.00% 1 |
| Total | 20 |

Q5 Is your hotel integrated into a hotel chain?

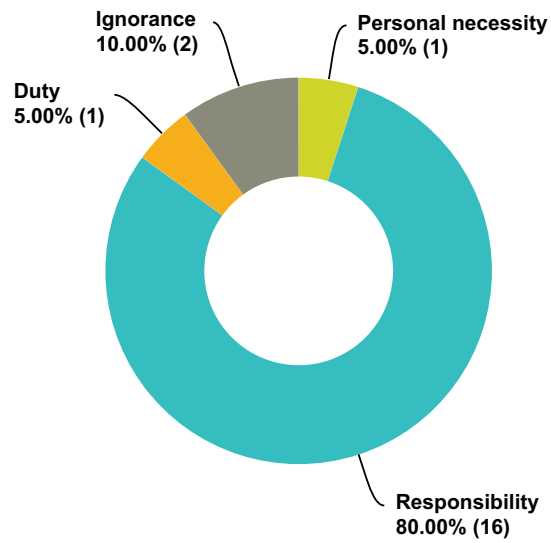
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 85.00% | 17 |
| Yes | 15.00% | 3 |
| Total | | 20 |

Q6 Environmental protection

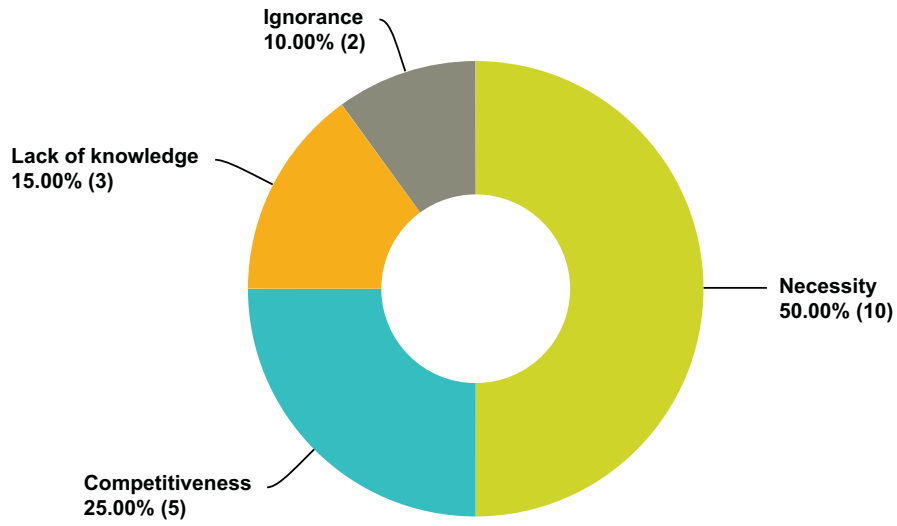
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|--------------------|-----------|
| Personal necessity | 5.00% 1 |
| Responsibility | 80.00% 16 |
| Duty | 5.00% 1 |
| Ignorance | 10.00% 2 |
| Total | 20 |

Q7 Environmental management and marketing

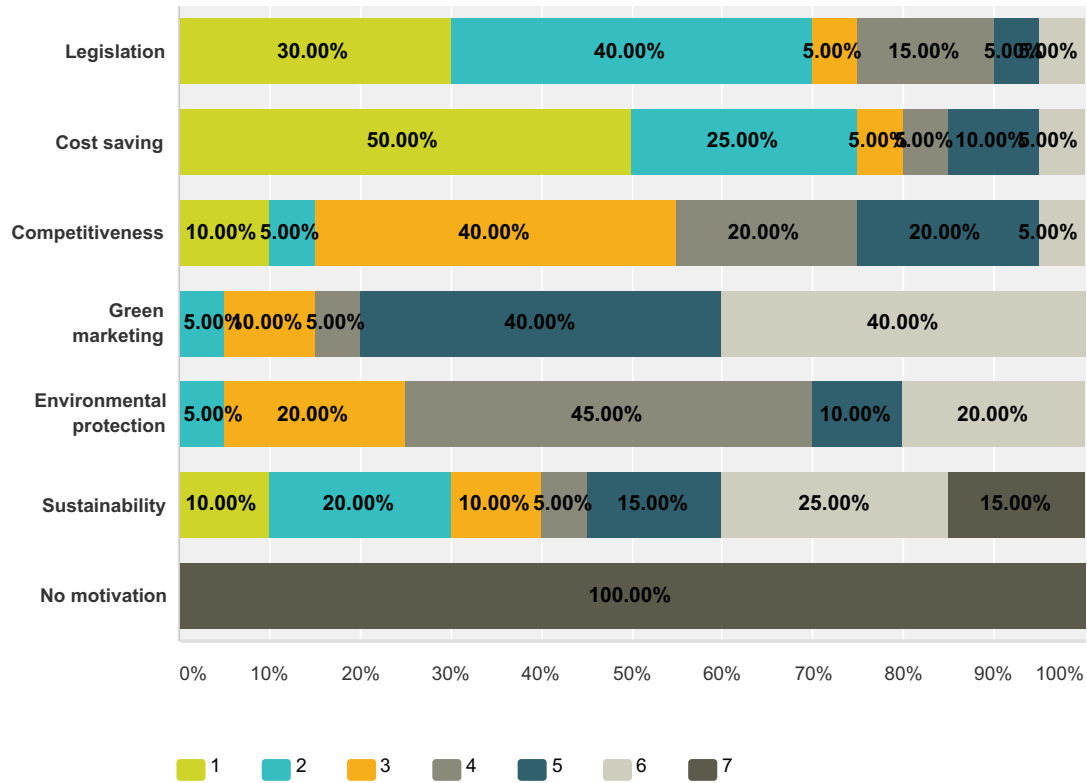
Answered: 20 Skipped: 0



| Answer Choices | Responses | Count |
|-------------------|-----------|-----------|
| Necessity | 50.00% | 10 |
| Competitiveness | 25.00% | 5 |
| Lack of knowledge | 15.00% | 3 |
| Ignorance | 10.00% | 2 |
| Total | | 20 |

Q8 What motivates you to implement environmental practices in the hotel?
 Please rate the motivating factors from the most important = 1 to the least important = 7. If you leave the row blank = no importance.

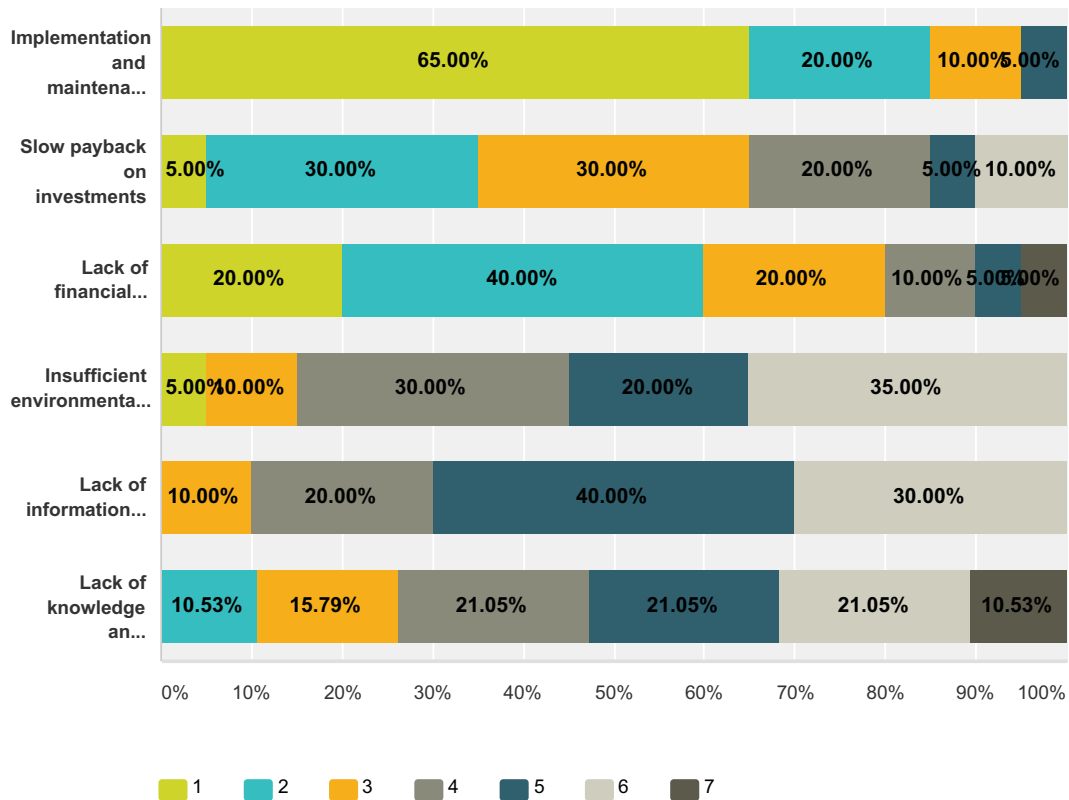
Answered: 20 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|--------------|-------|------------------|
| Legislation | 30.00% 6 | 40.00% 8 | 5.00% 1 | 15.00% 3 | 5.00% 1 | 5.00% 1 | 0.00% 0 | 20 | 5.60 |
| Cost saving | 50.00% 10 | 25.00% 5 | 5.00% 1 | 5.00% 1 | 10.00% 2 | 5.00% 1 | 0.00% 0 | 20 | 5.85 |
| Competitiveness | 10.00% 2 | 5.00% 1 | 40.00% 8 | 20.00% 4 | 20.00% 4 | 5.00% 1 | 0.00% 0 | 20 | 4.50 |
| Green marketing | 0.00% 0 | 5.00% 1 | 10.00% 2 | 5.00% 1 | 40.00% 8 | 40.00% 8 | 0.00% 0 | 20 | 3.00 |
| Environmental protection | 0.00% 0 | 5.00% 1 | 20.00% 4 | 45.00% 9 | 10.00% 2 | 20.00% 4 | 0.00% 0 | 20 | 3.80 |
| Sustainability | 10.00% 2 | 20.00% 4 | 10.00% 2 | 5.00% 1 | 15.00% 3 | 25.00% 5 | 15.00% 3 | 20 | 3.70 |
| No motivation | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 100.00% 2 | 2 | 1.00 |

Q9 What barriers discourage you to implement environmental practices in the hotel? Please rate the barriers from the most important = 1 to the least important = 7. If you leave the row blank = no importance.

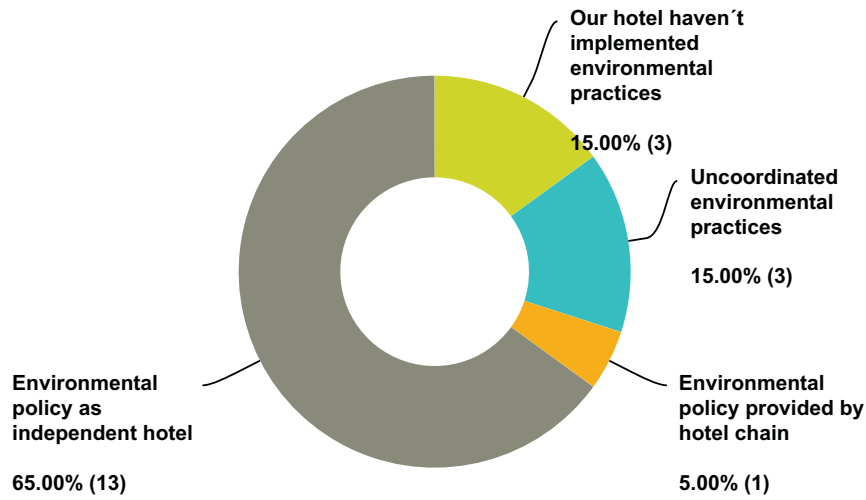
Answered: 20 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|------------------------------------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|------------------|
| Implementation and maintenance costs | 65.00% 13 | 20.00% 4 | 10.00% 2 | 0.00% 0 | 5.00% 1 | 0.00% 0 | 0.00% 0 | 20 | 6.40 |
| Slow payback on investments | 5.00% 1 | 30.00% 6 | 30.00% 6 | 20.00% 4 | 5.00% 1 | 10.00% 2 | 0.00% 0 | 20 | 4.80 |
| Lack of financial sources | 20.00% 4 | 40.00% 8 | 20.00% 4 | 10.00% 2 | 5.00% 1 | 0.00% 0 | 5.00% 1 | 20 | 5.40 |
| Insufficient environmental awareness of hotel guests | 5.00% 1 | 0.00% 0 | 10.00% 2 | 30.00% 6 | 20.00% 4 | 35.00% 7 | 0.00% 0 | 20 | 3.35 |
| Lack of information sources | 0.00% 0 | 0.00% 0 | 10.00% 2 | 20.00% 4 | 40.00% 8 | 30.00% 6 | 0.00% 0 | 20 | 3.10 |
| Lack of knowledge and skills | 0.00% 0 | 10.53% 2 | 15.79% 3 | 21.05% 4 | 21.05% 4 | 21.05% 4 | 10.53% 2 | 19 | 3.42 |

Q10 Did your hotel implement:

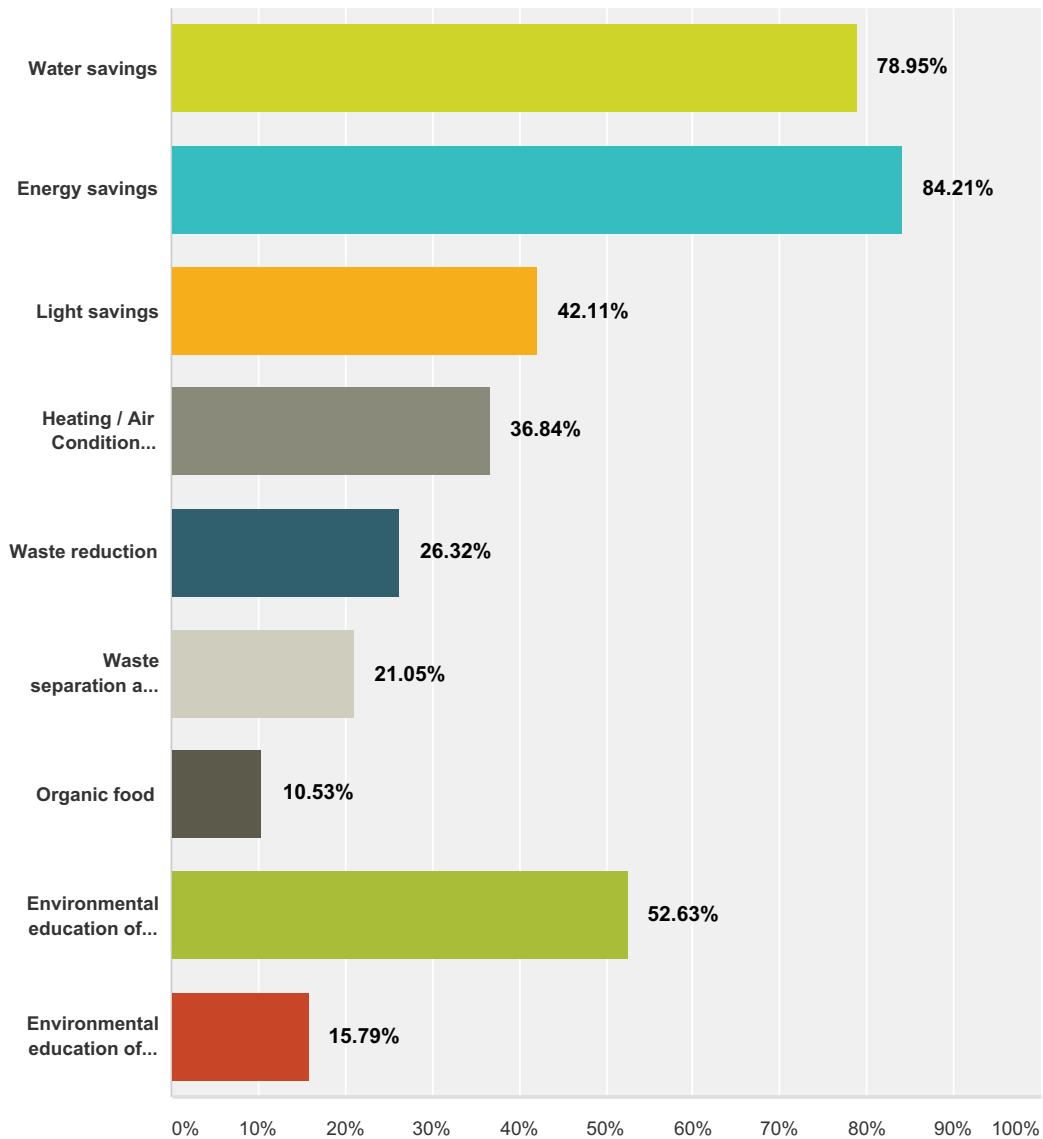
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|-------------------------------------------------------|-----------|
| Our hotel haven't implemented environmental practices | 15.00% 3 |
| Uncoordinated environmental practices | 15.00% 3 |
| Environmental policy provided by hotel chain | 5.00% 1 |
| Environmental policy as independent hotel | 65.00% 13 |
| Total | 20 |

Q11 Which environmental practices has your hotel already implemented? Please tick as many as apply.

Answered: 19 Skipped: 1



| Answer Choices | Responses |
|---------------------------------|-----------|
| Water savings | 78.95% 15 |
| Energy savings | 84.21% 16 |
| Light savings | 42.11% 8 |
| Heating / Air Condition savings | 36.84% 7 |
| Waste reduction | 26.32% 5 |
| Waste separation ad recycling | 21.05% 4 |

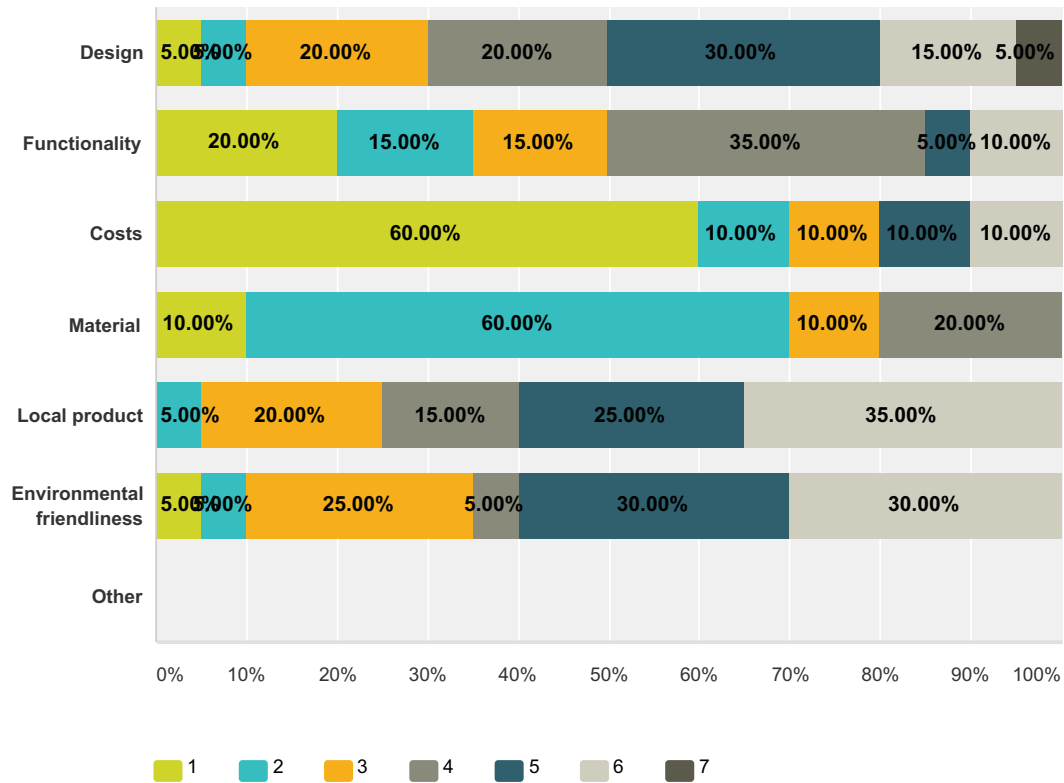
Environmental practices in the hotel industry

SurveyMonkey

| | | |
|-----------------------------------------|--------|----|
| Organic food | 10.53% | 2 |
| Environmental education of staff | 52.63% | 10 |
| Environmental education of hotel guests | 15.79% | 3 |
| Total Respondents: 19 | | |

Q12 In your opinion what is the most important factor when furnishing the hotel?
 Please rate the factors from the most important = 1 to the least important = 4. If you leave the row blank = no importance.

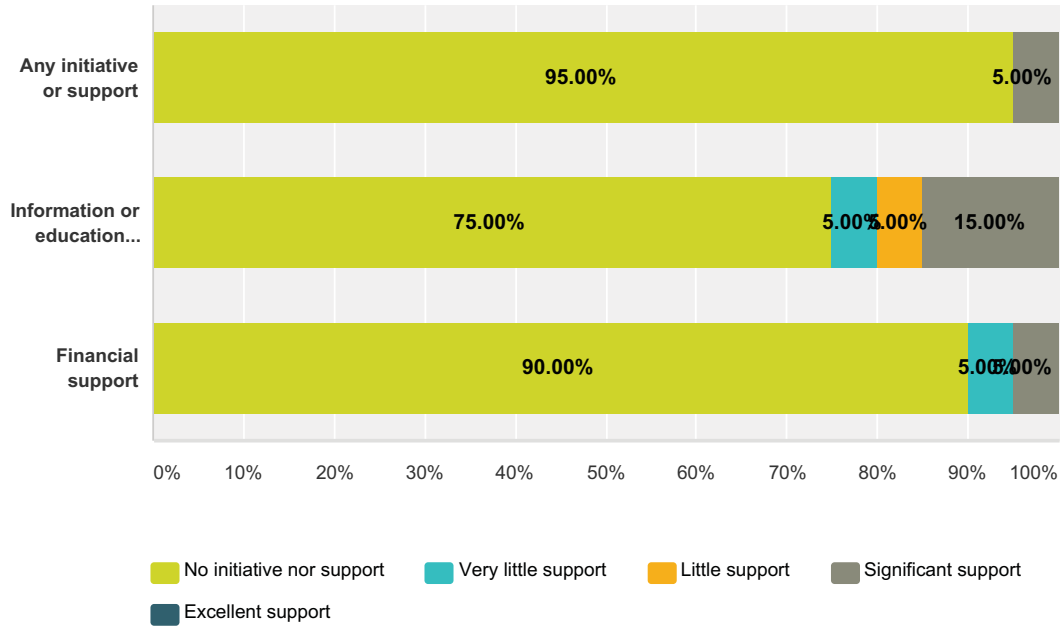
Answered: 20 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|----------------------------|--------------|--------------|-------------|-------------|-------------|-------------|------------|-------|------------------|
| Design | 5.00% 1 | 5.00% 1 | 20.00% 4 | 20.00% 4 | 30.00% 6 | 15.00% 3 | 5.00% 1 | 20 | 3.70 |
| Functionality | 20.00% 4 | 15.00% 3 | 15.00% 3 | 35.00% 7 | 5.00% 1 | 10.00% 2 | 0.00% 0 | 20 | 4.80 |
| Costs | 60.00% 12 | 10.00% 2 | 10.00% 2 | 0.00% 0 | 10.00% 2 | 10.00% 2 | 0.00% 0 | 20 | 5.80 |
| Material | 10.00% 2 | 60.00% 12 | 10.00% 2 | 20.00% 4 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 20 | 5.60 |
| Local product | 0.00% 0 | 5.00% 1 | 20.00% 4 | 15.00% 3 | 25.00% 5 | 35.00% 7 | 0.00% 0 | 20 | 3.35 |
| Environmental friendliness | 5.00% 1 | 5.00% 1 | 25.00% 5 | 5.00% 1 | 30.00% 6 | 30.00% 6 | 0.00% 0 | 20 | 3.60 |
| Other | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0 | 0.00 |

Q13 Have you ever noticed initiative or support to implement any environmental practices in your hotel from the government?

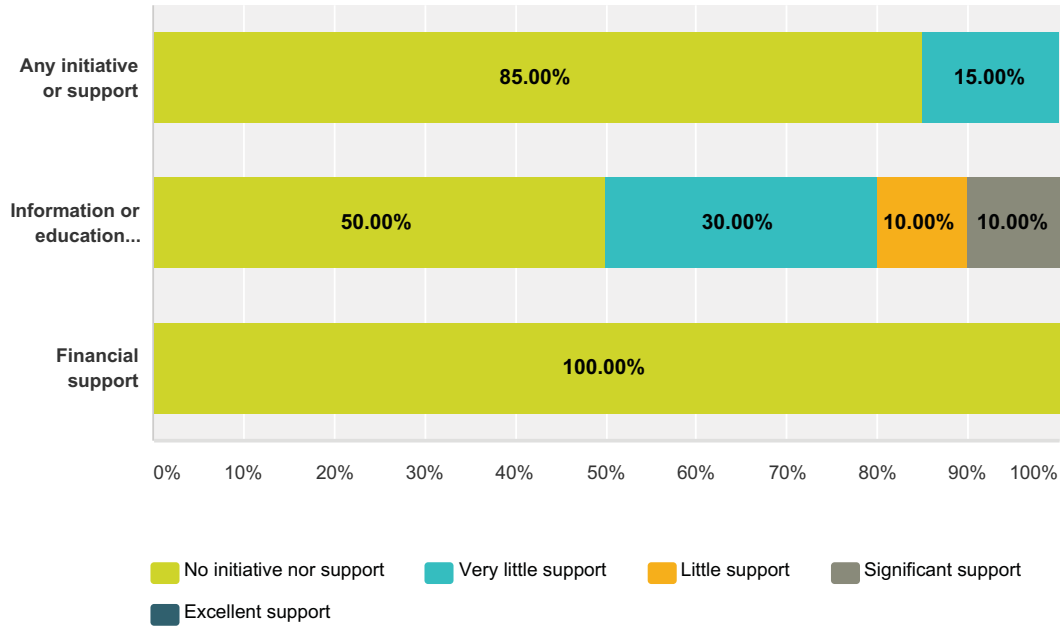
Answered: 20 Skipped: 0



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 95.00% 19 | 0.00% 0 | 0.00% 0 | 5.00% 1 | 0.00% 0 | 20 |
| Information or education support | 75.00% 15 | 5.00% 1 | 5.00% 1 | 15.00% 3 | 0.00% 0 | 20 |
| Financial support | 90.00% 18 | 5.00% 1 | 0.00% 0 | 5.00% 1 | 0.00% 0 | 20 |

Q14 Have you ever noticed initiative or support to implement any environmental practices in your hotel from the local government or municipality?

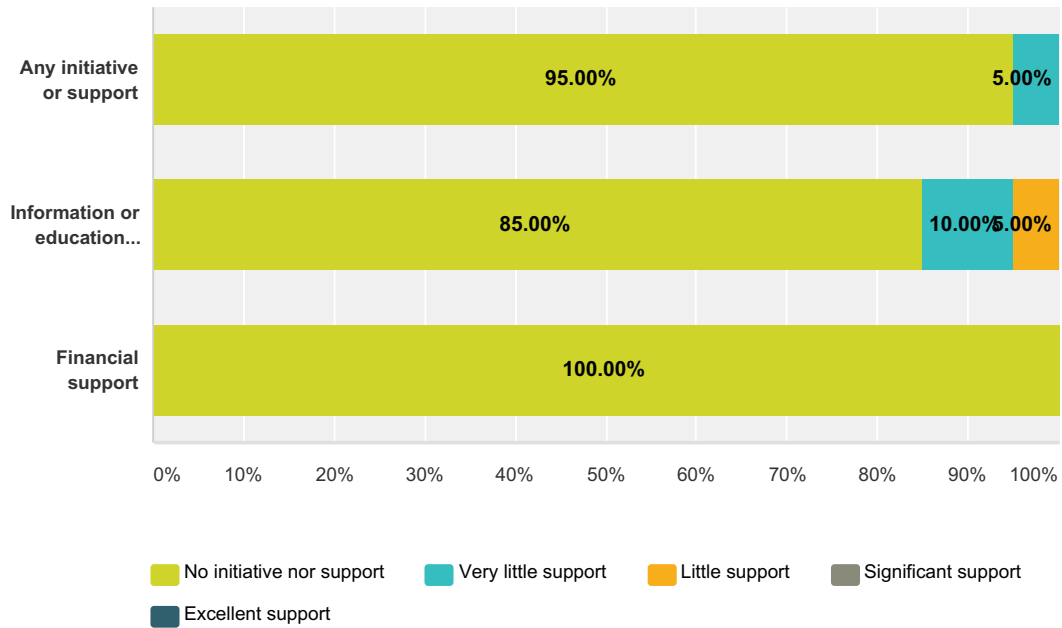
Answered: 20 Skipped: 0



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 85.00% 17 | 15.00% 3 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 20 |
| Information or education support | 50.00% 10 | 30.00% 6 | 10.00% 2 | 10.00% 2 | 0.00% 0 | 20 |
| Financial support | 100.00% 20 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 20 |

Q15 Have you ever noticed initiative or support to implement any environmental practices in your hotel from non-government organizations (e.g. Hotels Association, etc.)?

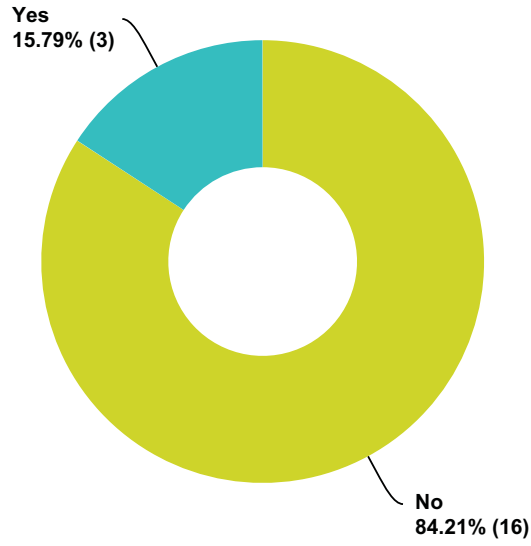
Answered: 20 Skipped: 0



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 95.00% 19 | 5.00% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 20 |
| Information or education support | 85.00% 17 | 10.00% 2 | 5.00% 1 | 0.00% 0 | 0.00% 0 | 20 |
| Financial support | 100.00% 20 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 20 |

Q16 Has your hotel used this support to implement any environmental practices?

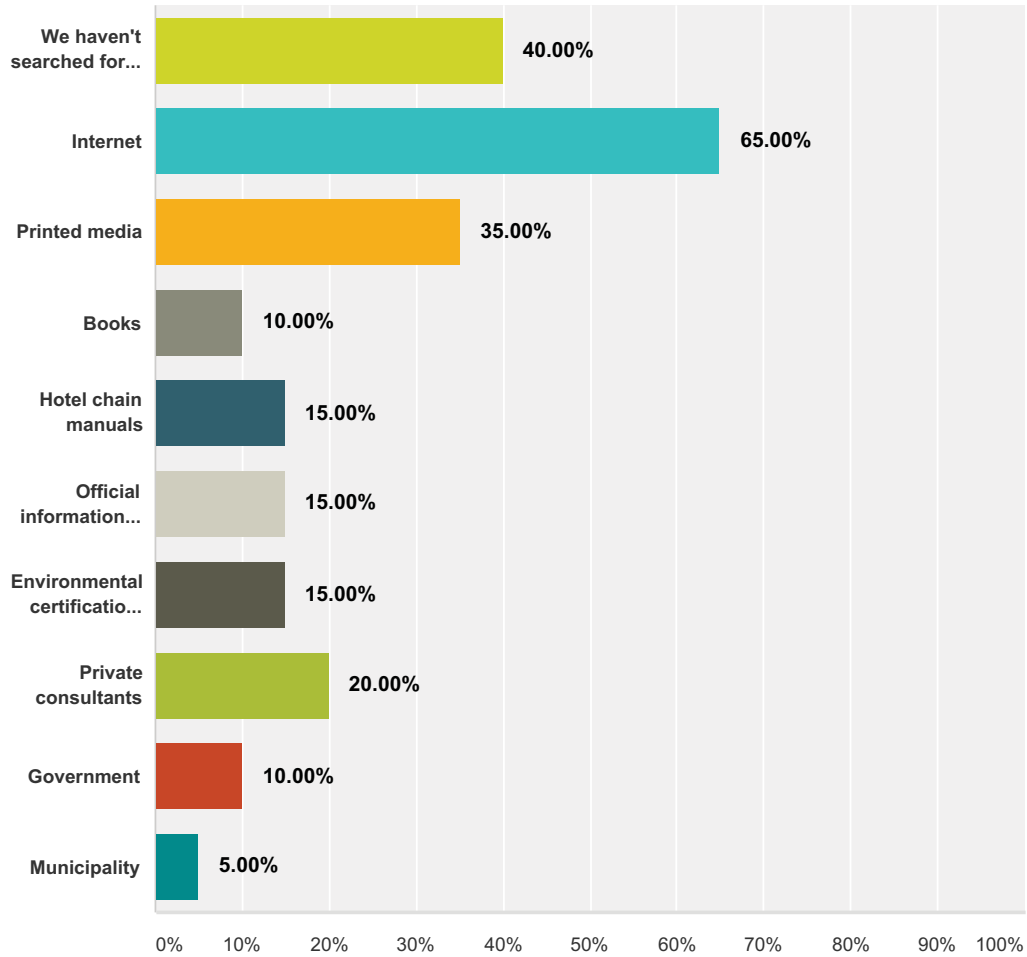
Answered: 19 Skipped: 1



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 84.21% | 16 |
| Yes | 15.79% | 3 |
| Total | | 19 |

Q17 What kind of sources do you use to find information about environmental practices implementation in the hotel industry? Please tick as many as apply.

Answered: 20 Skipped: 0

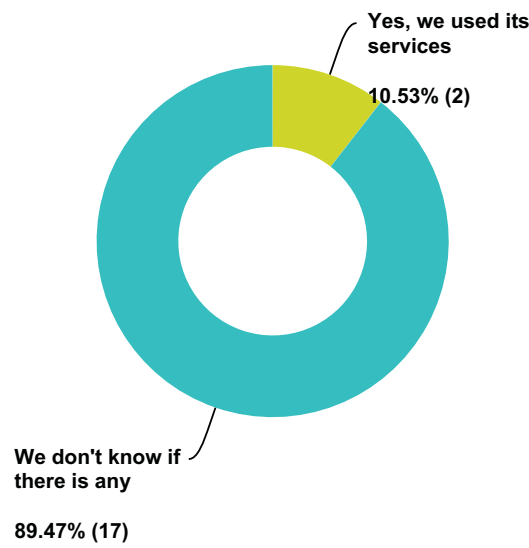


| Answer Choices | Responses |
|-------------------------------------------------------------------------------------|-----------|
| We haven't searched for information on environmental practices | 40.00% 8 |
| Internet | 65.00% 13 |
| Printed media | 35.00% 7 |
| Books | 10.00% 2 |
| Hotel chain manuals | 15.00% 3 |
| Official information organization for environmental practices in the hotel industry | 15.00% 3 |
| Environmental certification organization | 15.00% 3 |
| Private consultants | 20.00% 4 |
| Government | 10.00% 2 |

| | | |
|------------------------------|-------|---|
| Municipality | 5.00% | 1 |
| Total Respondents: 20 | | |

**Q18 In the country where your hotel is located, is there any official organization that deals with supporting environmental protection in the hotel industry?
(Organization that is responsible for information, education, motivation and propagation of environmental practices in the hotel industry)**

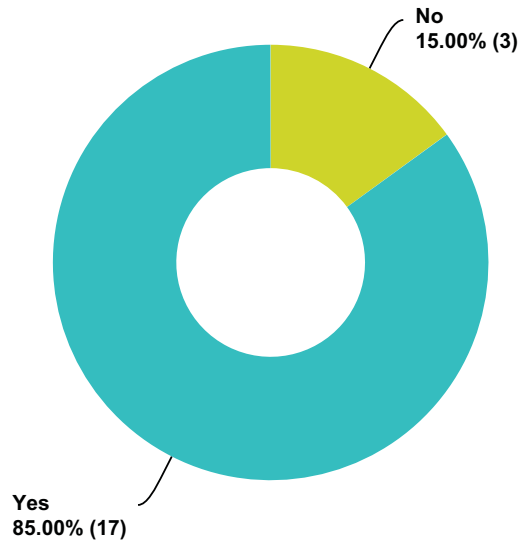
Answered: 19 Skipped: 1



| Answer Choices | Responses |
|-------------------------------|-----------|
| Yes, we used its services | 10.53% 2 |
| We don't know if there is any | 89.47% 17 |
| Total | 19 |

Q19 If you decide to implement environmental practices, would you consult it with environmental organization?

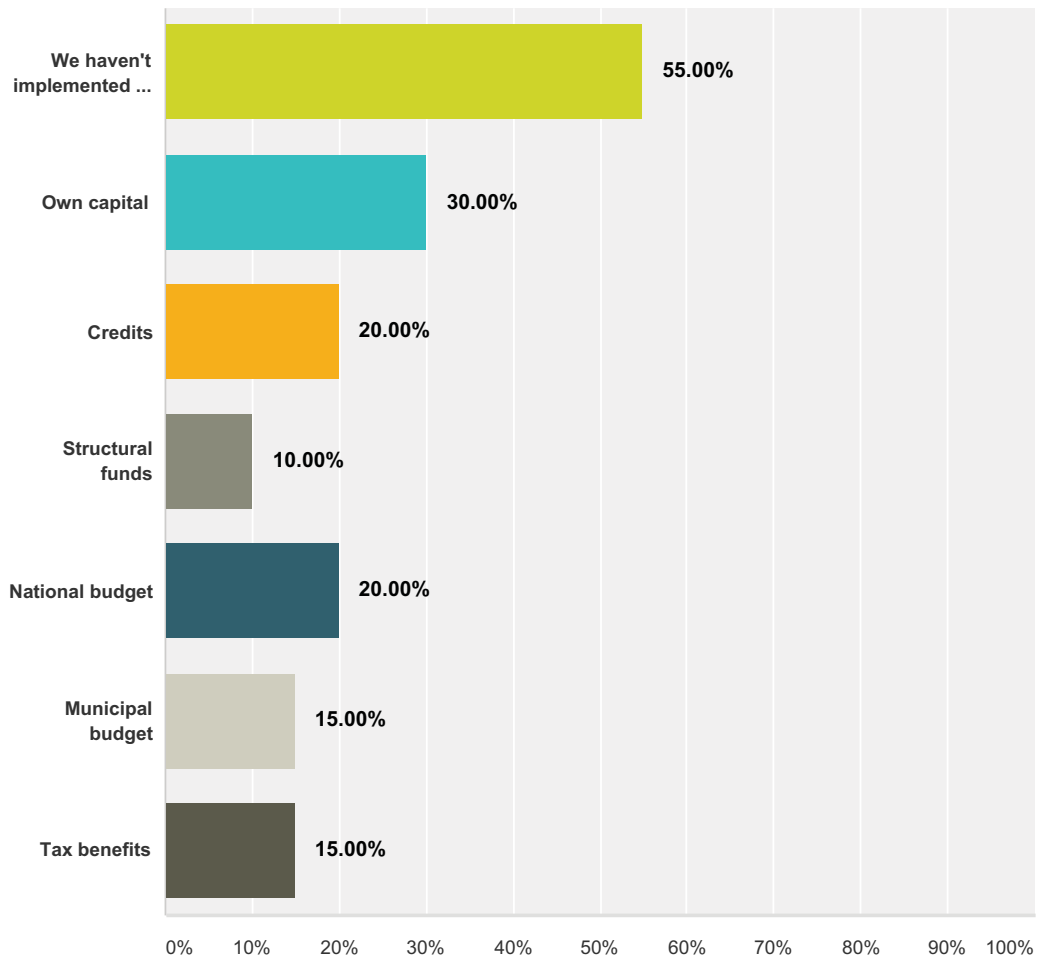
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 15.00% | 3 |
| Yes | 85.00% | 17 |
| Total | | 20 |

**Q20 If you have ever implemented any environmental practices what kind of financial sources or benefits did you use?
Please tick as many as apply.**

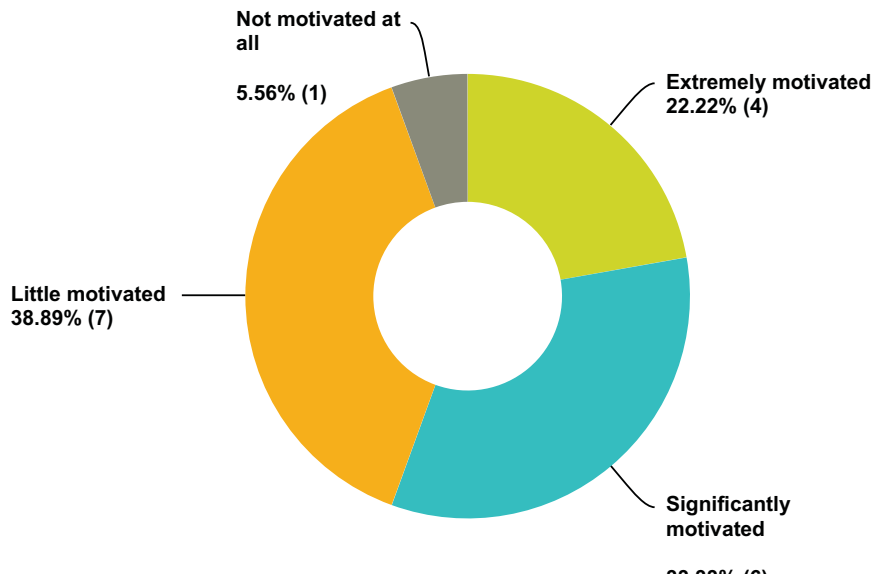
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|----------------------------------------------------|-----------|
| We haven't implemented any environmental practices | 55.00% 11 |
| Own capital | 30.00% 6 |
| Credits | 20.00% 4 |
| Structural funds | 10.00% 2 |
| National budget | 20.00% 4 |
| Municipal budget | 15.00% 3 |
| Tax benefits | 15.00% 3 |
| Total Respondents: 20 | |

Q21 Would you be motivated to implement environmental practices (environmental certification), if you have additional financial source? (e.g. funds from tourist tax, etc.)

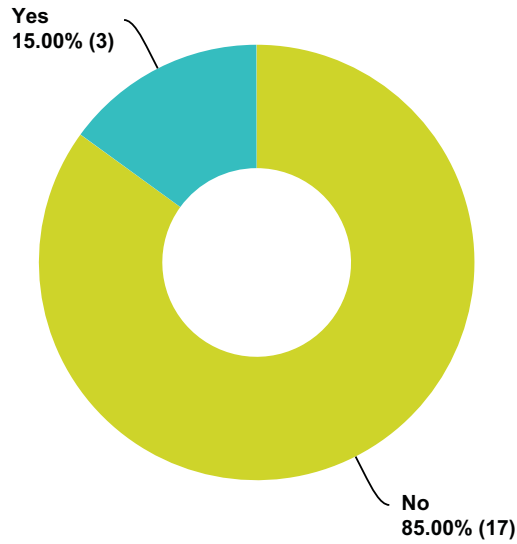
Answered: 18 Skipped: 2



| Answer Choices | Responses |
|-------------------------|-----------|
| Extremely motivated | 22.22% 4 |
| Significantly motivated | 33.33% 6 |
| Little motivated | 38.89% 7 |
| Not motivated at all | 5.56% 1 |
| Total | 18 |

Q22 Have you ever implemented any environmental practices as a consequence of legislation?

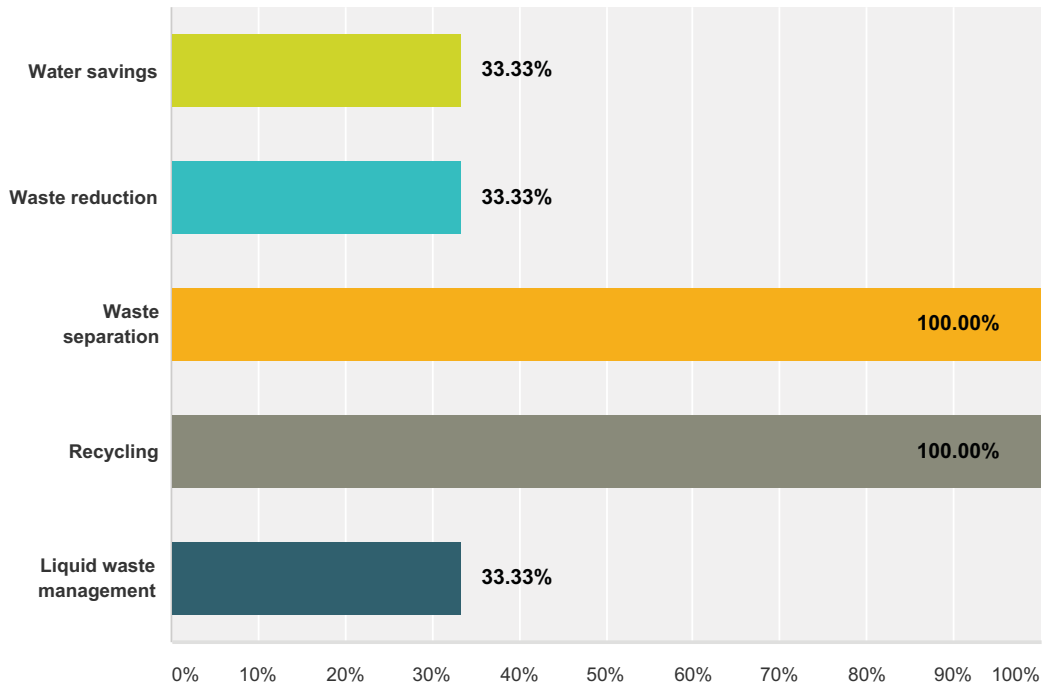
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|----------------|-----------|
| No | 85.00% 17 |
| Yes | 15.00% 3 |
| Total | 20 |

Q23 If your answer to Q17 was "yes", please specify what kind of environmental practices have you implemented in your hotel as a consequence of legislation. Please tick as many as apply.

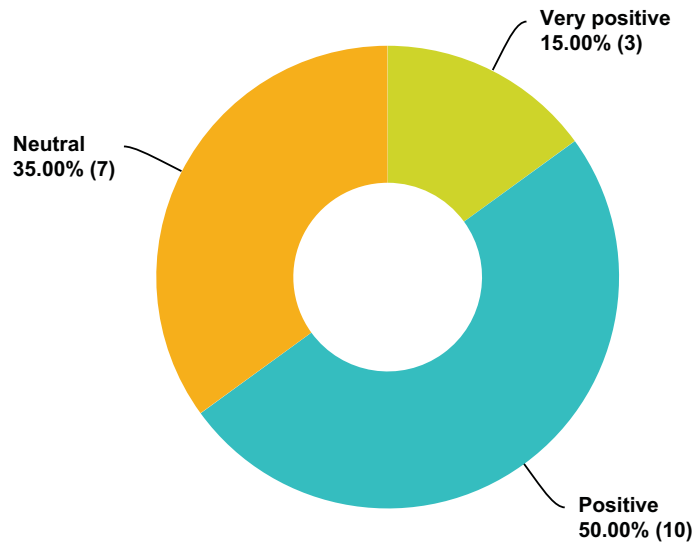
Answered: 3 Skipped: 17



| Answer Choices | Responses |
|-----------------------------|-----------|
| Water savings | 33.33% 1 |
| Waste reduction | 33.33% 1 |
| Waste separation | 100.00% 3 |
| Recycling | 100.00% 3 |
| Liquid waste management | 33.33% 1 |
| Total Respondents: 3 | |

Q24 What is your opinion of legislation intensifying for better environmental protection in the hotel industry as a tool of sustainable tourism development?

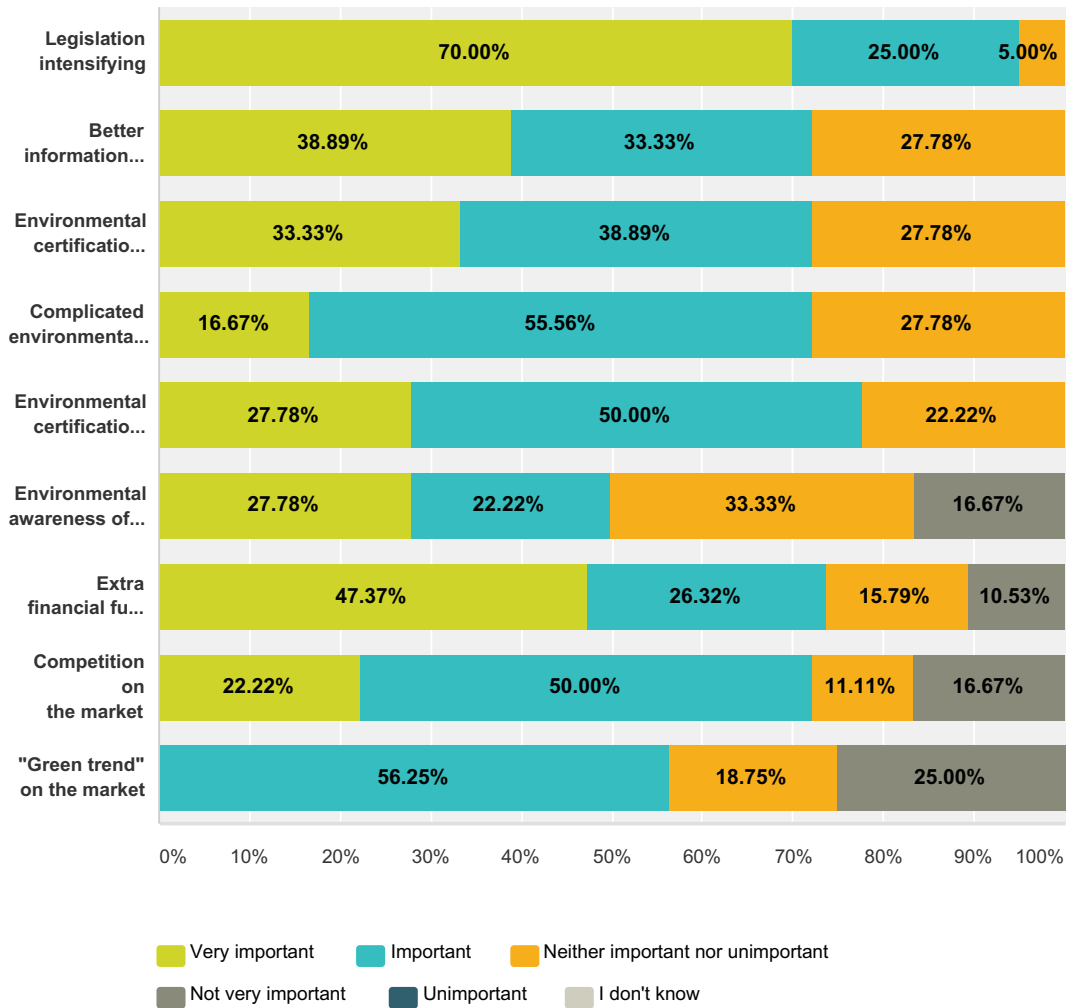
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| Very positive | 15.00% | 3 |
| Positive | 50.00% | 10 |
| Neutral | 35.00% | 7 |
| Total | | 20 |

Q25 From your point of view, please, evaluate the following factors of environmental protection development in the hotel industry. (abbreviation EMS = environmental management system)

Answered: 20 Skipped: 0



| | Very important | Important | Neither important nor unimportant | Not very important | Unimportant | I don't know | Total |
|-----------------------------------------------------------------------|----------------|--------------|-----------------------------------|--------------------|-------------|--------------|-------|
| Legislation intensifying | 70.00% 14 | 25.00% 5 | 5.00% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 20 |
| Better information accessibility | 38.89% 7 | 33.33% 6 | 27.78% 5 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 18 |
| Environmental certification or EMS implementation costs | 33.33% 6 | 38.89% 7 | 27.78% 5 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 18 |
| Complicated environmental certification or EMS implementation process | 16.67% 3 | 55.56% 10 | 27.78% 5 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 18 |

Environmental practices in the hotel industry

SurveyMonkey

| | | | | | | | |
|-------------------------------------------------|--------------------|--------------------|--------------------|--------------------|-------------------|-------------------|----|
| Environmental certification and EMS propagation | 27.78% 5 | 50.00% 9 | 22.22% 4 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 18 |
| Environmental awareness of hotel guests | 27.78% 5 | 22.22% 4 | 33.33% 6 | 16.67% 3 | 0.00% 0 | 0.00% 0 | 18 |
| Extra financial funds or sources | 47.37% 9 | 26.32% 5 | 15.79% 3 | 10.53% 2 | 0.00% 0 | 0.00% 0 | 19 |
| Competition on the market | 22.22% 4 | 50.00% 9 | 11.11% 2 | 16.67% 3 | 0.00% 0 | 0.00% 0 | 18 |
| "Green trend" on the market | 0.00% 0 | 56.25% 9 | 18.75% 3 | 25.00% 4 | 0.00% 0 | 0.00% 0 | 16 |

Q26 If you would like to receive survey results, please write down your e-mail address.

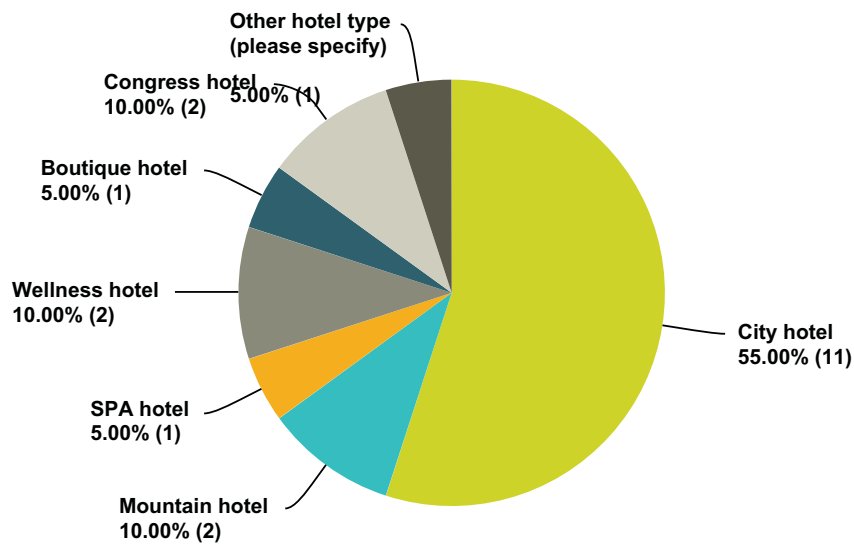
Answered: 0 Skipped: 20

Czech Republic

Outputs from the questionnaire

Q1 Hotel type

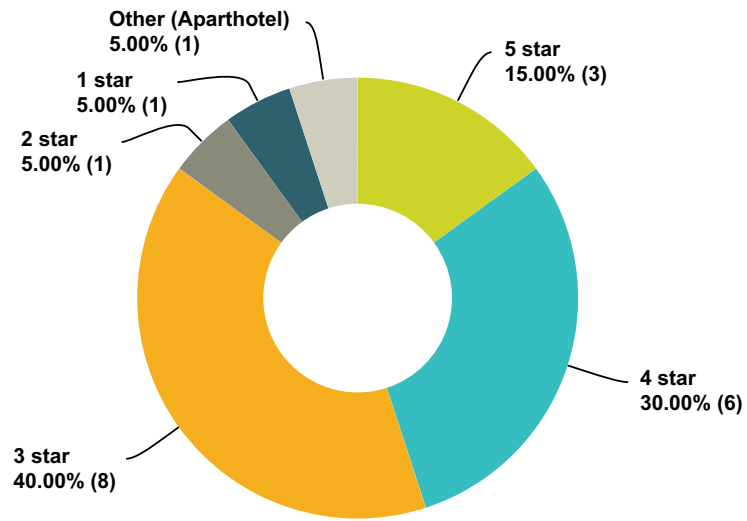
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|-----------------------------------|-----------|
| City hotel | 55.00% 11 |
| Mountain hotel | 10.00% 2 |
| SPA hotel | 5.00% 1 |
| Wellness hotel | 10.00% 2 |
| Boutique hotel | 5.00% 1 |
| Congress hotel | 10.00% 2 |
| Other hotel type (please specify) | 5.00% 1 |
| Total | 20 |

Q2 Hotel grading

Answered: 20 Skipped: 0



| Answer Choices | Responses |
|--------------------|-----------|
| 5 star | 15.00% 3 |
| 4 star | 30.00% 6 |
| 3 star | 40.00% 8 |
| 2 star | 5.00% 1 |
| 1 star | 5.00% 1 |
| Other (Aparthotel) | 5.00% 1 |
| Total | 20 |

Q3 Where is your hotel located?

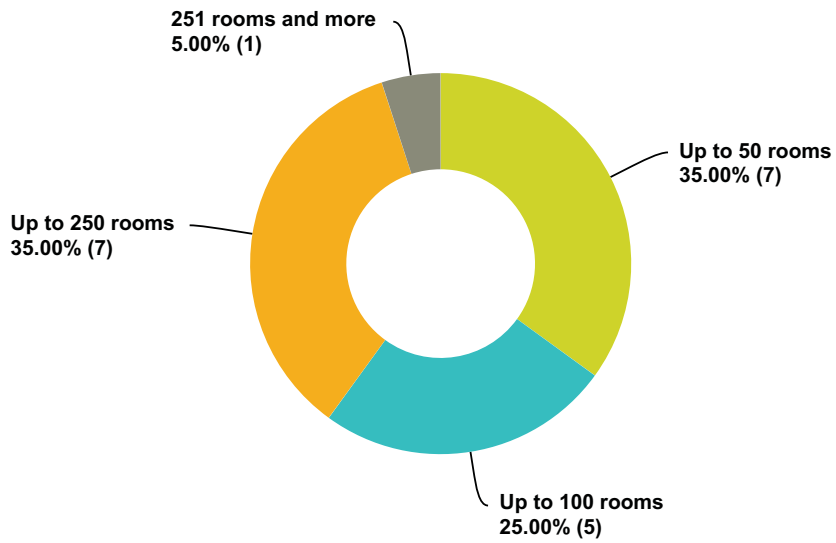
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|----------------|------------|
| Czech republic | 100.00% 20 |
| Total | 20 |

Q4 Hotel size

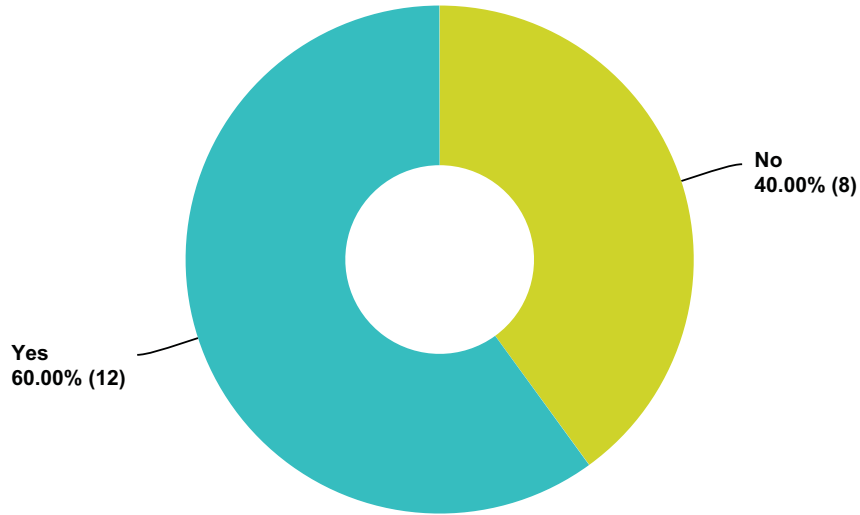
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|--------------------|-----------|-----------|
| Up to 50 rooms | 35.00% | 7 |
| Up to 100 rooms | 25.00% | 5 |
| Up to 250 rooms | 35.00% | 7 |
| 251 rooms and more | 5.00% | 1 |
| Total | | 20 |

Q5 Is your hotel integrated into a hotel chain?

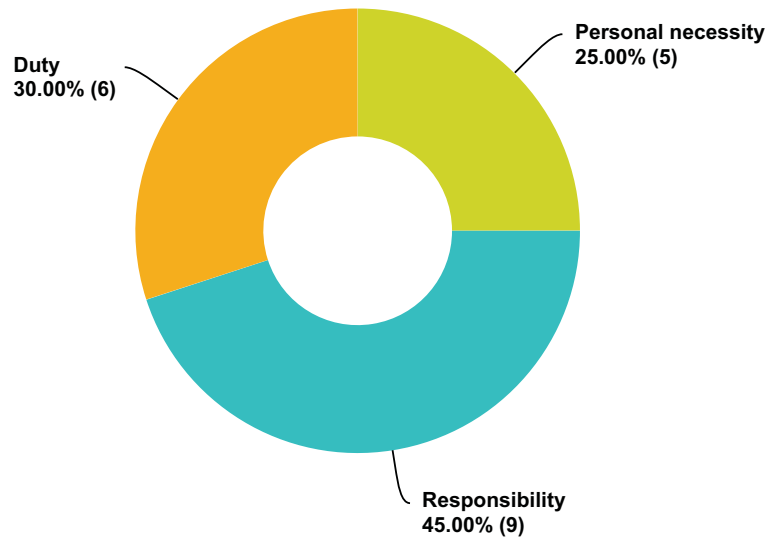
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 40.00% | 8 |
| Yes | 60.00% | 12 |
| Total | | 20 |

Q6 Environmental protection

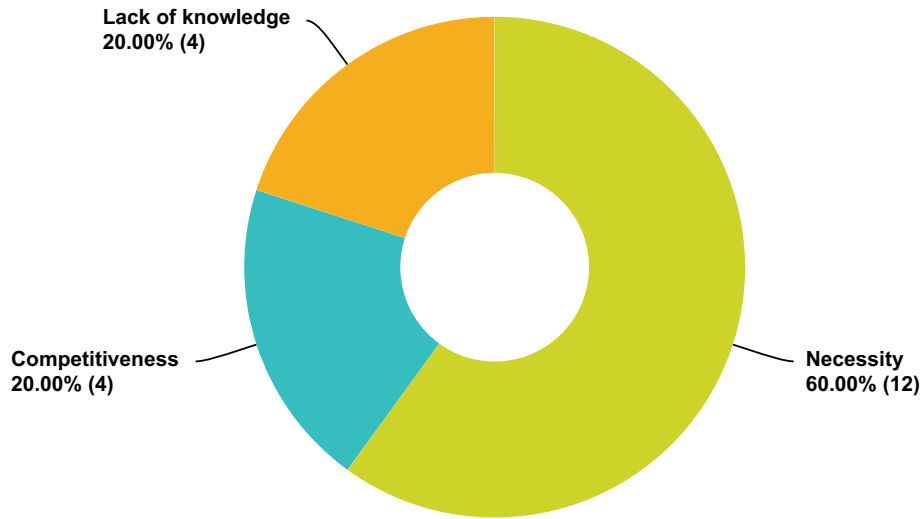
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|--------------------|-----------|
| Personal necessity | 25.00% 5 |
| Responsibility | 45.00% 9 |
| Duty | 30.00% 6 |
| Total | 20 |

Q7 Environmental management and marketing

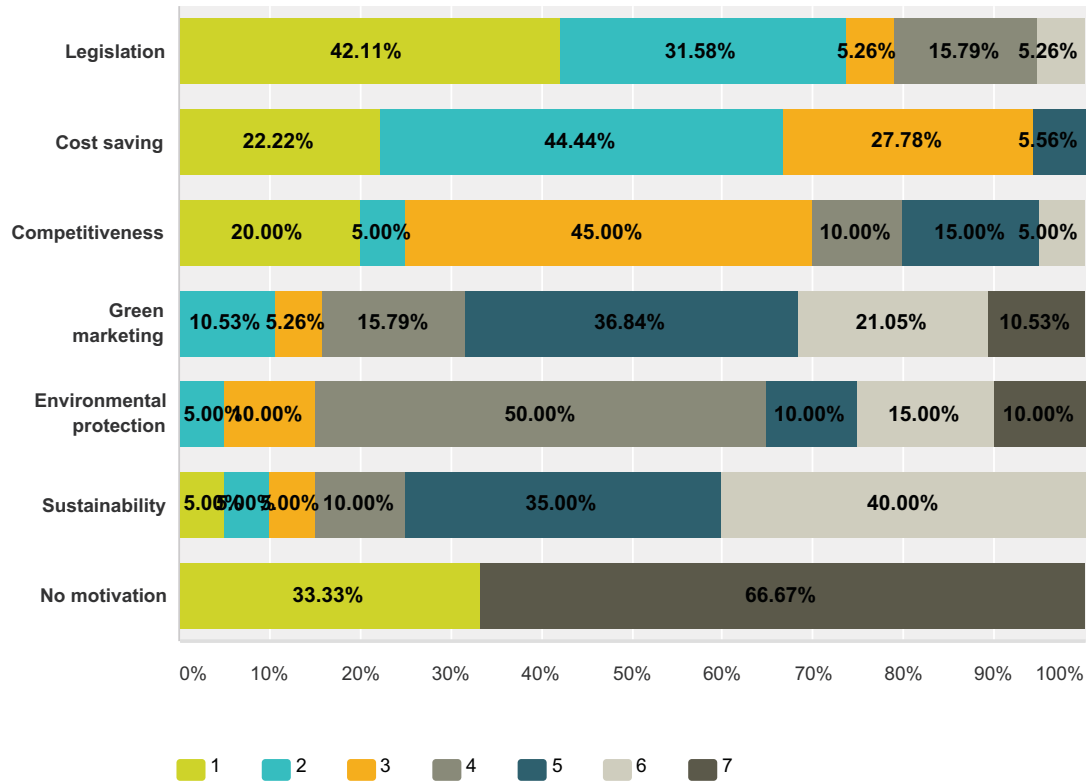
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|-------------------|-----------|-----------|
| Necessity | 60.00% | 12 |
| Competitiveness | 20.00% | 4 |
| Lack of knowledge | 20.00% | 4 |
| Total | | 20 |

Q8 What motivates you to implement environmental practices in the hotel?
 Please rate the motivating factors from the most important = 1 to the least important = 7. If you leave the row blank = no importance.

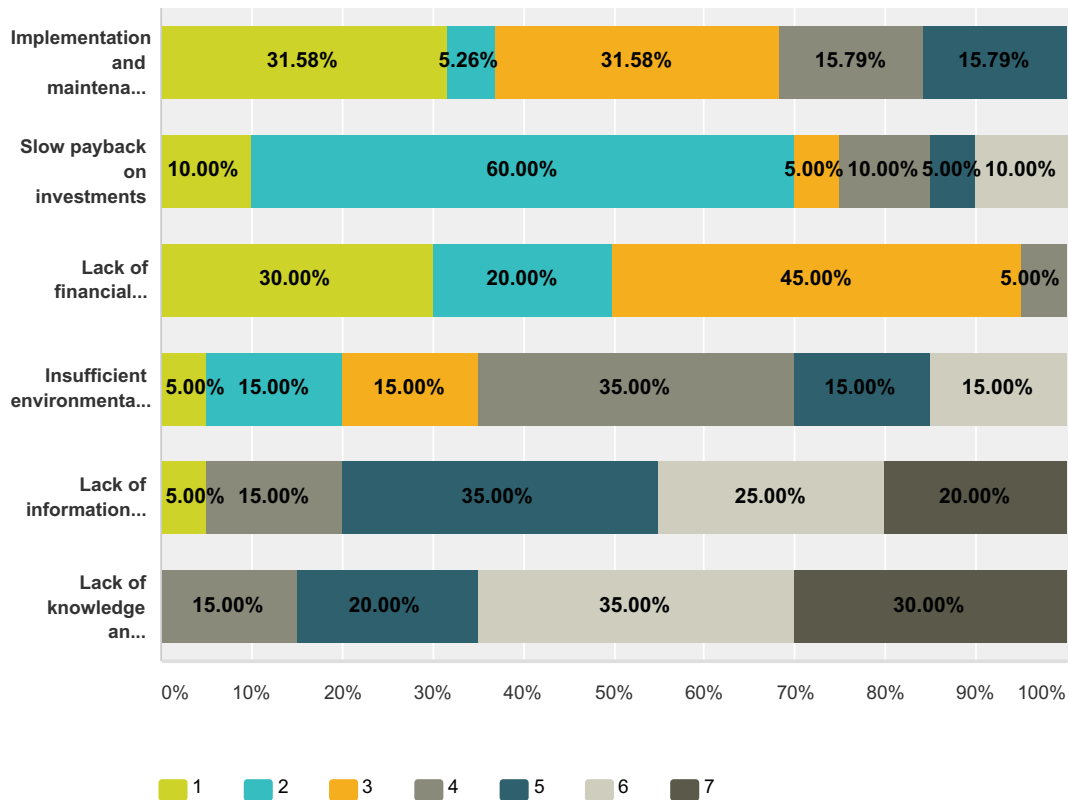
Answered: 20 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|--------------------------|-------------|-------------|-------------|--------------|-------------|-------------|-------------|-------|------------------|
| Legislation | 42.11% 8 | 31.58% 6 | 5.26% 1 | 15.79% 3 | 0.00% 0 | 5.26% 1 | 0.00% 0 | 19 | 5.84 |
| Cost saving | 22.22% 4 | 44.44% 8 | 27.78% 5 | 0.00% 0 | 5.56% 1 | 0.00% 0 | 0.00% 0 | 18 | 5.78 |
| Competitiveness | 20.00% 4 | 5.00% 1 | 45.00% 9 | 10.00% 2 | 15.00% 3 | 5.00% 1 | 0.00% 0 | 20 | 4.90 |
| Green marketing | 0.00% 0 | 10.53% 2 | 5.26% 1 | 15.79% 3 | 36.84% 7 | 21.05% 4 | 10.53% 2 | 19 | 3.16 |
| Environmental protection | 0.00% 0 | 5.00% 1 | 10.00% 2 | 50.00% 10 | 10.00% 2 | 15.00% 3 | 10.00% 2 | 20 | 3.50 |
| Sustainability | 5.00% 1 | 5.00% 1 | 5.00% 1 | 10.00% 2 | 35.00% 7 | 40.00% 8 | 0.00% 0 | 20 | 3.15 |
| No motivation | 33.33% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 66.67% 2 | 3 | 3.00 |

Q9 What barriers discourage you to implement environmental practices in the hotel? Please rate the barriers from the most important = 1 to the least important = 7. If you leave the row blank = no importance.

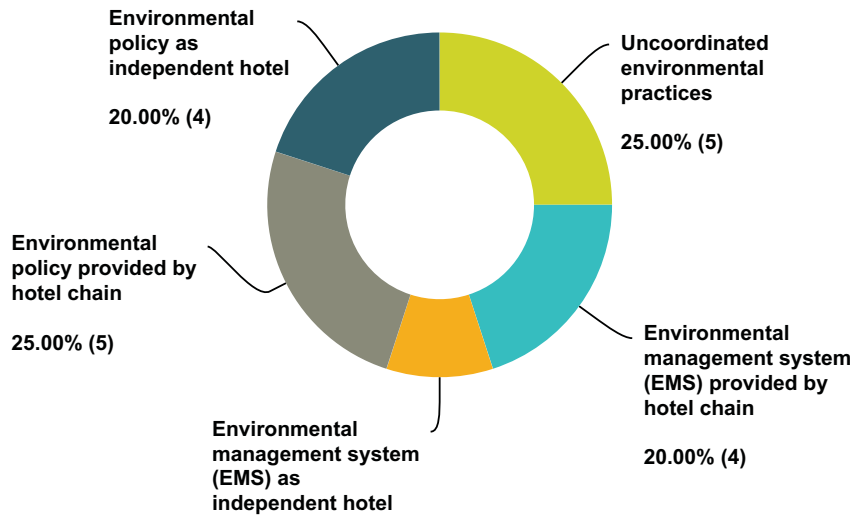
Answered: 20 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|------------------------------------------------------|-------------|--------------|-------------|-------------|-------------|-------------|-------------|-------|------------------|
| Implementation and maintenance costs | 31.58% 6 | 5.26% 1 | 31.58% 6 | 15.79% 3 | 15.79% 3 | 0.00% 0 | 0.00% 0 | 19 | 5.21 |
| Slow payback on investments | 10.00% 2 | 60.00% 12 | 5.00% 1 | 10.00% 2 | 5.00% 1 | 10.00% 2 | 0.00% 0 | 20 | 5.30 |
| Lack of financial sources | 30.00% 6 | 20.00% 4 | 45.00% 9 | 5.00% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 20 | 5.75 |
| Insufficient environmental awareness of hotel guests | 5.00% 1 | 15.00% 3 | 15.00% 3 | 35.00% 7 | 15.00% 3 | 15.00% 3 | 0.00% 0 | 20 | 4.15 |
| Lack of information sources | 5.00% 1 | 0.00% 0 | 0.00% 0 | 15.00% 3 | 35.00% 7 | 25.00% 5 | 20.00% 4 | 20 | 2.70 |
| Lack of knowledge and skills | 0.00% 0 | 0.00% 0 | 0.00% 0 | 15.00% 3 | 20.00% 4 | 35.00% 7 | 30.00% 6 | 20 | 2.20 |

Q10 Did your hotel implement:

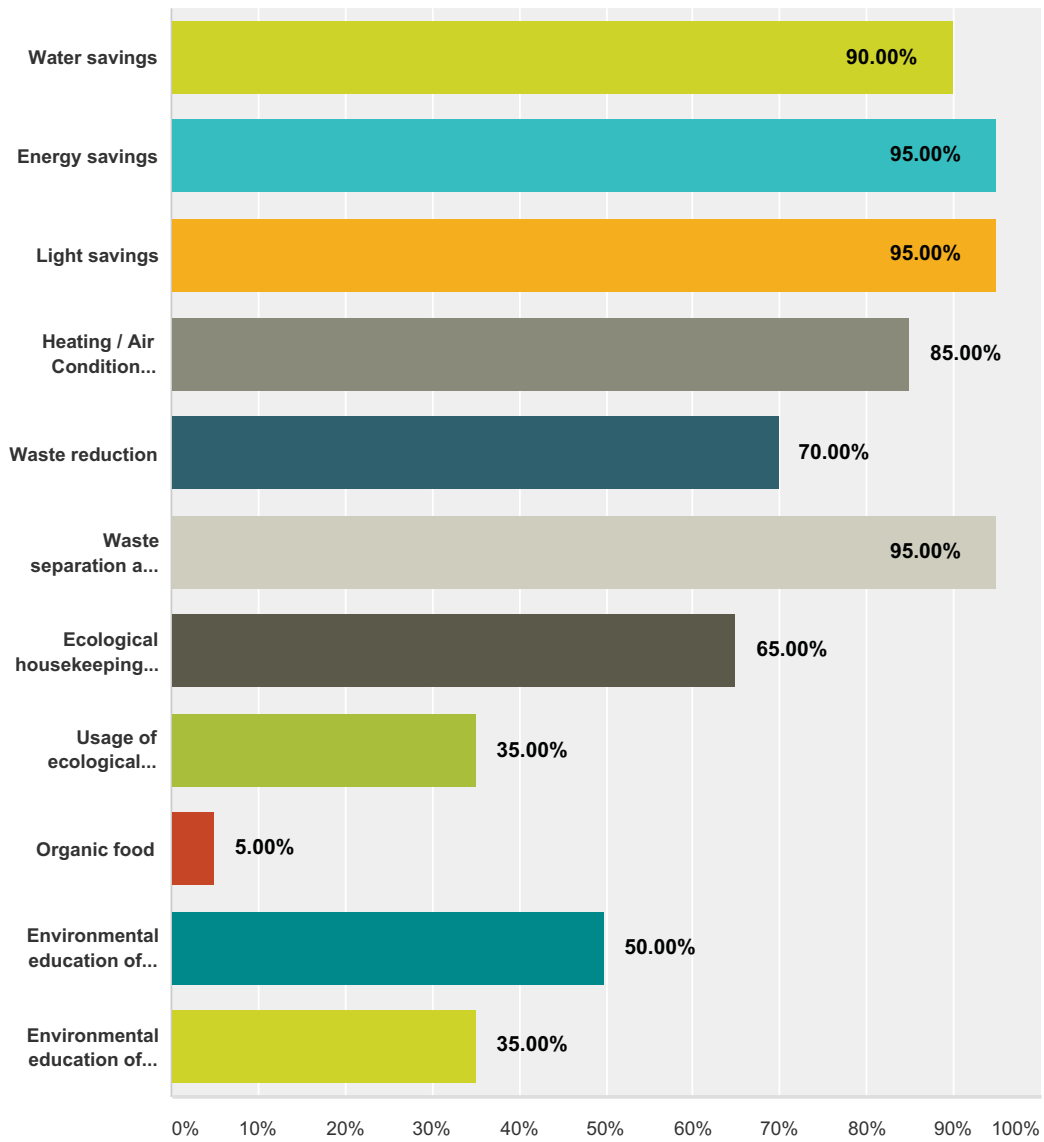
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|---------------------------------------------------------------|-----------|
| Uncoordinated environmental practices | 25.00% 5 |
| Environmental management system (EMS) provided by hotel chain | 20.00% 4 |
| Environmental management system (EMS) as independent hotel | 10.00% 2 |
| Environmental policy provided by hotel chain | 25.00% 5 |
| Environmental policy as independent hotel | 20.00% 4 |
| Total | 20 |

Q11 Which environmental practices has your hotel already implemented? Please tick as many as apply.

Answered: 20 Skipped: 0



| Answer Choices | Responses |
|---------------------------------|-----------|
| Water savings | 90.00% 18 |
| Energy savings | 95.00% 19 |
| Light savings | 95.00% 19 |
| Heating / Air Condition savings | 85.00% 17 |
| Waste reduction | 70.00% 14 |
| Waste separation ad recycling | 95.00% 19 |

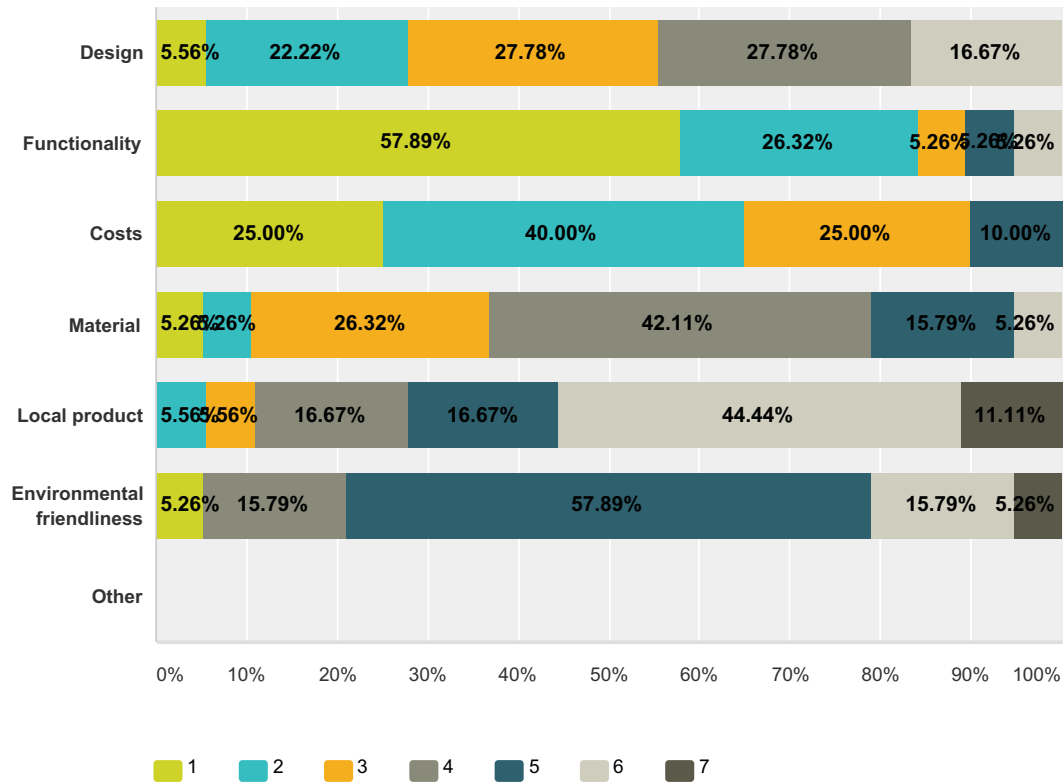
Environmental practices in the hotel industry

SurveyMonkey

| | | |
|-----------------------------------------|--------|----|
| Ecological housekeeping and cleaning | 65.00% | 13 |
| Usage of ecological materials | 35.00% | 7 |
| Organic food | 5.00% | 1 |
| Environmental education of staff | 50.00% | 10 |
| Environmental education of hotel guests | 35.00% | 7 |
| Total Respondents: 20 | | |

Q12 In your opinion what is the most important factor when furnishing the hotel?
 Please rate the factors from the most important = 1 to the least important = 4. If you leave the row blank = no importance.

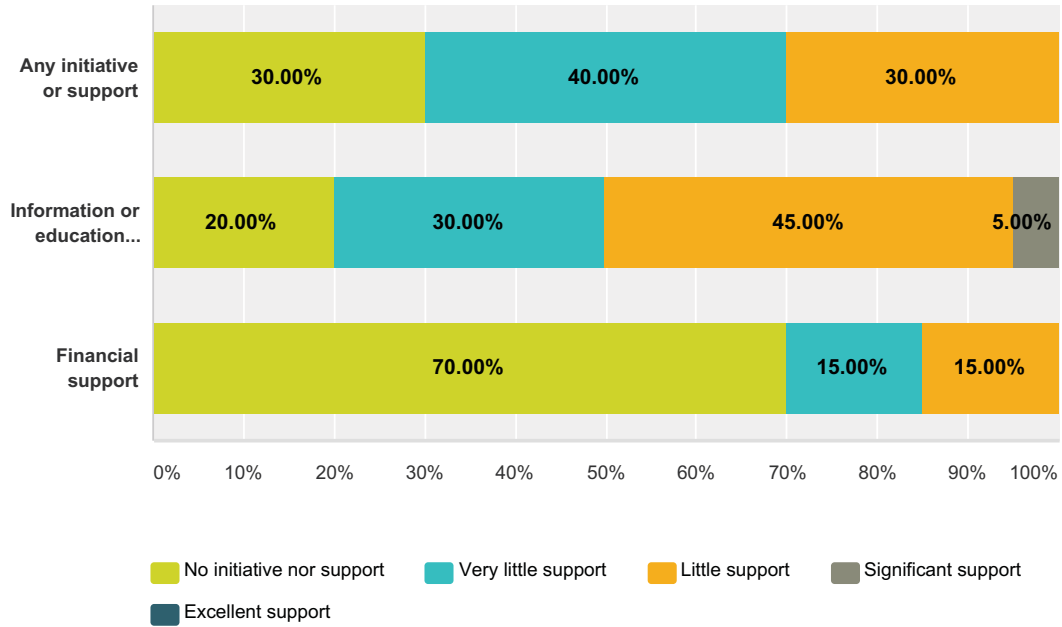
Answered: 20 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|----------------------------|--------------|-------------|-------------|-------------|--------------|-------------|-------------|-------|------------------|
| Design | 5.56% 1 | 22.22% 4 | 27.78% 5 | 27.78% 5 | 0.00% 0 | 16.67% 3 | 0.00% 0 | 18 | 4.56 |
| Functionality | 57.89% 11 | 26.32% 5 | 5.26% 1 | 0.00% 0 | 5.26% 1 | 5.26% 1 | 0.00% 0 | 19 | 6.16 |
| Costs | 25.00% 5 | 40.00% 8 | 25.00% 5 | 0.00% 0 | 10.00% 2 | 0.00% 0 | 0.00% 0 | 20 | 5.70 |
| Material | 5.26% 1 | 5.26% 1 | 26.32% 5 | 42.11% 8 | 15.79% 3 | 5.26% 1 | 0.00% 0 | 19 | 4.26 |
| Local product | 0.00% 0 | 5.56% 1 | 5.56% 1 | 16.67% 3 | 16.67% 3 | 44.44% 8 | 11.11% 2 | 18 | 2.78 |
| Environmental friendliness | 5.26% 1 | 0.00% 0 | 0.00% 0 | 15.79% 3 | 57.89% 11 | 15.79% 3 | 5.26% 1 | 19 | 3.11 |
| Other | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0 | 0.00 |

Q13 Have you ever noticed initiative or support to implement any environmental practices in your hotel from the government?

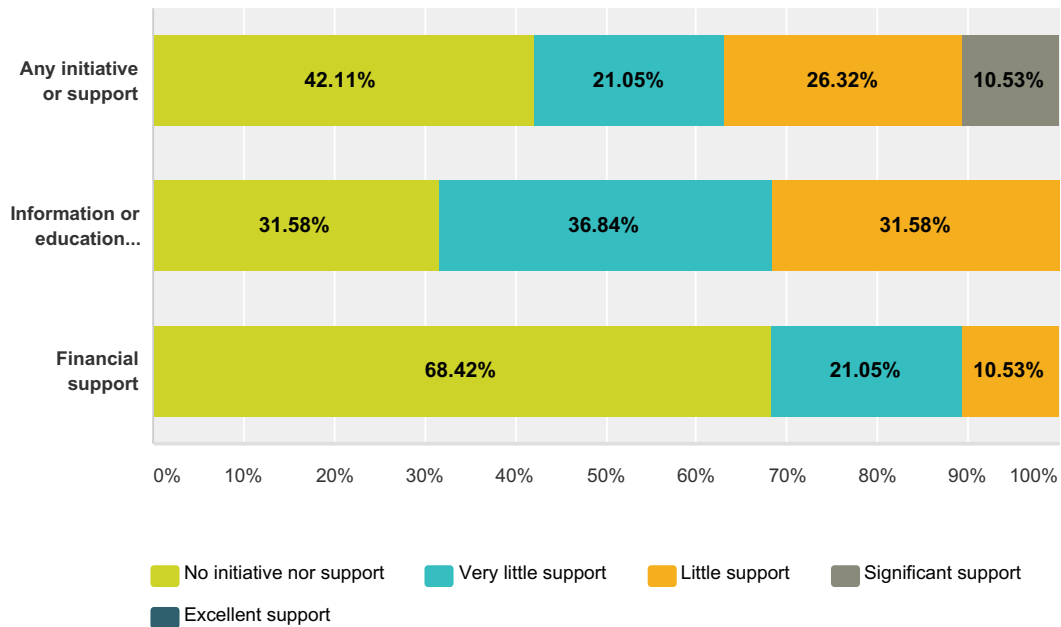
Answered: 20 Skipped: 0



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 30.00% 6 | 40.00% 8 | 30.00% 6 | 0.00% 0 | 0.00% 0 | 20 |
| Information or education support | 20.00% 4 | 30.00% 6 | 45.00% 9 | 5.00% 1 | 0.00% 0 | 20 |
| Financial support | 70.00% 14 | 15.00% 3 | 15.00% 3 | 0.00% 0 | 0.00% 0 | 20 |

Q14 Have you ever noticed initiative or support to implement any environmental practices in your hotel from the local government or municipality?

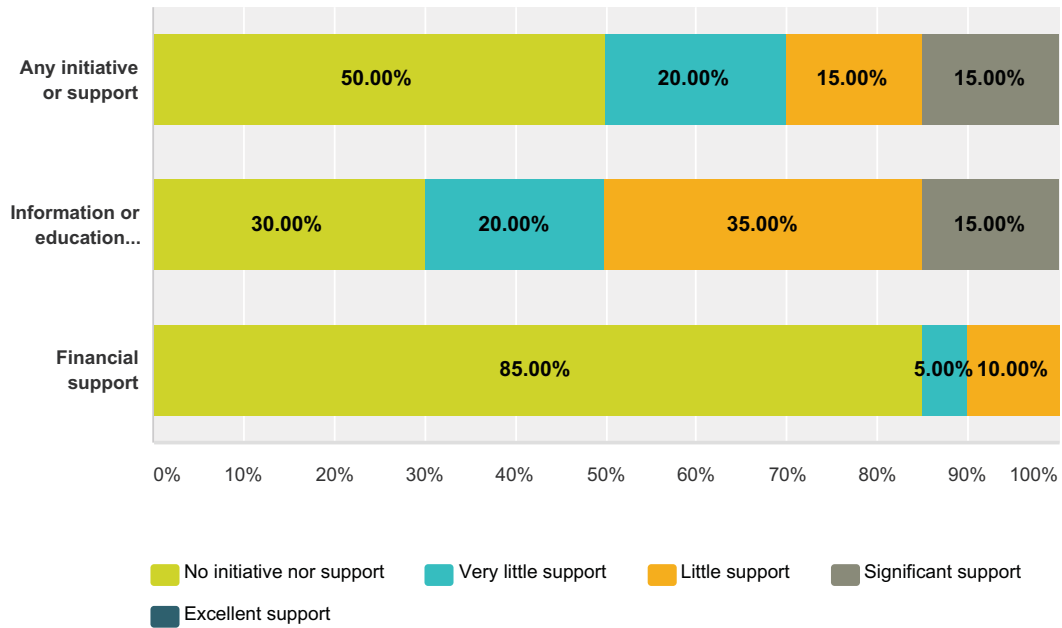
Answered: 19 Skipped: 1



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 42.11% 8 | 21.05% 4 | 26.32% 5 | 10.53% 2 | 0.00% 0 | 19 |
| Information or education support | 31.58% 6 | 36.84% 7 | 31.58% 6 | 0.00% 0 | 0.00% 0 | 19 |
| Financial support | 68.42% 13 | 21.05% 4 | 10.53% 2 | 0.00% 0 | 0.00% 0 | 19 |

Q15 Have you ever noticed initiative or support to implement any environmental practices in your hotel from non-government organizations (e.g. Hotels Association, etc.)?

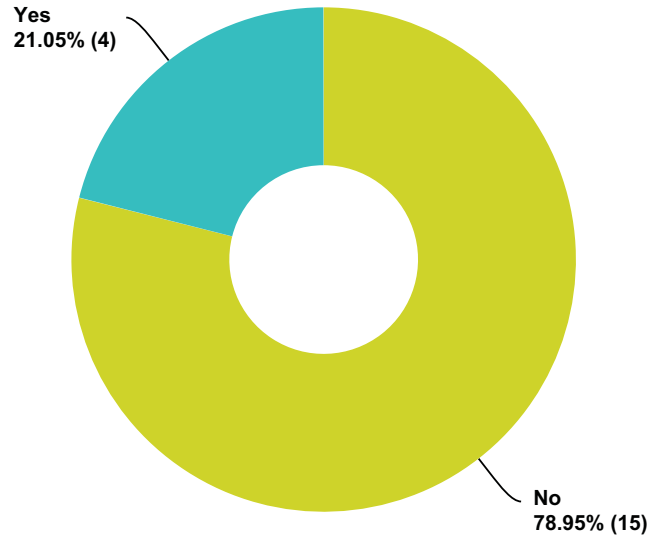
Answered: 20 Skipped: 0



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 50.00% 10 | 20.00% 4 | 15.00% 3 | 15.00% 3 | 0.00% 0 | 20 |
| Information or education support | 30.00% 6 | 20.00% 4 | 35.00% 7 | 15.00% 3 | 0.00% 0 | 20 |
| Financial support | 85.00% 17 | 5.00% 1 | 10.00% 2 | 0.00% 0 | 0.00% 0 | 20 |

Q16 Has your hotel used this support to implement any environmental practices?

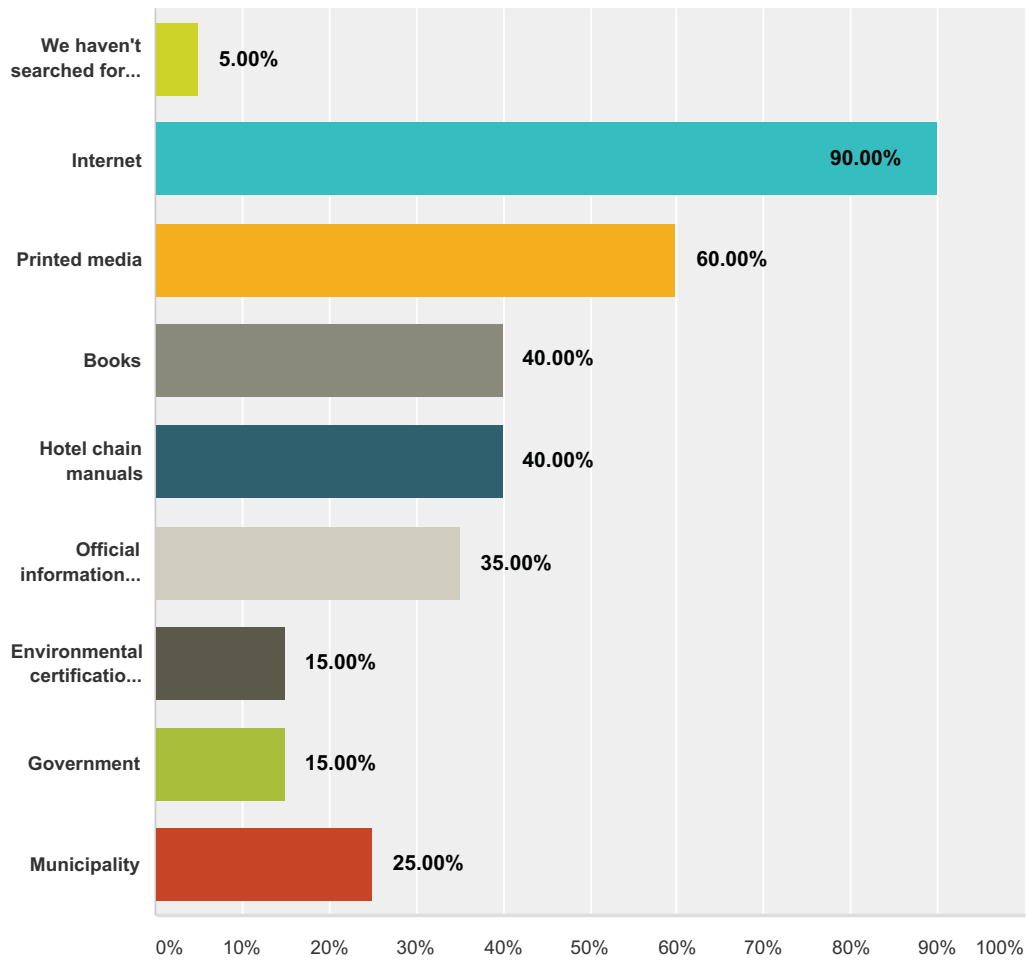
Answered: 19 Skipped: 1



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 78.95% | 15 |
| Yes | 21.05% | 4 |
| Total | | 19 |

Q17 What kind of sources do you use to find information about environmental practices implementation in the hotel industry? Please tick as many as apply.

Answered: 20 Skipped: 0

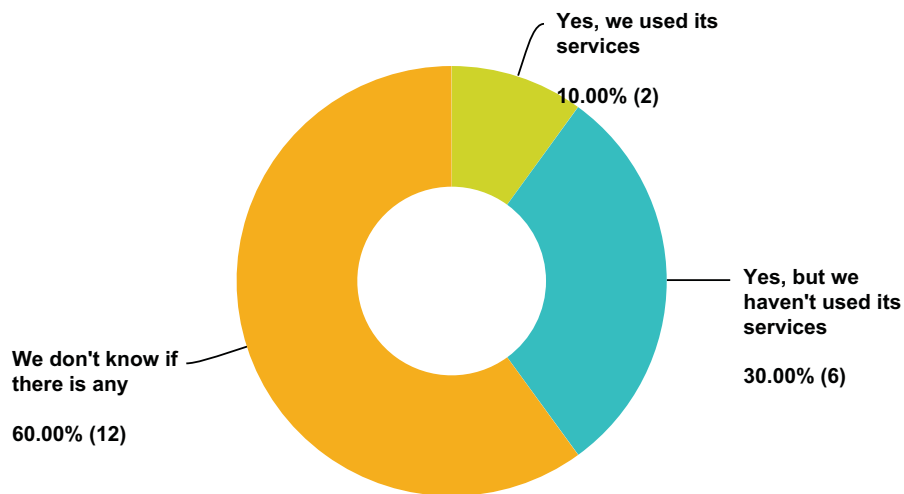


| Answer Choices | Responses |
|-------------------------------------------------------------------------------------|-----------|
| We haven't searched for information on environmental practices | 5.00% 1 |
| Internet | 90.00% 18 |
| Printed media | 60.00% 12 |
| Books | 40.00% 8 |
| Hotel chain manuals | 40.00% 8 |
| Official information organization for environmental practices in the hotel industry | 35.00% 7 |
| Environmental certification organization | 15.00% 3 |
| Government | 15.00% 3 |
| Municipality | 25.00% 5 |

Total Respondents: 20

**Q18 In the country where your hotel is located, is there any official organization that deals with supporting environmental protection in the hotel industry?
(Organization that is responsible for information, education, motivation and propagation of environmental practices in the hotel industry)**

Answered: 20 Skipped: 0



| Answer Choices | Responses |
|---------------------------------------|-----------|
| Yes, we used its services | 10.00% 2 |
| Yes, but we haven't used its services | 30.00% 6 |
| We don't know if there is any | 60.00% 12 |
| Total | 20 |

Q19 If you decide to implement environmental practices, would you consult it with environmental organization?

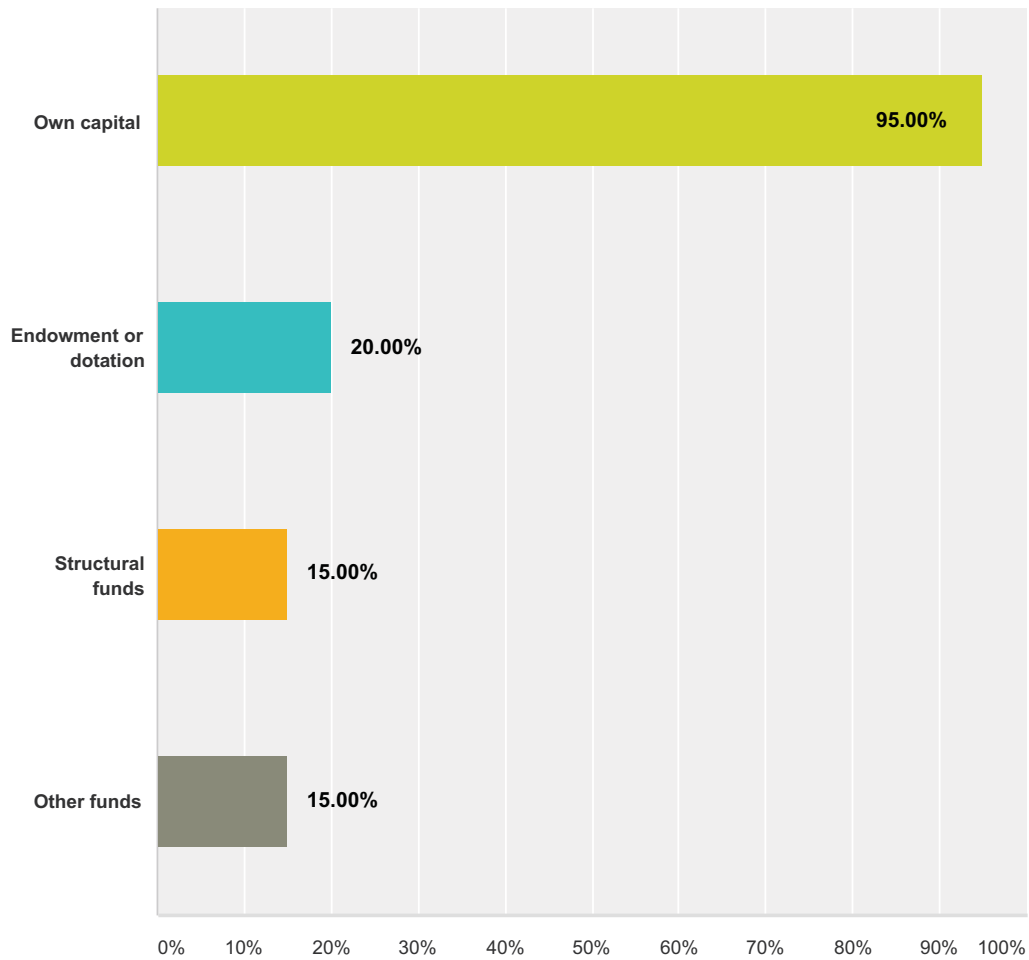
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 45.00% | 9 |
| Yes | 55.00% | 11 |
| Total | | 20 |

**Q20 If you have ever implemented any environmental practices what kind of financial sources or benefits did you use?
Please tick as many as apply.**

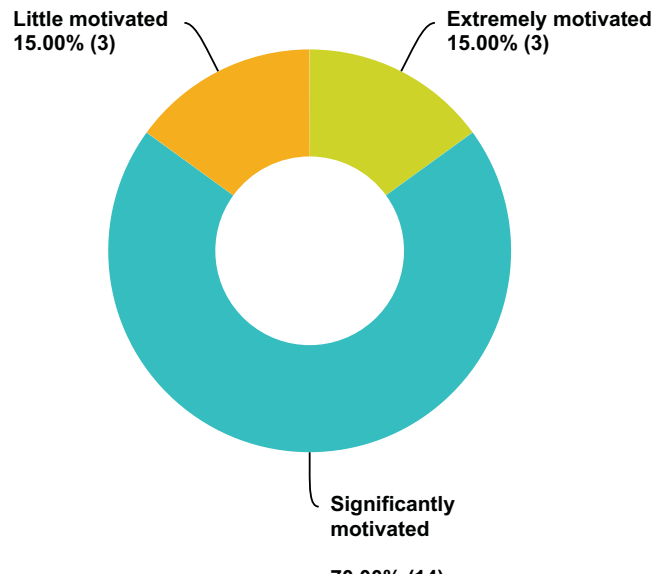
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|------------------------------|-----------|
| Own capital | 95.00% 19 |
| Endowment or dotation | 20.00% 4 |
| Structural funds | 15.00% 3 |
| Other funds | 15.00% 3 |
| Total Respondents: 20 | |

Q21 Would you be motivated to implement environmental practices (environmental certification), if you have additional financial source? (e.g. funds from tourist tax, etc.)

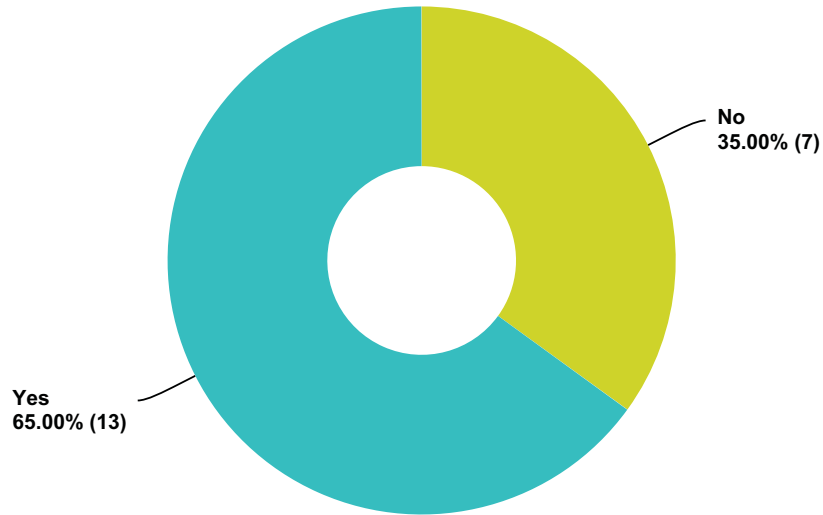
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|-------------------------|-----------|-----------|
| Extremely motivated | 15.00% | 3 |
| Significantly motivated | 70.00% | 14 |
| Little motivated | 15.00% | 3 |
| Total | | 20 |

Q22 Have you ever implemented any environmental practices as a consequence of legislation?

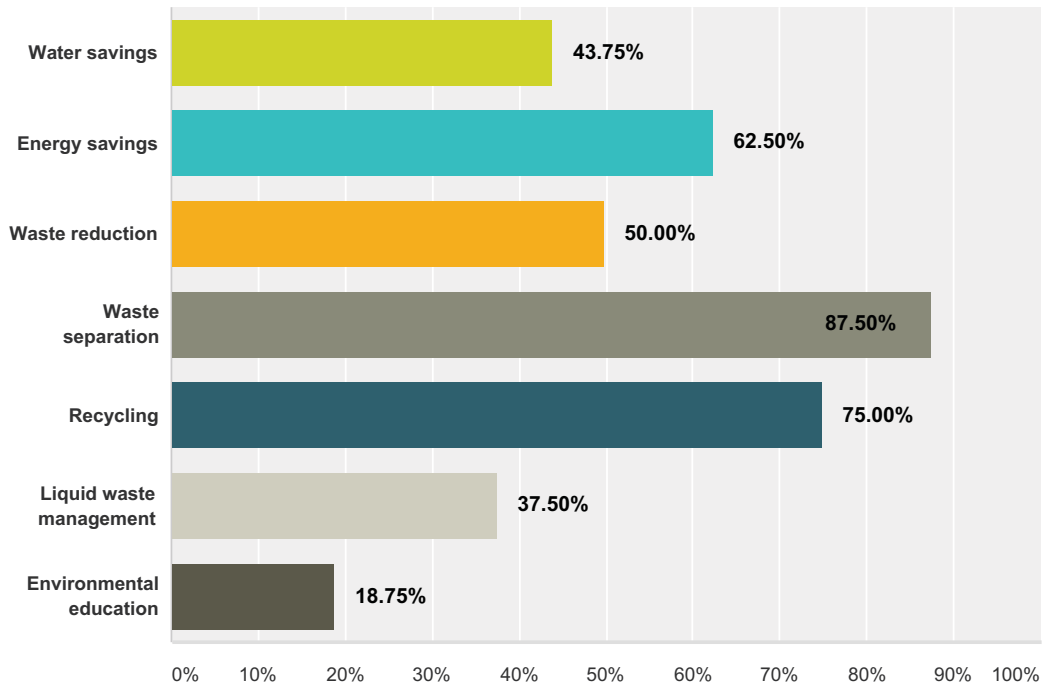
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 35.00% | 7 |
| Yes | 65.00% | 13 |
| Total | | 20 |

Q23 If your answer to Q17 was "yes", please specify what kind of environmental practices have you implemented in your hotel as a consequence of legislation. Please tick as many as apply.

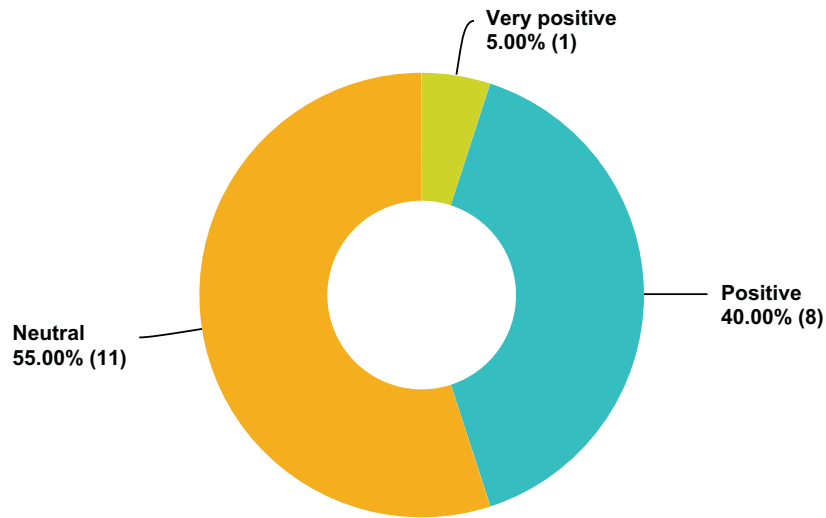
Answered: 16 Skipped: 4



| Answer Choices | Responses |
|------------------------------|-----------|
| Water savings | 43.75% 7 |
| Energy savings | 62.50% 10 |
| Waste reduction | 50.00% 8 |
| Waste separation | 87.50% 14 |
| Recycling | 75.00% 12 |
| Liquid waste management | 37.50% 6 |
| Environmental education | 18.75% 3 |
| Total Respondents: 16 | |

Q24 What is your opinion of legislation intensifying for better environmental protection in the hotel industry as a tool of sustainable tourism development?

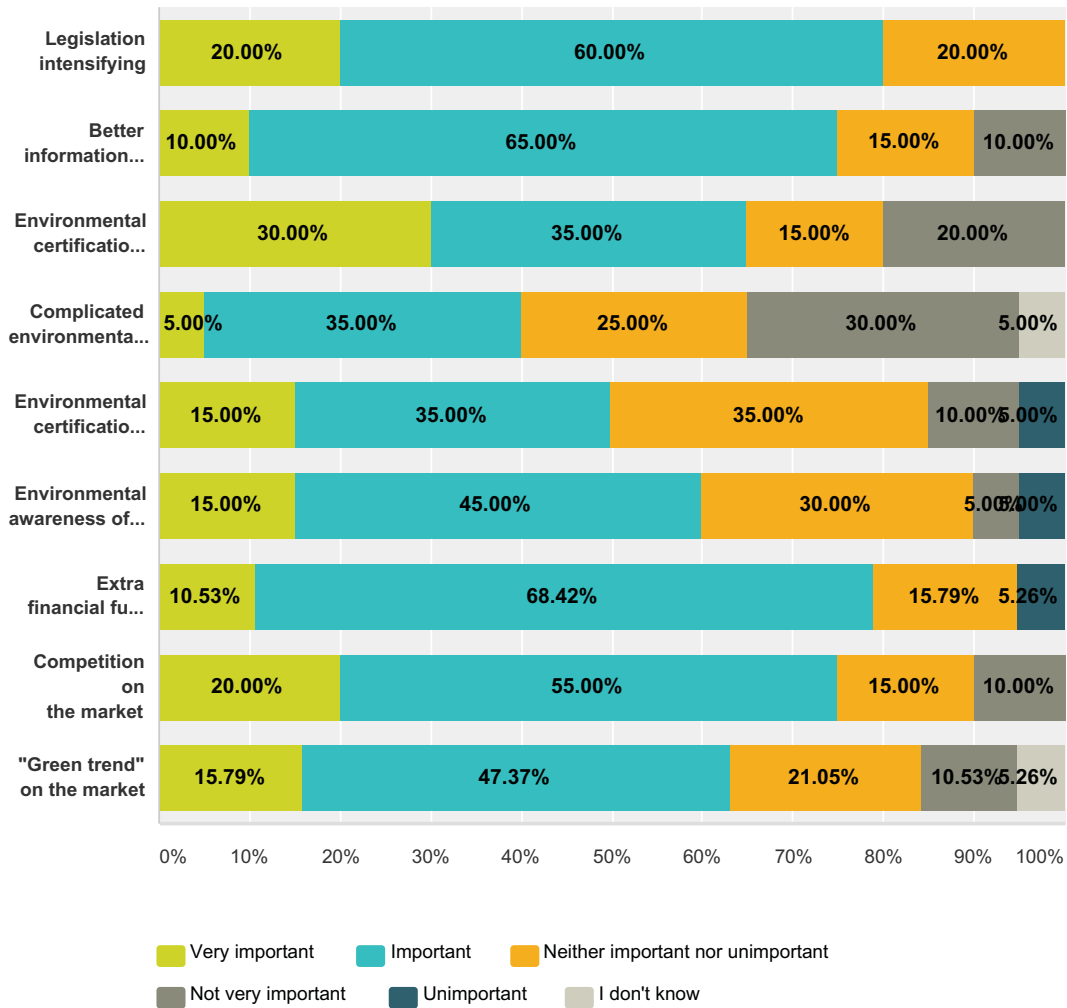
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|----------------|-----------|
| Very positive | 5.00% 1 |
| Positive | 40.00% 8 |
| Neutral | 55.00% 11 |
| Total | 20 |

Q25 From your point of view, please, evaluate the following factors of environmental protection development in the hotel industry. (abbreviation EMS = environmental management system)

Answered: 20 Skipped: 0



| | Very important | Important | Neither important nor unimportant | Not very important | Unimportant | I don't know | Total |
|-----------------------------------------------------------------------|----------------|--------------|-----------------------------------|--------------------|-------------|--------------|-------|
| Legislation intensifying | 20.00% 4 | 60.00% 12 | 20.00% 4 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 20 |
| Better information accessibility | 10.00% 2 | 65.00% 13 | 15.00% 3 | 10.00% 2 | 0.00% 0 | 0.00% 0 | 20 |
| Environmental certification or EMS implementation costs | 30.00% 6 | 35.00% 7 | 15.00% 3 | 20.00% 4 | 0.00% 0 | 0.00% 0 | 20 |
| Complicated environmental certification or EMS implementation process | 5.00% 1 | 35.00% 7 | 25.00% 5 | 30.00% 6 | 0.00% 0 | 5.00% 1 | 20 |

Environmental practices in the hotel industry

SurveyMonkey

| | | | | | | | |
|-------------------------------------------------|--------------------|---------------------|--------------------|--------------------|-------------------|-------------------|----|
| Environmental certification and EMS propagation | 15.00% 3 | 35.00% 7 | 35.00% 7 | 10.00% 2 | 5.00% 1 | 0.00% 0 | 20 |
| Environmental awareness of hotel guests | 15.00% 3 | 45.00% 9 | 30.00% 6 | 5.00% 1 | 5.00% 1 | 0.00% 0 | 20 |
| Extra financial funds or sources | 10.53% 2 | 68.42% 13 | 15.79% 3 | 0.00% 0 | 5.26% 1 | 0.00% 0 | 19 |
| Competition on the market | 20.00% 4 | 55.00% 11 | 15.00% 3 | 10.00% 2 | 0.00% 0 | 0.00% 0 | 20 |
| "Green trend" on the market | 15.79% 3 | 47.37% 9 | 21.05% 4 | 10.53% 2 | 0.00% 0 | 5.26% 1 | 19 |

Q26 If you would like to receive survey results, please write down your e-mail address.

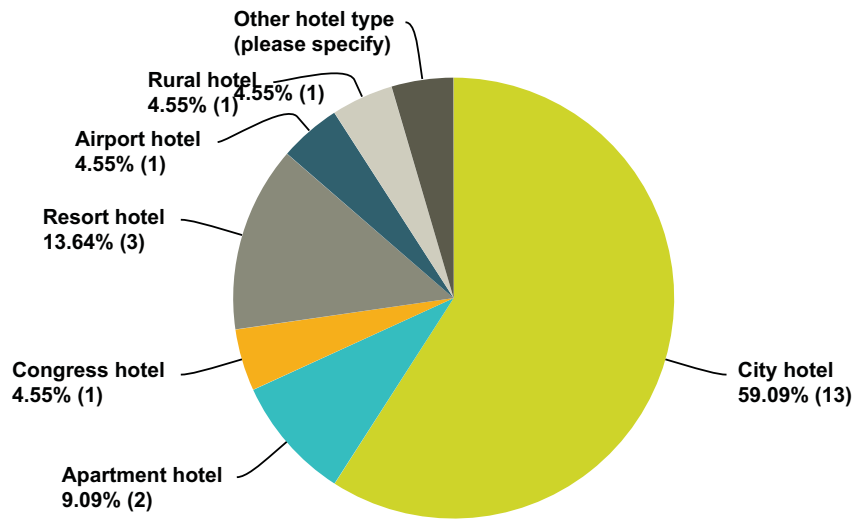
Answered: 4 Skipped: 16

Slovenia & Estonia

Outputs from the questionnaire

Q1 Hotel type

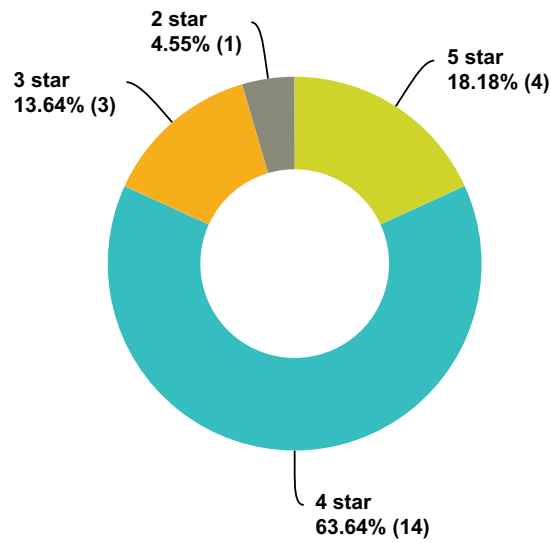
Answered: 22 Skipped: 0



| Answer Choices | Responses |
|-----------------------------------|-----------|
| City hotel | 59.09% 13 |
| Apartment hotel | 9.09% 2 |
| Congress hotel | 4.55% 1 |
| Resort hotel | 13.64% 3 |
| Airport hotel | 4.55% 1 |
| Rural hotel | 4.55% 1 |
| Other hotel type (please specify) | 4.55% 1 |
| Total | 22 |

Q2 Hotel grading

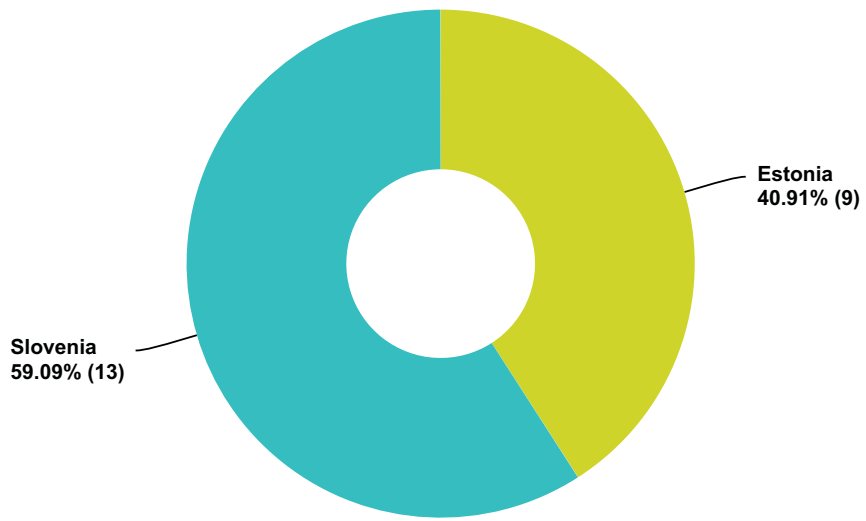
Answered: 22 Skipped: 0



| Answer Choices | Responses |
|----------------|-----------|
| 5 star | 18.18% 4 |
| 4 star | 63.64% 14 |
| 3 star | 13.64% 3 |
| 2 star | 4.55% 1 |
| Total | 22 |

Q3 Where is your hotel located?

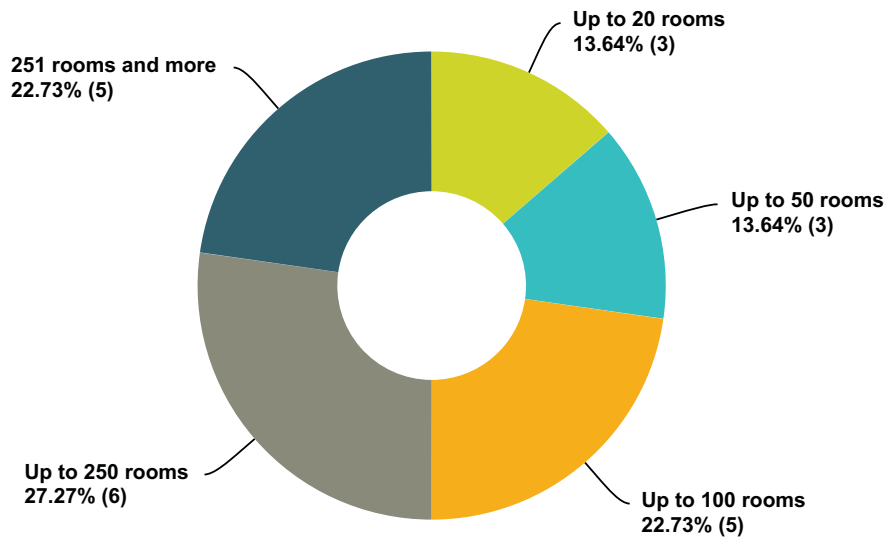
Answered: 22 Skipped: 0



| Answer Choices | Responses |
|----------------|-----------|
| Estonia | 40.91% 9 |
| Slovenia | 59.09% 13 |
| Total | 22 |

Q4 Hotel size

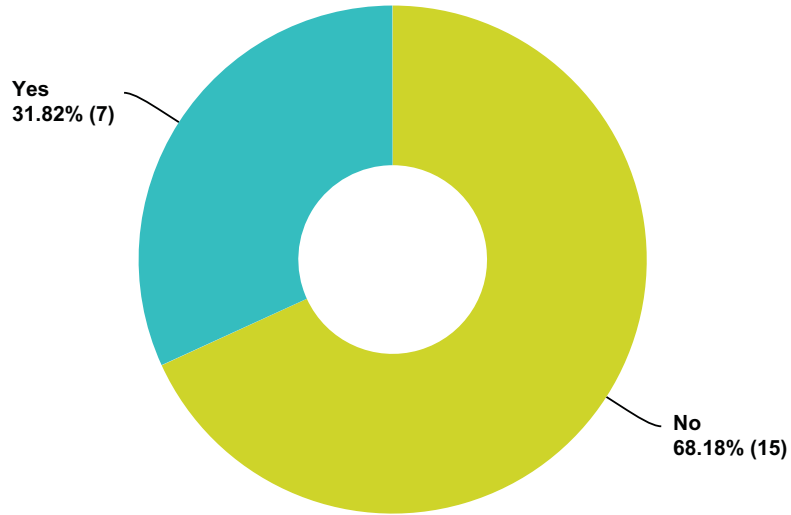
Answered: 22 Skipped: 0



| Answer Choices | Responses | |
|--------------------|-----------|-----------|
| Up to 20 rooms | 13.64% | 3 |
| Up to 50 rooms | 13.64% | 3 |
| Up to 100 rooms | 22.73% | 5 |
| Up to 250 rooms | 27.27% | 6 |
| 251 rooms and more | 22.73% | 5 |
| Total | | 22 |

Q5 Is your hotel integrated into a hotel chain?

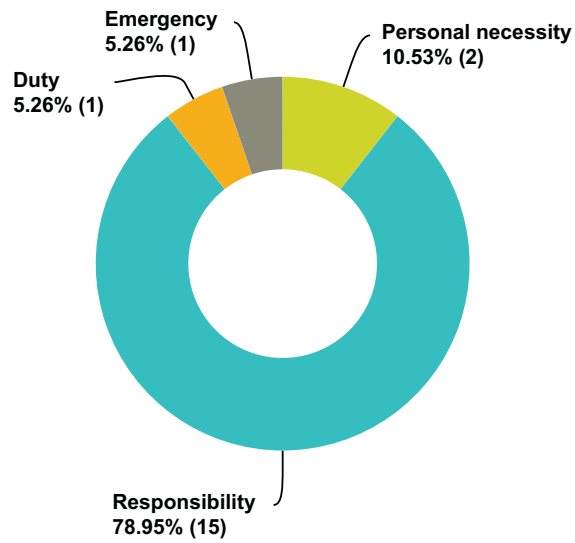
Answered: 22 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 68.18% | 15 |
| Yes | 31.82% | 7 |
| Total | | 22 |

Q6 Environmental protection

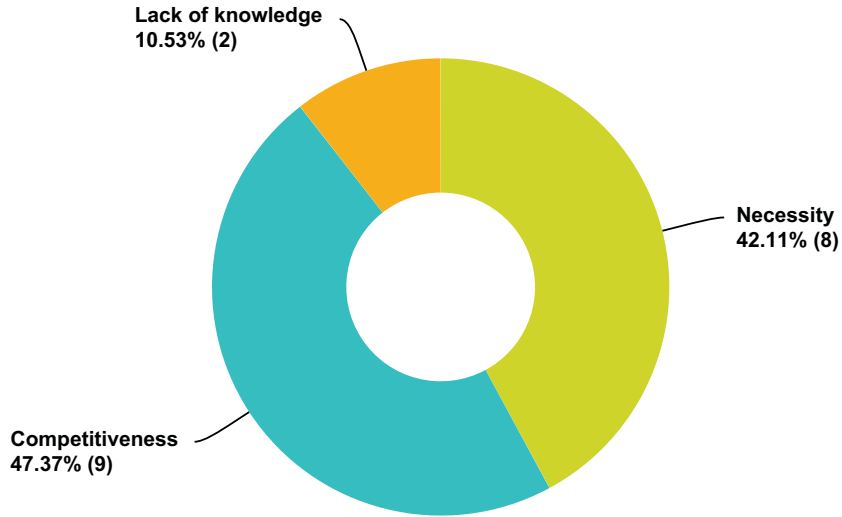
Answered: 19 Skipped: 3



| Answer Choices | Responses |
|--------------------|-----------|
| Personal necessity | 10.53% 2 |
| Responsibility | 78.95% 15 |
| Duty | 5.26% 1 |
| Emergency | 5.26% 1 |
| Total | 19 |

Q7 Environmental management and marketing

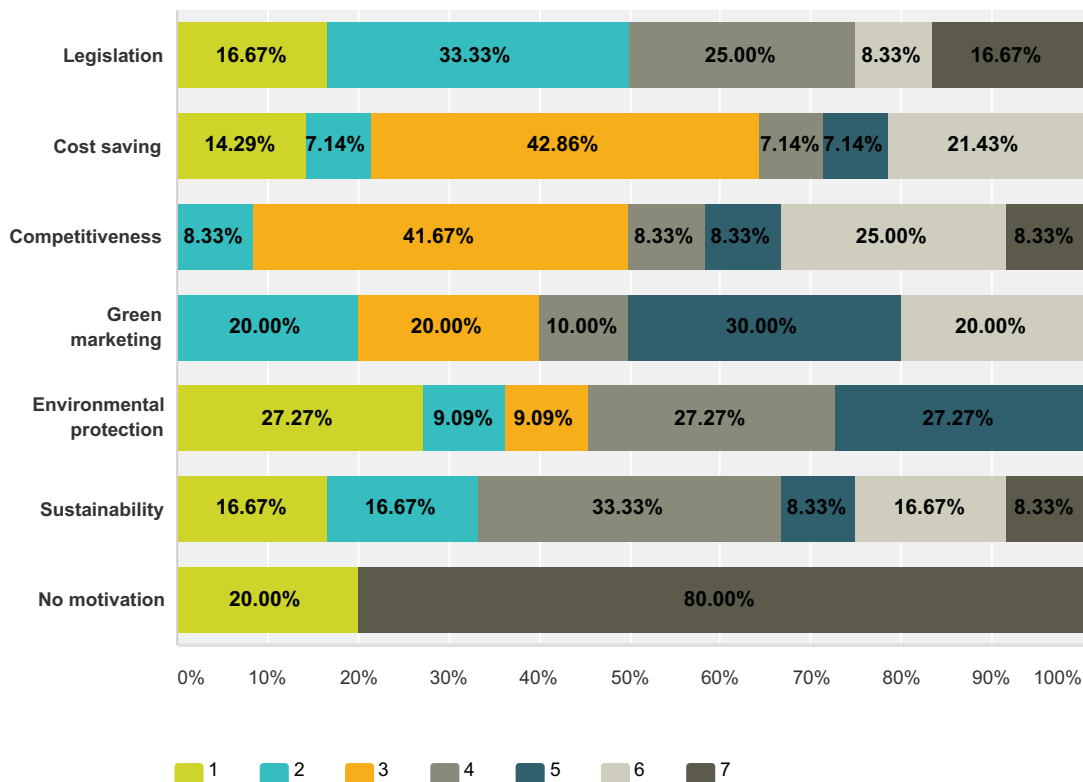
Answered: 19 Skipped: 3



| Answer Choices | Responses | |
|-------------------|-----------|-----------|
| Necessity | 42.11% | 8 |
| Competitiveness | 47.37% | 9 |
| Lack of knowledge | 10.53% | 2 |
| Total | | 19 |

Q8 What motivates you to implement environmental practices in the hotel?
 Please rate the motivating factors from the most important = 1 to the least important = 7. If you leave the row blank = no importance.

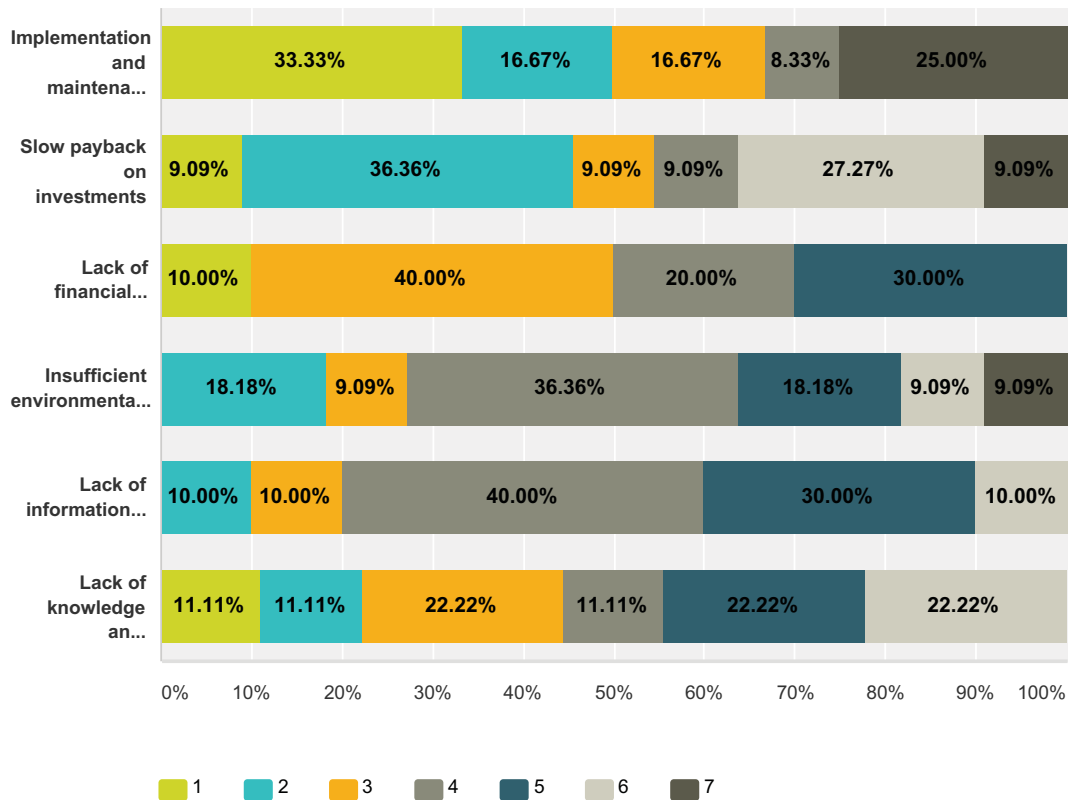
Answered: 14 Skipped: 8



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|------------------|
| Legislation | 16.67% 2 | 33.33% 4 | 0.00% 0 | 25.00% 3 | 0.00% 0 | 8.33% 1 | 16.67% 2 | 12 | 4.50 |
| Cost saving | 14.29% 2 | 7.14% 1 | 42.86% 6 | 7.14% 1 | 7.14% 1 | 21.43% 3 | 0.00% 0 | 14 | 4.50 |
| Competitiveness | 0.00% 0 | 8.33% 1 | 41.67% 5 | 8.33% 1 | 8.33% 1 | 25.00% 3 | 8.33% 1 | 12 | 3.75 |
| Green marketing | 0.00% 0 | 20.00% 2 | 20.00% 2 | 10.00% 1 | 30.00% 3 | 20.00% 2 | 0.00% 0 | 10 | 3.90 |
| Environmental protection | 27.27% 3 | 9.09% 1 | 9.09% 1 | 27.27% 3 | 27.27% 3 | 0.00% 0 | 0.00% 0 | 11 | 4.82 |
| Sustainability | 16.67% 2 | 16.67% 2 | 0.00% 0 | 33.33% 4 | 8.33% 1 | 16.67% 2 | 8.33% 1 | 12 | 4.17 |
| No motivation | 20.00% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 80.00% 4 | 5 | 2.20 |

Q9 What barriers discourage you to implement environmental practices in the hotel? Please rate the barriers from the most important = 1 to the least important = 7. If you leave the row blank = no importance.

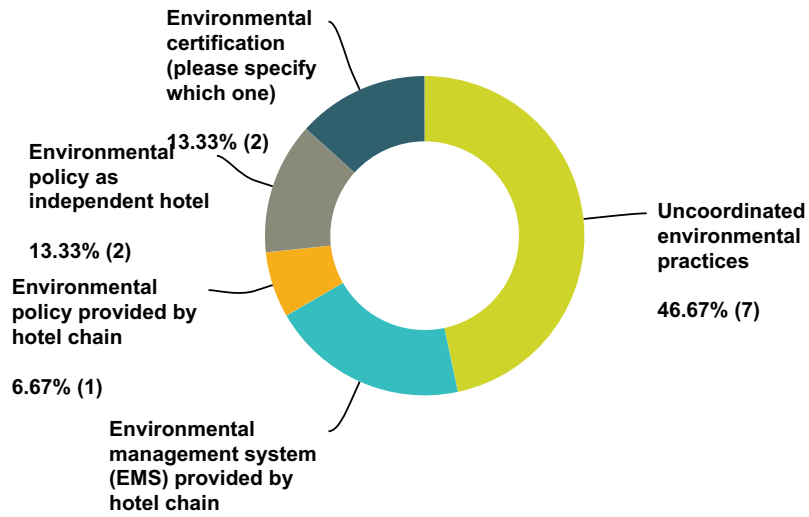
Answered: 13 Skipped: 9



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|------------------|
| Implementation and maintenance costs | 33.33% 4 | 16.67% 2 | 16.67% 2 | 8.33% 1 | 0.00% 0 | 0.00% 0 | 25.00% 3 | 12 | 4.75 |
| Slow payback on investments | 9.09% 1 | 36.36% 4 | 9.09% 1 | 9.09% 1 | 0.00% 0 | 27.27% 3 | 9.09% 1 | 11 | 4.27 |
| Lack of financial sources | 10.00% 1 | 0.00% 0 | 40.00% 4 | 20.00% 2 | 30.00% 3 | 0.00% 0 | 0.00% 0 | 10 | 4.40 |
| Insufficient environmental awareness of hotel guests | 0.00% 0 | 18.18% 2 | 9.09% 1 | 36.36% 4 | 18.18% 2 | 9.09% 1 | 9.09% 1 | 11 | 3.82 |
| Lack of information sources | 0.00% 0 | 10.00% 1 | 10.00% 1 | 40.00% 4 | 30.00% 3 | 10.00% 1 | 0.00% 0 | 10 | 3.80 |
| Lack of knowledge and skills | 11.11% 1 | 11.11% 1 | 22.22% 2 | 11.11% 1 | 22.22% 2 | 22.22% 2 | 0.00% 0 | 9 | 4.11 |

Q10 Did your hotel implement:

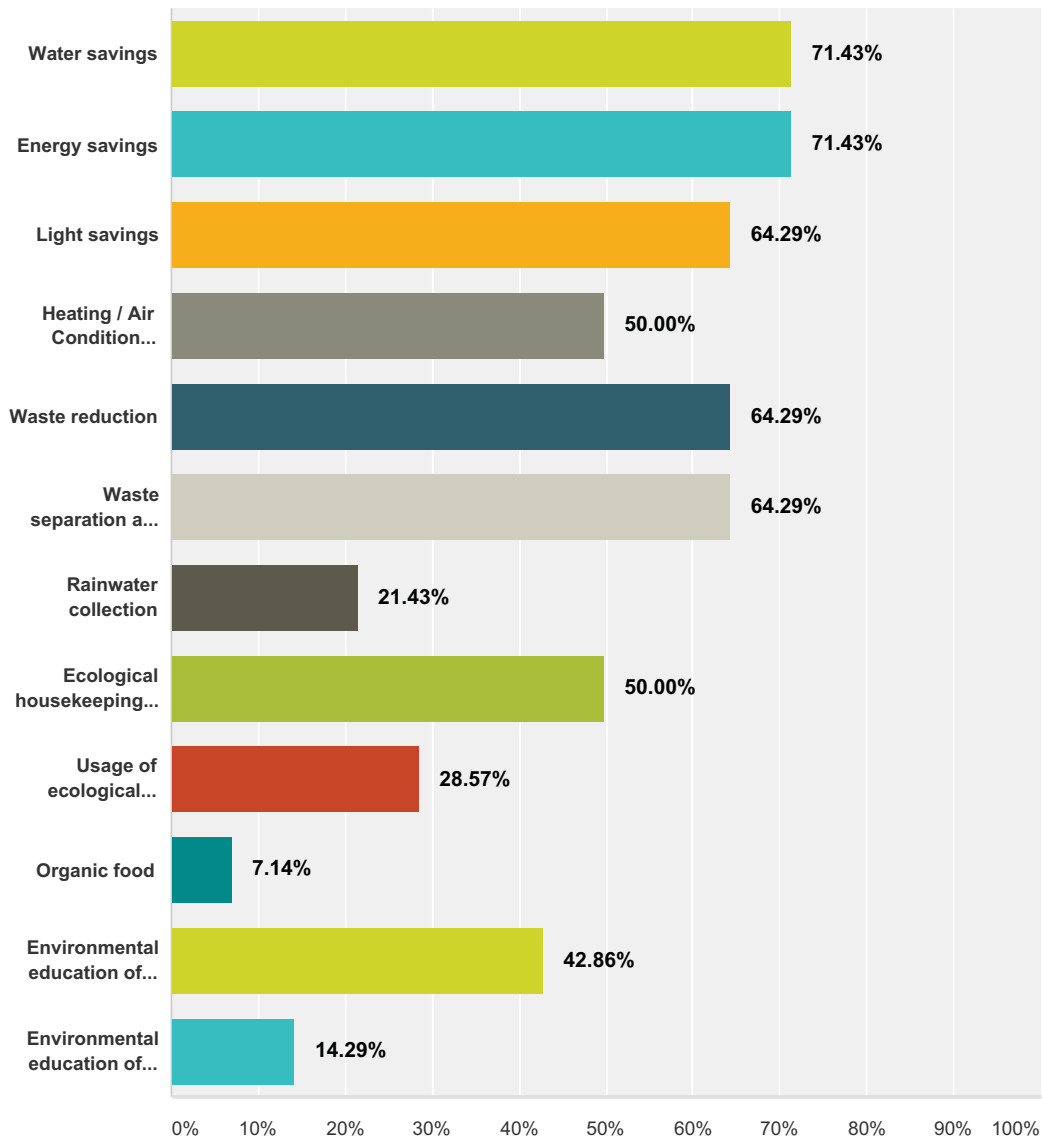
Answered: 15 Skipped: 7



| Answer Choices | Responses |
|---------------------------------------------------------------|-----------|
| Uncoordinated environmental practices | 46.67% 7 |
| Environmental management system (EMS) provided by hotel chain | 20.00% 3 |
| Environmental policy provided by hotel chain | 6.67% 1 |
| Environmental policy as independent hotel | 13.33% 2 |
| Environmental certification (please specify which one) | 13.33% 2 |
| Total | 15 |

Q11 Which environmental practices has your hotel already implemented? Please tick as many as apply.

Answered: 14 Skipped: 8



| Answer Choices | Responses |
|---------------------------------|-----------|
| Water savings | 71.43% 10 |
| Energy savings | 71.43% 10 |
| Light savings | 64.29% 9 |
| Heating / Air Condition savings | 50.00% 7 |
| Waste reduction | 64.29% 9 |
| Waste separation ad recycling | 64.29% 9 |

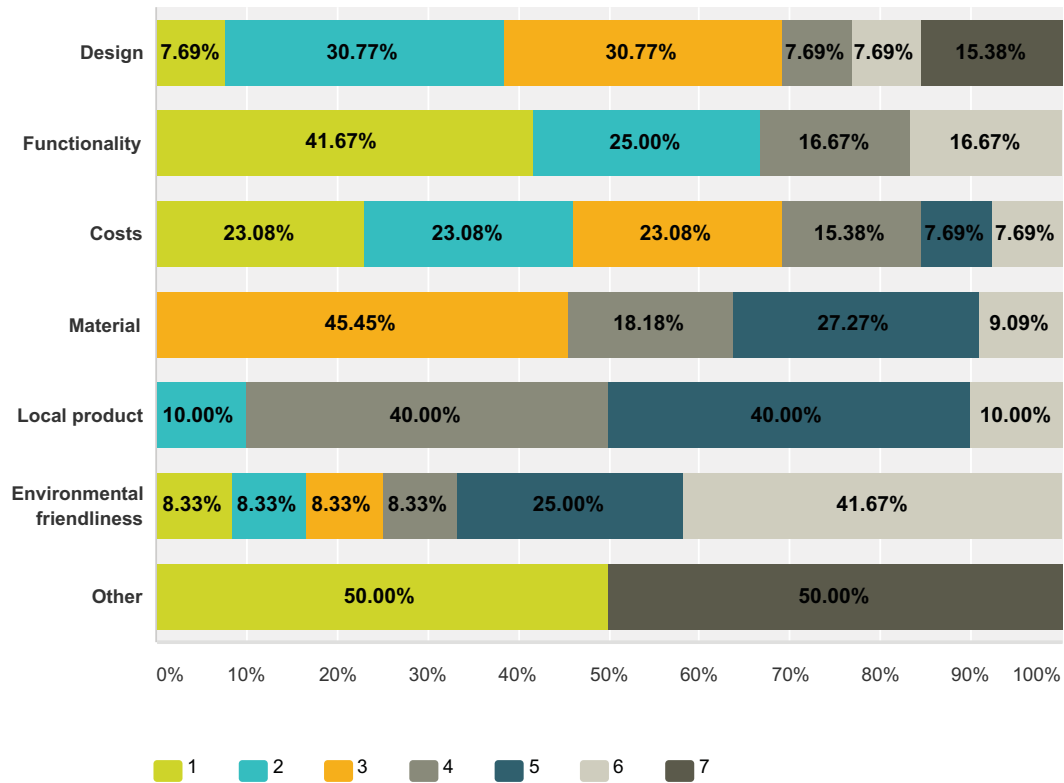
Environmental practices in the hotel industry

SurveyMonkey

| | | |
|-----------------------------------------|--------|---|
| Rainwater collection | 21.43% | 3 |
| Ecological housekeeping and cleaning | 50.00% | 7 |
| Usage of ecological materials | 28.57% | 4 |
| Organic food | 7.14% | 1 |
| Environmental education of staff | 42.86% | 6 |
| Environmental education of hotel guests | 14.29% | 2 |
| Total Respondents: 14 | | |

Q12 In your opinion what is the most important factor when furnishing the hotel?
Please rate the factors from the most important = 1 to the least important = 4. If you leave the row blank = no importance.

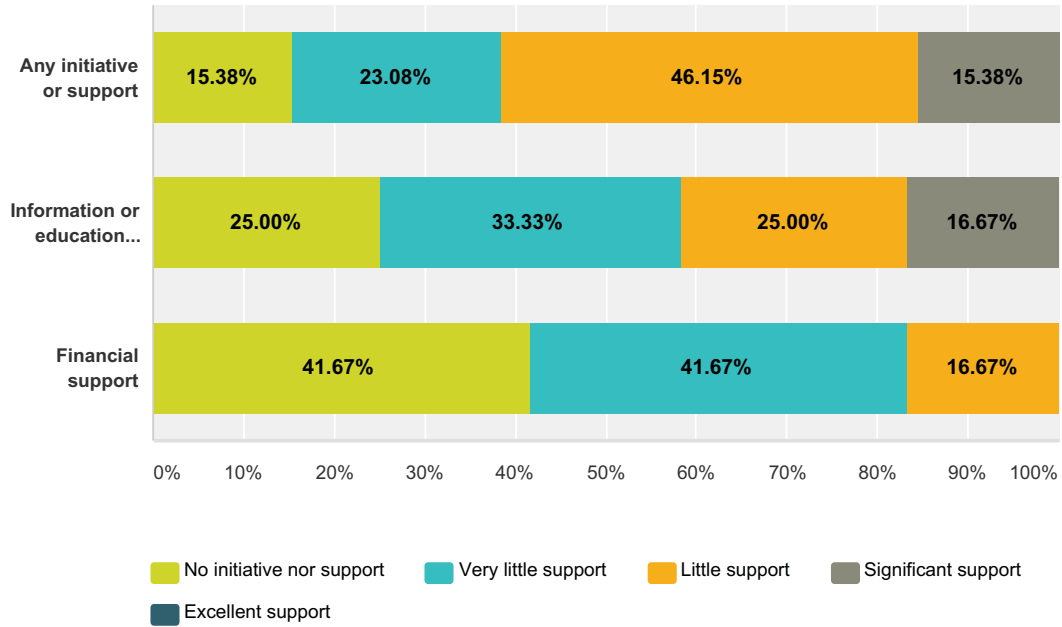
Answered: 14 Skipped: 8



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|------------------|
| Design | 7.69% 1 | 30.77% 4 | 30.77% 4 | 7.69% 1 | 0.00% 0 | 7.69% 1 | 15.38% 2 | 13 | 4.54 |
| Functionality | 41.67% 5 | 25.00% 3 | 0.00% 0 | 16.67% 2 | 0.00% 0 | 16.67% 2 | 0.00% 0 | 12 | 5.42 |
| Costs | 23.08% 3 | 23.08% 3 | 23.08% 3 | 15.38% 2 | 7.69% 1 | 7.69% 1 | 0.00% 0 | 13 | 5.15 |
| Material | 0.00% 0 | 0.00% 0 | 45.45% 5 | 18.18% 2 | 27.27% 3 | 9.09% 1 | 0.00% 0 | 11 | 4.00 |
| Local product | 0.00% 0 | 10.00% 1 | 0.00% 0 | 40.00% 4 | 40.00% 4 | 10.00% 1 | 0.00% 0 | 10 | 3.60 |
| Environmental friendliness | 8.33% 1 | 8.33% 1 | 8.33% 1 | 8.33% 1 | 25.00% 3 | 41.67% 5 | 0.00% 0 | 12 | 3.42 |
| Other | 50.00% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 50.00% 1 | 2 | 4.00 |

Q13 Have you ever noticed initiative or support to implement any environmental practices in your hotel from the government?

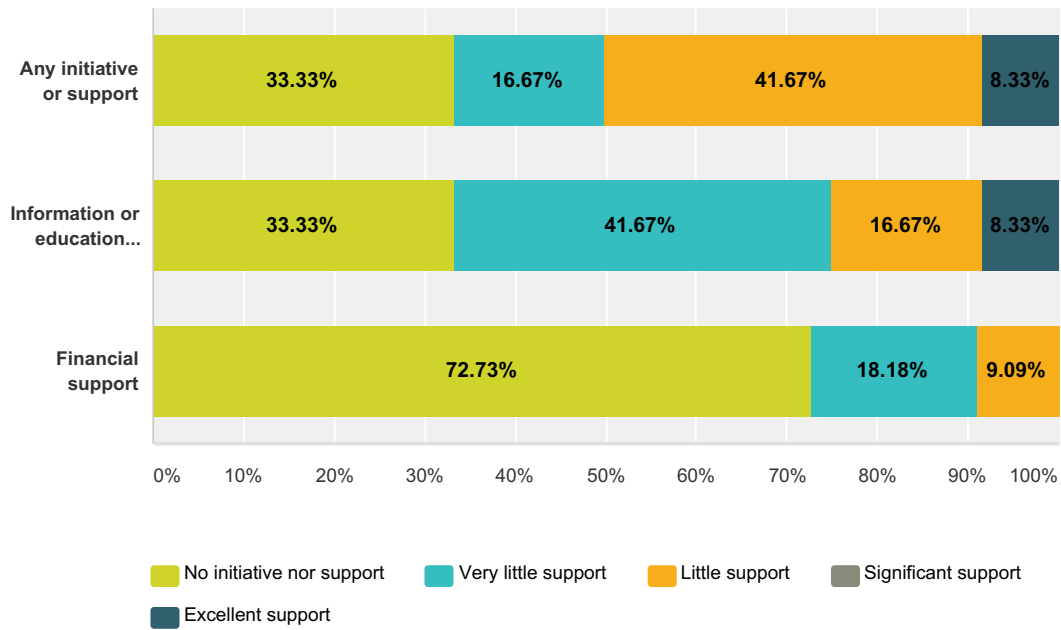
Answered: 13 Skipped: 9



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 15.38% 2 | 23.08% 3 | 46.15% 6 | 15.38% 2 | 0.00% 0 | 13 |
| Information or education support | 25.00% 3 | 33.33% 4 | 25.00% 3 | 16.67% 2 | 0.00% 0 | 12 |
| Financial support | 41.67% 5 | 41.67% 5 | 16.67% 2 | 0.00% 0 | 0.00% 0 | 12 |

Q14 Have you ever noticed initiative or support to implement any environmental practices in your hotel from the local government or municipality?

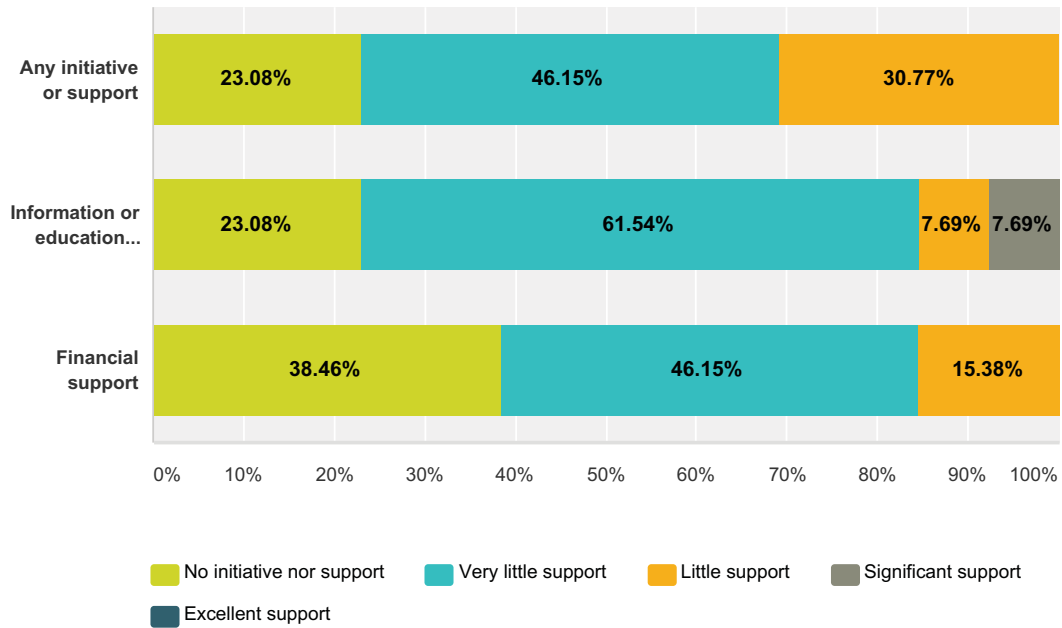
Answered: 12 Skipped: 10



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 33.33% 4 | 16.67% 2 | 41.67% 5 | 0.00% 0 | 8.33% 1 | 12 |
| Information or education support | 33.33% 4 | 41.67% 5 | 16.67% 2 | 0.00% 0 | 8.33% 1 | 12 |
| Financial support | 72.73% 8 | 18.18% 2 | 9.09% 1 | 0.00% 0 | 0.00% 0 | 11 |

Q15 Have you ever noticed initiative or support to implement any environmental practices in your hotel from non-government organizations (e.g. Hotels Association, etc.)?

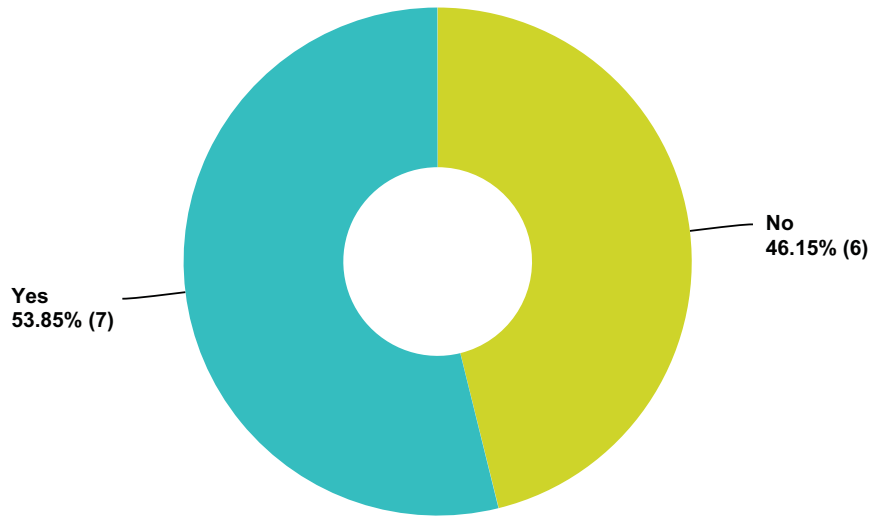
Answered: 13 Skipped: 9



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 23.08% 3 | 46.15% 6 | 30.77% 4 | 0.00% 0 | 0.00% 0 | 13 |
| Information or education support | 23.08% 3 | 61.54% 8 | 7.69% 1 | 7.69% 1 | 0.00% 0 | 13 |
| Financial support | 38.46% 5 | 46.15% 6 | 15.38% 2 | 0.00% 0 | 0.00% 0 | 13 |

Q16 Has your hotel used this support to implement any environmental practices?

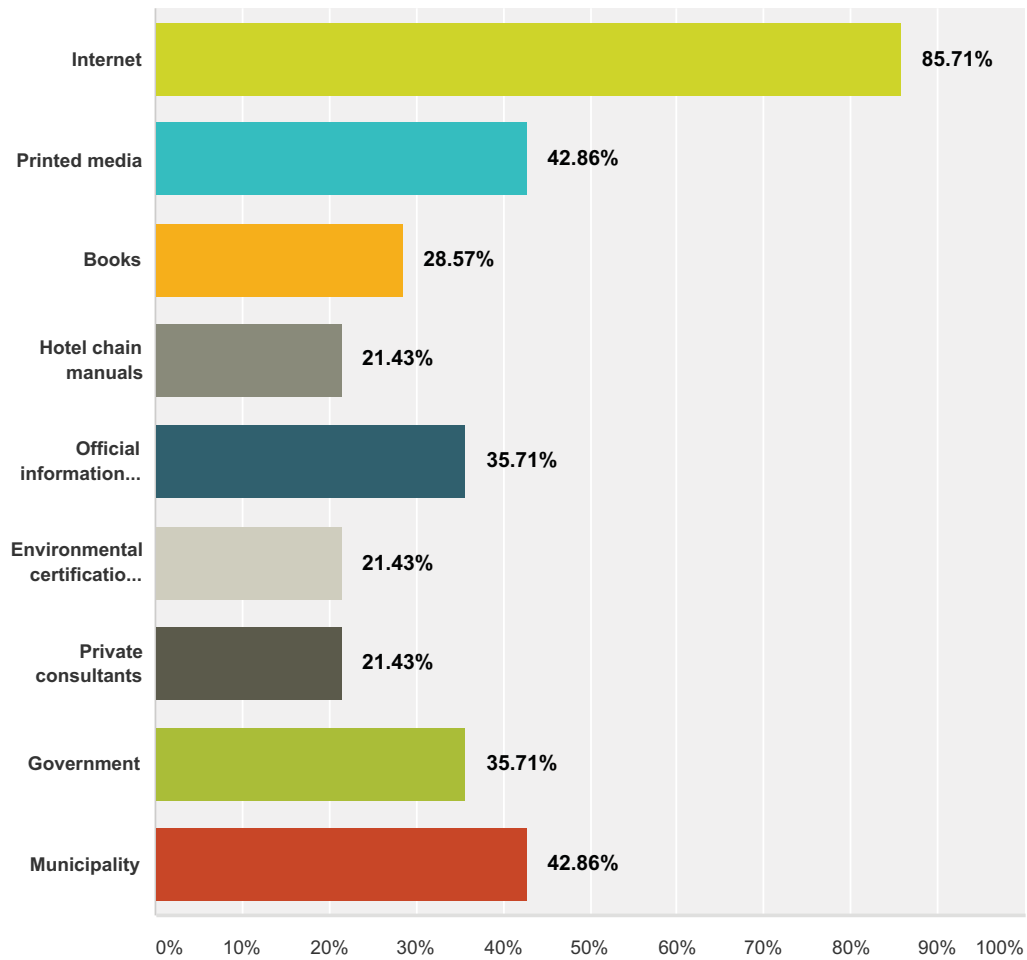
Answered: 13 Skipped: 9



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 46.15% | 6 |
| Yes | 53.85% | 7 |
| Total | | 13 |

Q17 What kind of sources do you use to find information about environmental practices implementation in the hotel industry? Please tick as many as apply.

Answered: 14 Skipped: 8

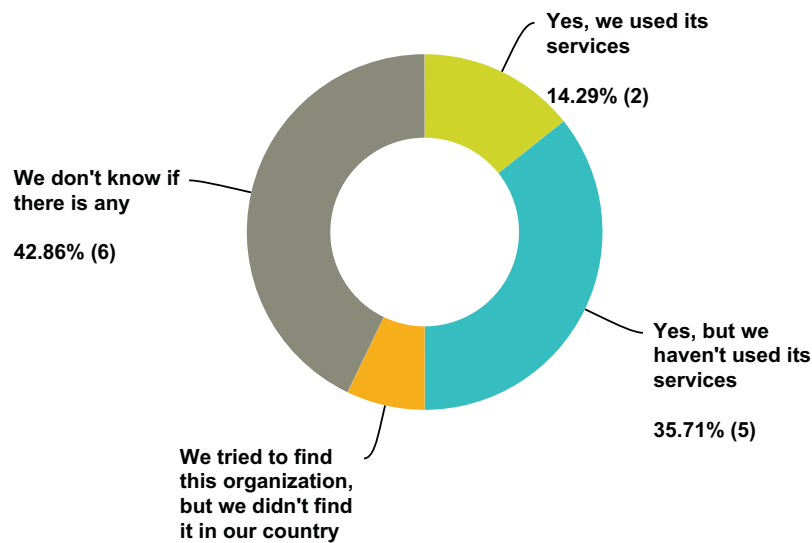


| Answer Choices | Responses |
|-------------------------------------------------------------------------------------|-----------|
| Internet | 85.71% 12 |
| Printed media | 42.86% 6 |
| Books | 28.57% 4 |
| Hotel chain manuals | 21.43% 3 |
| Official information organization for environmental practices in the hotel industry | 35.71% 5 |
| Environmental certification organization | 21.43% 3 |
| Private consultants | 21.43% 3 |
| Government | 35.71% 5 |
| Municipality | 42.86% 6 |

Total Respondents: 14

**Q18 In the country where your hotel is located, is there any official organization that deals with supporting environmental protection in the hotel industry?
(Organization that is responsible for information, education, motivation and propagation of environmental practices in the hotel industry)**

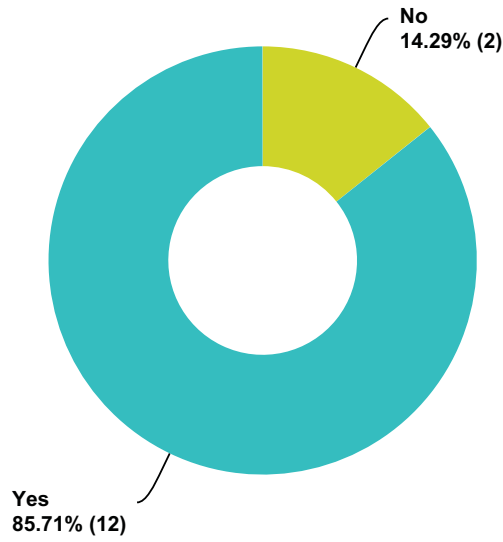
Answered: 14 Skipped: 8



| Answer Choices | Responses |
|--------------------------------------------------------------------------|-----------|
| Yes, we used its services | 14.29% 2 |
| Yes, but we haven't used its services | 35.71% 5 |
| We tried to find this organization, but we didn't find it in our country | 7.14% 1 |
| We don't know if there is any | 42.86% 6 |
| Total | 14 |

Q19 If you decide to implement environmental practices, would you consult it with environmental organization?

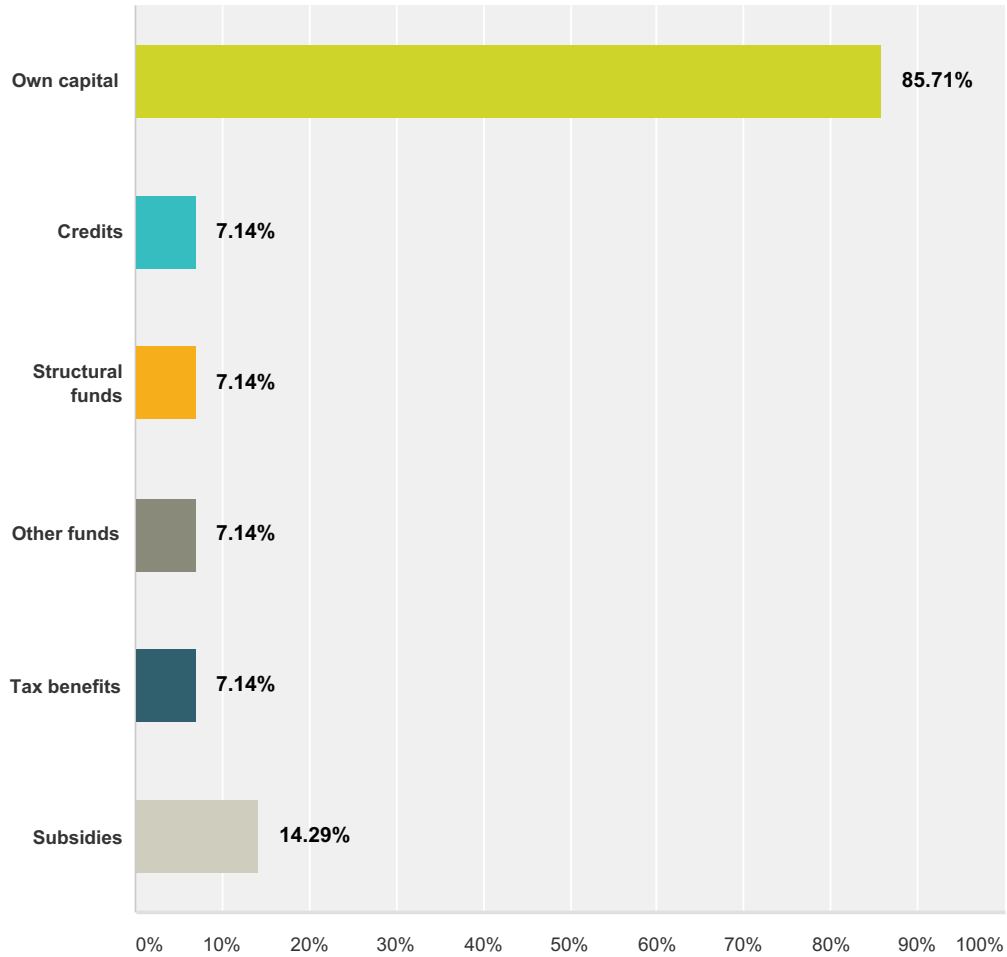
Answered: 14 Skipped: 8



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 14.29% | 2 |
| Yes | 85.71% | 12 |
| Total | | 14 |

**Q20 If you have ever implemented any environmental practices what kind of financial sources or benefits did you use?
Please tick as many as apply.**

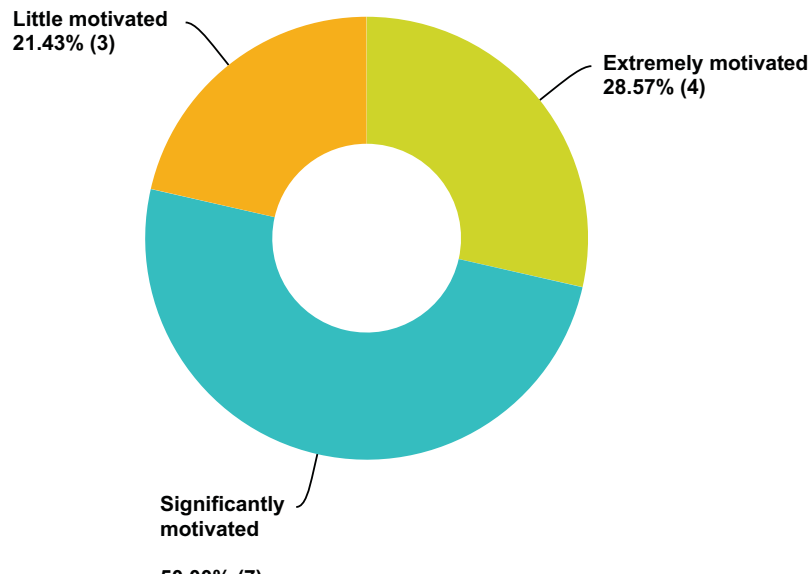
Answered: 14 Skipped: 8



| Answer Choices | Responses |
|------------------------------|-----------|
| Own capital | 85.71% 12 |
| Credits | 7.14% 1 |
| Structural funds | 7.14% 1 |
| Other funds | 7.14% 1 |
| Tax benefits | 7.14% 1 |
| Subsidies | 14.29% 2 |
| Total Respondents: 14 | |

Q21 Would you be motivated to implement environmental practices (environmental certification), if you have additional financial source? (e.g. funds from tourist tax, etc.)

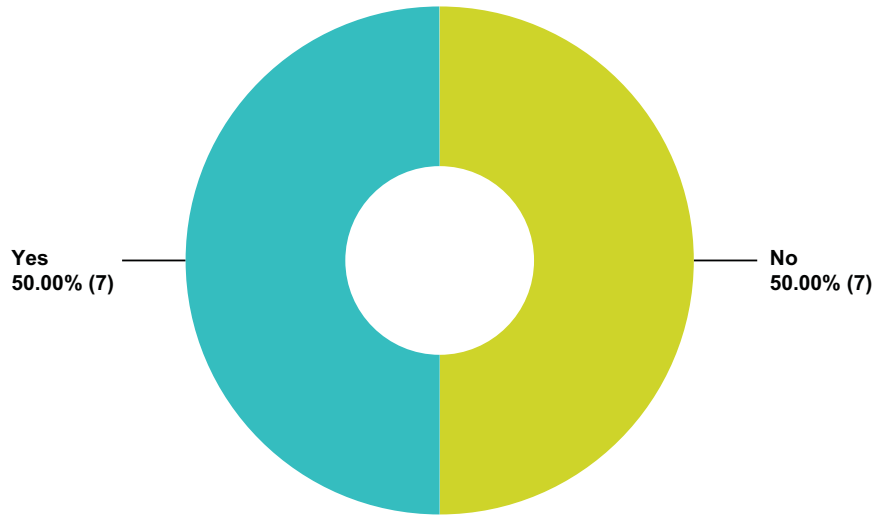
Answered: 14 Skipped: 8



| Answer Choices | Responses |
|-------------------------|-----------|
| Extremely motivated | 28.57% 4 |
| Significantly motivated | 50.00% 7 |
| Little motivated | 21.43% 3 |
| Total | 14 |

Q22 Have you ever implemented any environmental practices as a consequence of legislation?

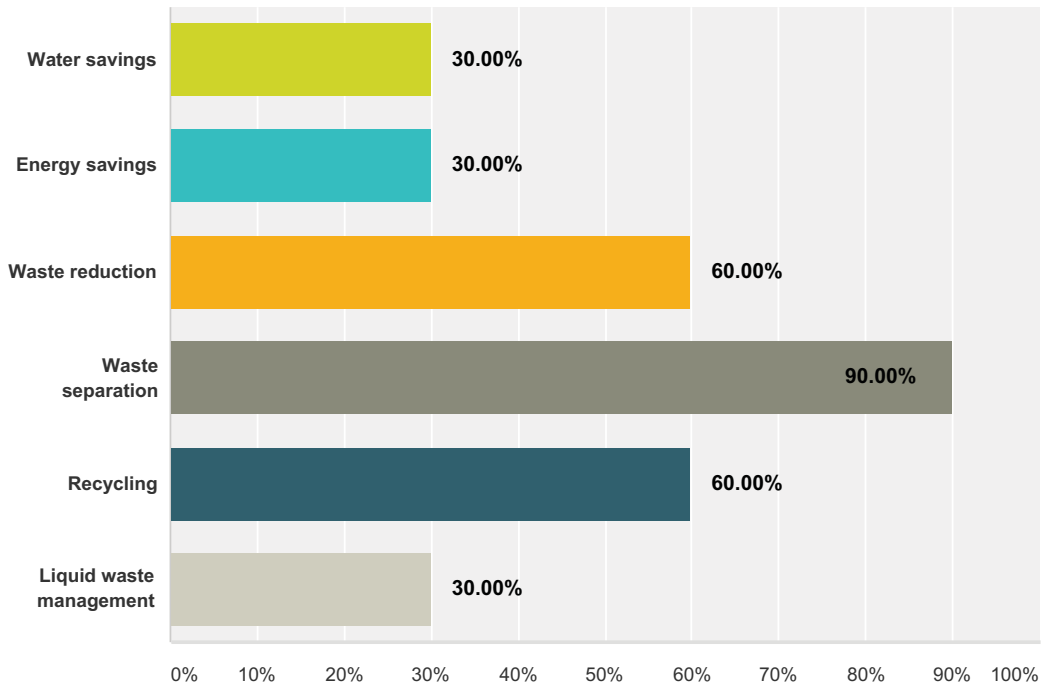
Answered: 14 Skipped: 8



| Answer Choices | Responses |
|----------------|-----------|
| No | 50.00% 7 |
| Yes | 50.00% 7 |
| Total | 14 |

Q23 If your answer to Q17 was "yes", please specify what kind of environmental practices have you implemented in your hotel as a consequence of legislation. Please tick as many as apply.

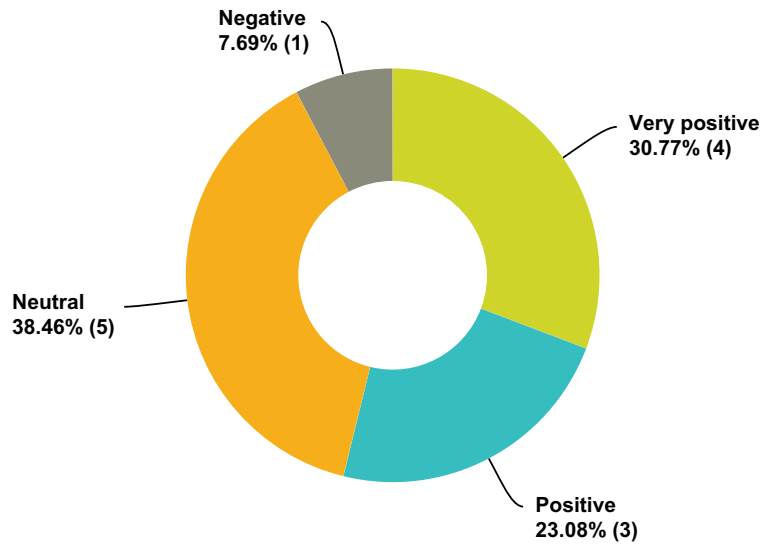
Answered: 10 Skipped: 12



| Answer Choices | Responses |
|------------------------------|-----------|
| Water savings | 30.00% 3 |
| Energy savings | 30.00% 3 |
| Waste reduction | 60.00% 6 |
| Waste separation | 90.00% 9 |
| Recycling | 60.00% 6 |
| Liquid waste management | 30.00% 3 |
| Total Respondents: 10 | |

Q24 What is your opinion of legislation intensifying for better environmental protection in the hotel industry as a tool of sustainable tourism development?

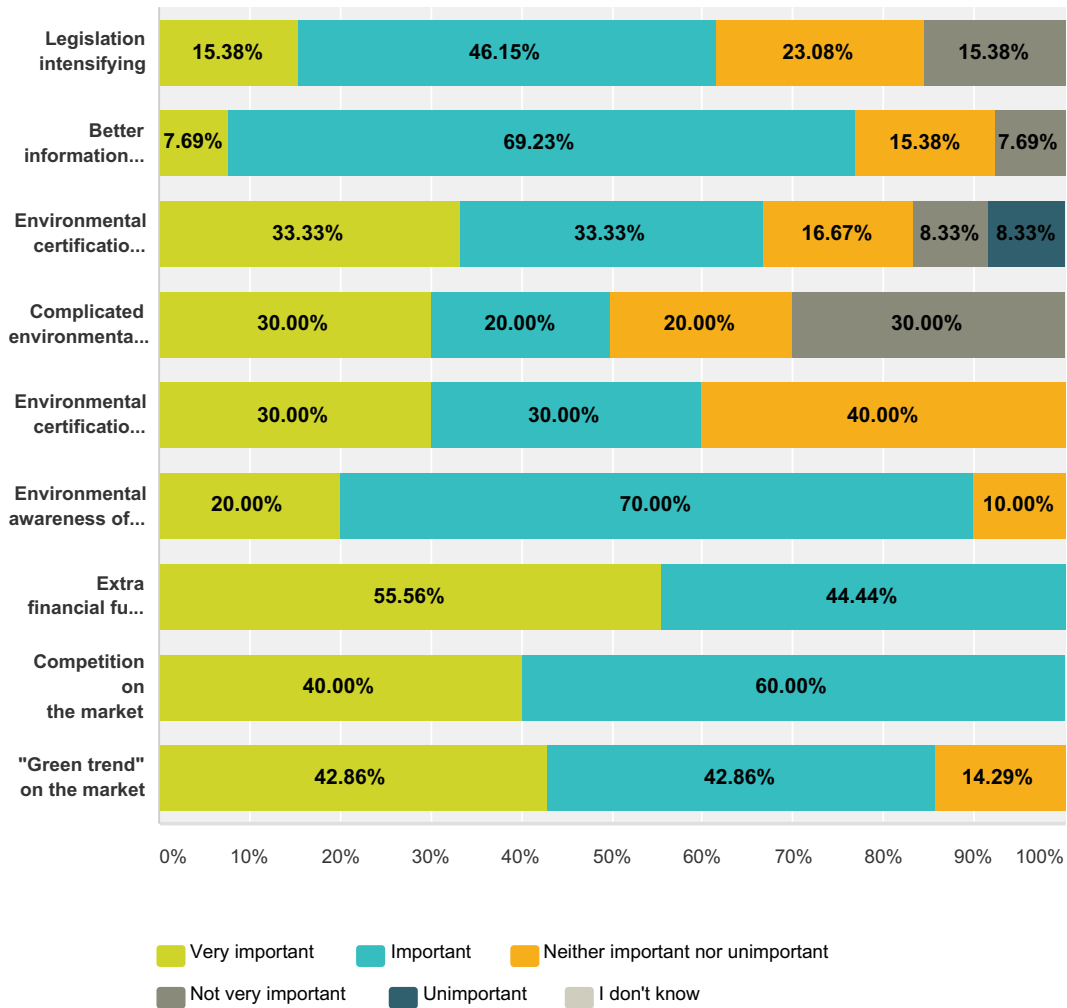
Answered: 13 Skipped: 9



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| Very positive | 30.77% | 4 |
| Positive | 23.08% | 3 |
| Neutral | 38.46% | 5 |
| Negative | 7.69% | 1 |
| Total | | 13 |

Q25 From your point of view, please, evaluate the following factors of environmental protection development in the hotel industry. (abbreviation EMS = environmental management system)

Answered: 13 Skipped: 9



| | Very important | Important | Neither important nor unimportant | Not very important | Unimportant | I don't know | Total |
|-----------------------------------------------------------------------|----------------|-------------|-----------------------------------|--------------------|-------------|--------------|-------|
| Legislation intensifying | 15.38% 2 | 46.15% 6 | 23.08% 3 | 15.38% 2 | 0.00% 0 | 0.00% 0 | 13 |
| Better information accessibility | 7.69% 1 | 69.23% 9 | 15.38% 2 | 7.69% 1 | 0.00% 0 | 0.00% 0 | 13 |
| Environmental certification or EMS implementation costs | 33.33% 4 | 33.33% 4 | 16.67% 2 | 8.33% 1 | 8.33% 1 | 0.00% 0 | 12 |
| Complicated environmental certification or EMS implementation process | 30.00% 3 | 20.00% 2 | 20.00% 2 | 30.00% 3 | 0.00% 0 | 0.00% 0 | 10 |

Environmental practices in the hotel industry

SurveyMonkey

| | | | | | | | |
|-------------------------------------------------|--------------------|--------------------|--------------------|-------------------|-------------------|-------------------|----|
| Environmental certification and EMS propagation | 30.00% 3 | 30.00% 3 | 40.00% 4 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 10 |
| Environmental awareness of hotel guests | 20.00% 2 | 70.00% 7 | 10.00% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 10 |
| Extra financial funds or sources | 55.56% 5 | 44.44% 4 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 9 |
| Competition on the market | 40.00% 4 | 60.00% 6 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 10 |
| "Green trend" on the market | 42.86% 3 | 42.86% 3 | 14.29% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 7 |

Q26 If you would like to receive survey results, please write down your e-mail address.

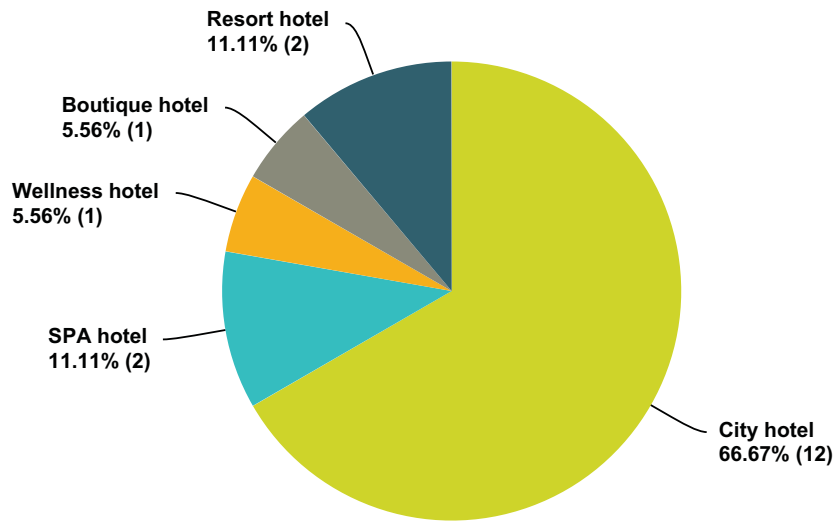
Answered: 2 Skipped: 20

Ukraine

Outputs from the questionnaire

Q1 Hotel type

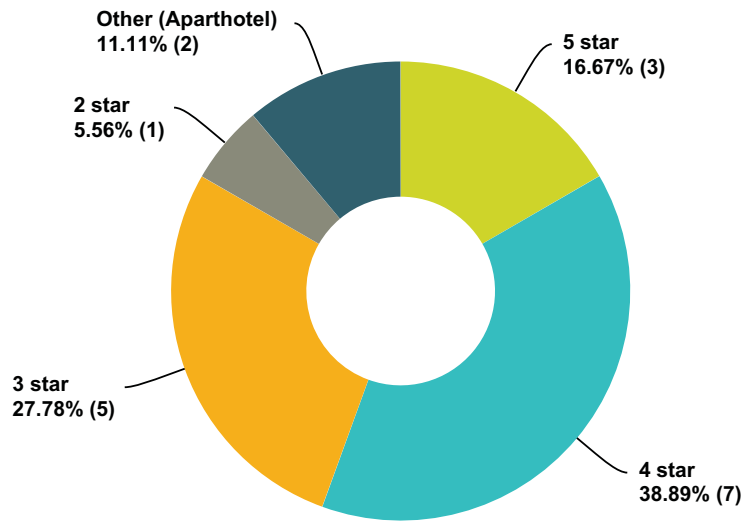
Answered: 18 Skipped: 0



| Answer Choices | Responses | Count |
|----------------|-----------|-----------|
| City hotel | 66.67% | 12 |
| SPA hotel | 11.11% | 2 |
| Wellness hotel | 5.56% | 1 |
| Boutique hotel | 5.56% | 1 |
| Resort hotel | 11.11% | 2 |
| Total | | 18 |

Q2 Hotel grading

Answered: 18 Skipped: 0



| Answer Choices | Responses |
|--------------------|-----------|
| 5 star | 16.67% 3 |
| 4 star | 38.89% 7 |
| 3 star | 27.78% 5 |
| 2 star | 5.56% 1 |
| Other (Aparthotel) | 11.11% 2 |
| Total | 18 |

Q3 Where is your hotel located?

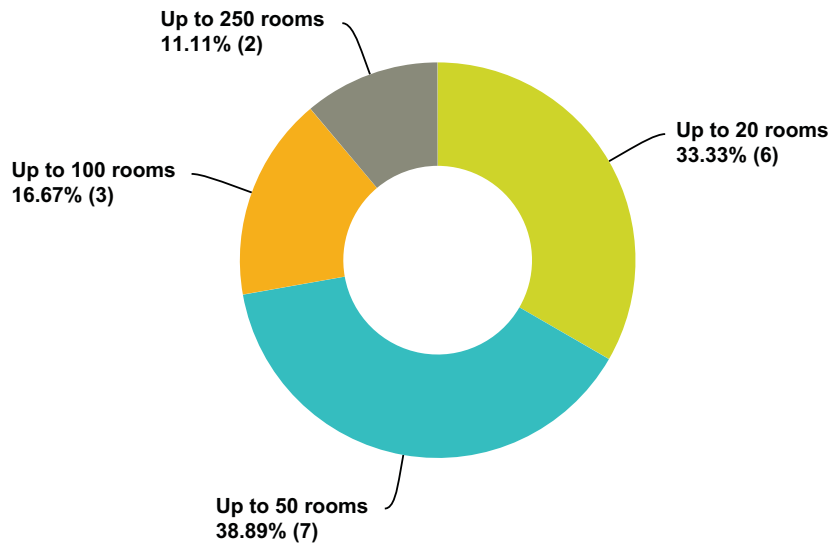
Answered: 18 Skipped: 0



| Answer Choices | Responses |
|----------------|------------|
| Ukraine | 100.00% 18 |
| Total | 18 |

Q4 Hotel size

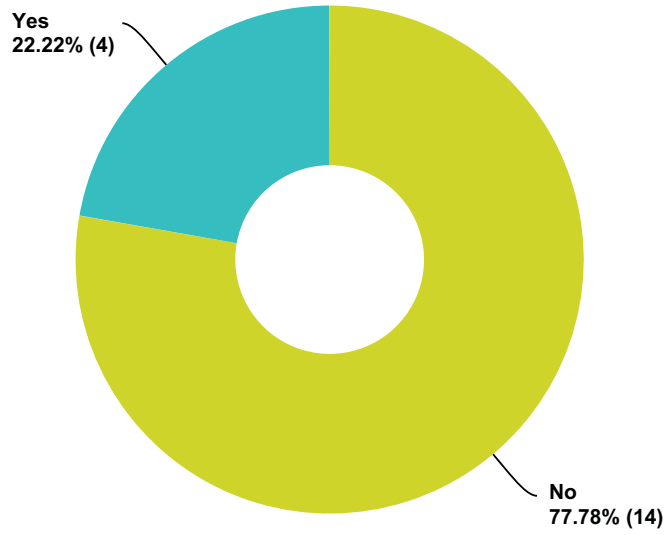
Answered: 18 Skipped: 0



| Answer Choices | Responses | Count |
|-----------------|-----------|-----------|
| Up to 20 rooms | 33.33% | 6 |
| Up to 50 rooms | 38.89% | 7 |
| Up to 100 rooms | 16.67% | 3 |
| Up to 250 rooms | 11.11% | 2 |
| Total | | 18 |

Q5 Is your hotel integrated into a hotel chain?

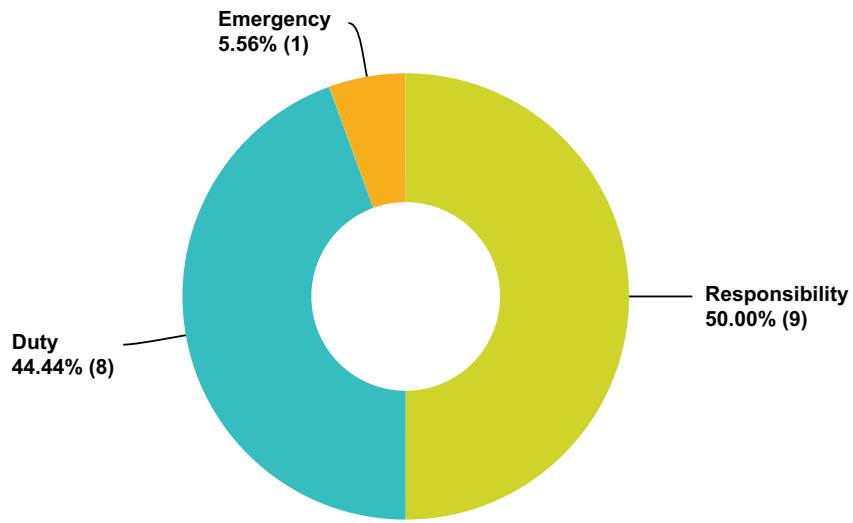
Answered: 18 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 77.78% | 14 |
| Yes | 22.22% | 4 |
| Total | | 18 |

Q6 Environmental protection

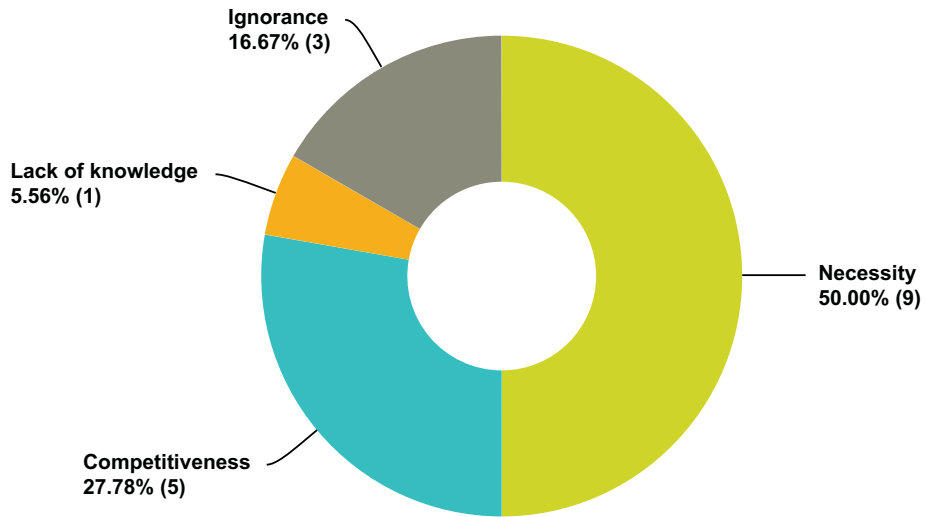
Answered: 18 Skipped: 0



| Answer Choices | Responses |
|----------------|-----------|
| Responsibility | 50.00% 9 |
| Duty | 44.44% 8 |
| Emergency | 5.56% 1 |
| Total | 18 |

Q7 Environmental management and marketing

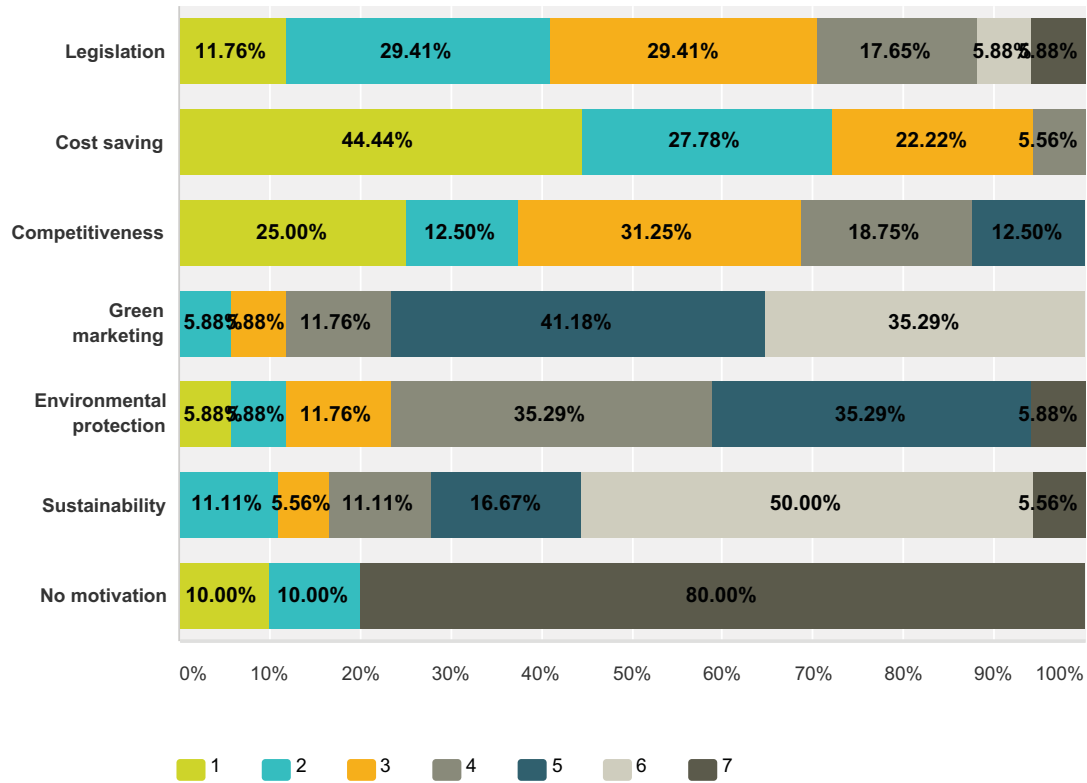
Answered: 18 Skipped: 0



| Answer Choices | Responses | |
|-------------------|-----------|-----------|
| Necessity | 50.00% | 9 |
| Competitiveness | 27.78% | 5 |
| Lack of knowledge | 5.56% | 1 |
| Ignorance | 16.67% | 3 |
| Total | | 18 |

Q8 What motivates you to implement environmental practices in the hotel?
 Please rate the motivating factors from the most important = 1 to the least important = 7. If you leave the row blank = no importance.

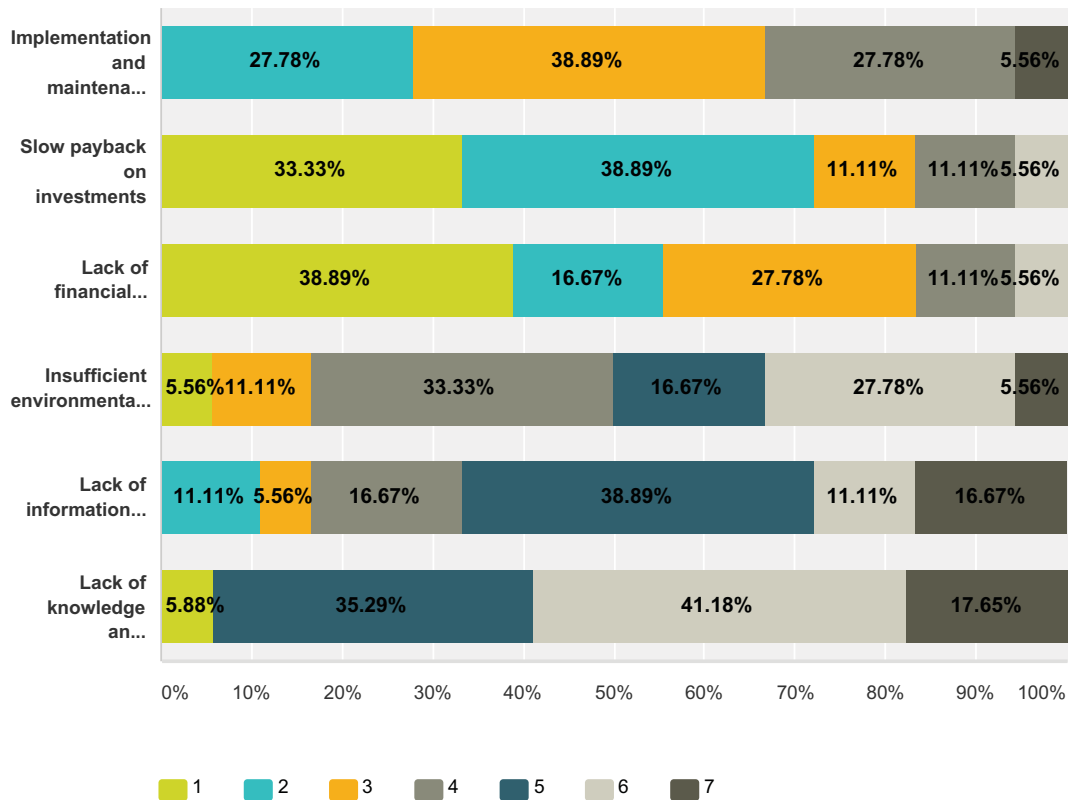
Answered: 18 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|--------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|------------------|
| Legislation | 11.76% 2 | 29.41% 5 | 29.41% 5 | 17.65% 3 | 0.00% 0 | 5.88% 1 | 5.88% 1 | 17 | 4.94 |
| Cost saving | 44.44% 8 | 27.78% 5 | 22.22% 4 | 5.56% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 18 | 6.11 |
| Competitiveness | 25.00% 4 | 12.50% 2 | 31.25% 5 | 18.75% 3 | 12.50% 2 | 0.00% 0 | 0.00% 0 | 16 | 5.19 |
| Green marketing | 0.00% 0 | 5.88% 1 | 5.88% 1 | 11.76% 2 | 41.18% 7 | 35.29% 6 | 0.00% 0 | 17 | 3.06 |
| Environmental protection | 5.88% 1 | 5.88% 1 | 11.76% 2 | 35.29% 6 | 35.29% 6 | 0.00% 0 | 5.88% 1 | 17 | 3.88 |
| Sustainability | 0.00% 0 | 11.11% 2 | 5.56% 1 | 11.11% 2 | 16.67% 3 | 50.00% 9 | 5.56% 1 | 18 | 2.94 |
| No motivation | 10.00% 1 | 10.00% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 80.00% 8 | 10 | 2.10 |

Q9 What barriers discourage you to implement environmental practices in the hotel? Please rate the barriers from the most important = 1 to the least important = 7. If you leave the row blank = no importance.

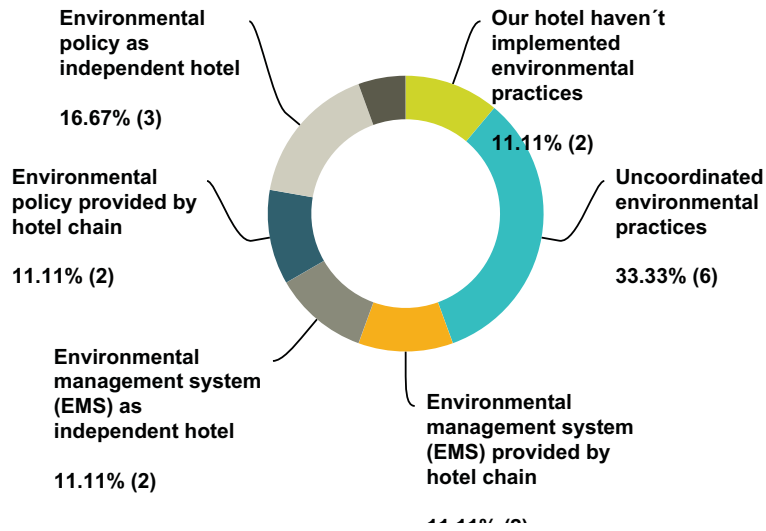
Answered: 18 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|------------------|
| Implementation and maintenance costs | 0.00% 0 | 27.78% 5 | 38.89% 7 | 27.78% 5 | 0.00% 0 | 0.00% 0 | 5.56% 1 | 18 | 4.78 |
| Slow payback on investments | 33.33% 6 | 38.89% 7 | 11.11% 2 | 11.11% 2 | 0.00% 0 | 5.56% 1 | 0.00% 0 | 18 | 5.78 |
| Lack of financial sources | 38.89% 7 | 16.67% 3 | 27.78% 5 | 11.11% 2 | 0.00% 0 | 5.56% 1 | 0.00% 0 | 18 | 5.67 |
| Insufficient environmental awareness of hotel guests | 5.56% 1 | 0.00% 0 | 11.11% 2 | 33.33% 6 | 16.67% 3 | 27.78% 5 | 5.56% 1 | 18 | 3.39 |
| Lack of information sources | 0.00% 0 | 11.11% 2 | 5.56% 1 | 16.67% 3 | 38.89% 7 | 11.11% 2 | 16.67% 3 | 18 | 3.17 |
| Lack of knowledge and skills | 5.88% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 35.29% 6 | 41.18% 7 | 17.65% 3 | 17 | 2.47 |

Q10 Did your hotel implement:

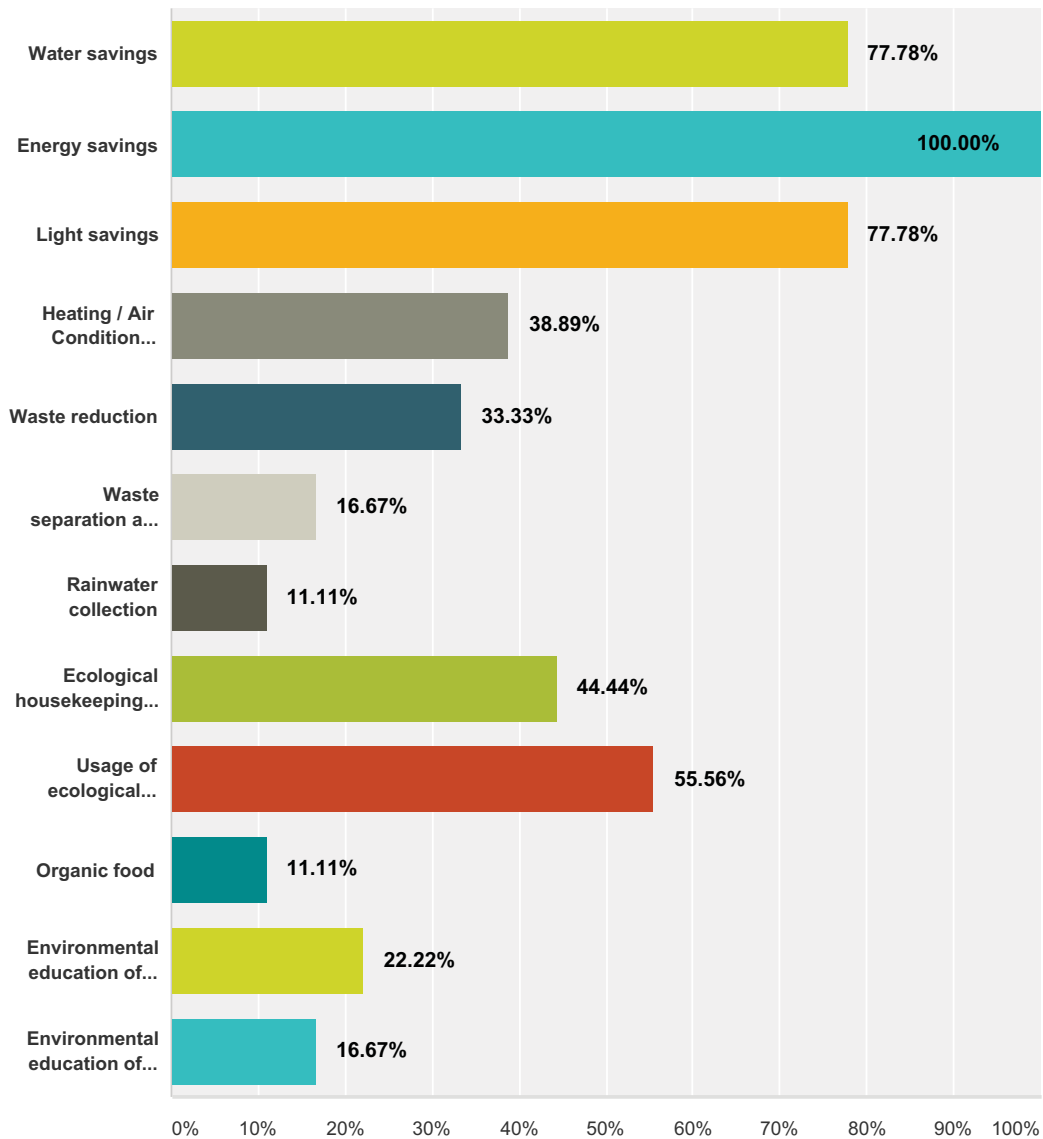
Answered: 18 Skipped: 0



| Answer Choices | Responses |
|---------------------------------------------------------------|-----------|
| Our hotel haven't implemented environmental practices | 11.11% 2 |
| Uncoordinated environmental practices | 33.33% 6 |
| Environmental management system (EMS) provided by hotel chain | 11.11% 2 |
| Environmental management system (EMS) as independent hotel | 11.11% 2 |
| Environmental policy provided by hotel chain | 11.11% 2 |
| Environmental policy as independent hotel | 16.67% 3 |
| Environmental certification (please specify which one) | 5.56% 1 |
| Total | 18 |

Q11 Which environmental practices has your hotel already implemented? Please tick as many as apply.

Answered: 18 Skipped: 0



| Answer Choices | Responses | Count |
|---------------------------------|-----------|-------|
| Water savings | 77.78% | 14 |
| Energy savings | 100.00% | 18 |
| Light savings | 77.78% | 14 |
| Heating / Air Condition savings | 38.89% | 7 |
| Waste reduction | 33.33% | 6 |
| Waste separation ad recycling | 16.67% | 3 |

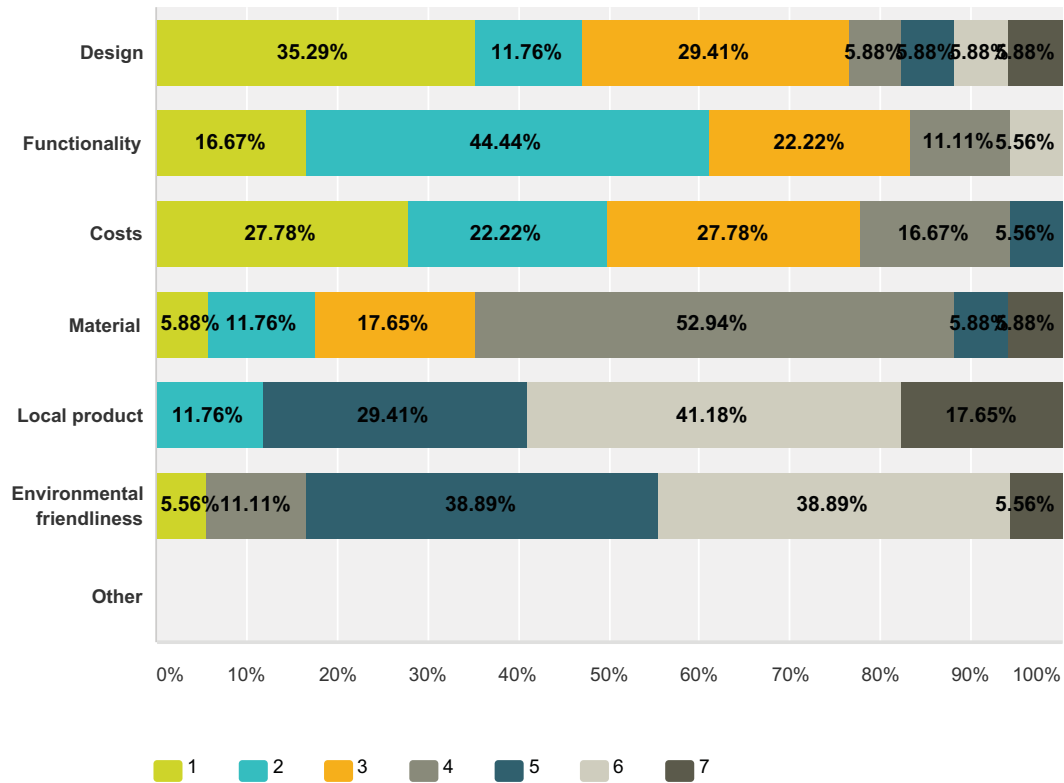
Environmental practices in the hotel industry

SurveyMonkey

| | | |
|-----------------------------------------|--------|----|
| Rainwater collection | 11.11% | 2 |
| Ecological housekeeping and cleaning | 44.44% | 8 |
| Usage of ecological materials | 55.56% | 10 |
| Organic food | 11.11% | 2 |
| Environmental education of staff | 22.22% | 4 |
| Environmental education of hotel guests | 16.67% | 3 |
| Total Respondents: 18 | | |

Q12 In your opinion what is the most important factor when furnishing the hotel?
 Please rate the factors from the most important = 1 to the least important = 4. If you leave the row blank = no importance.

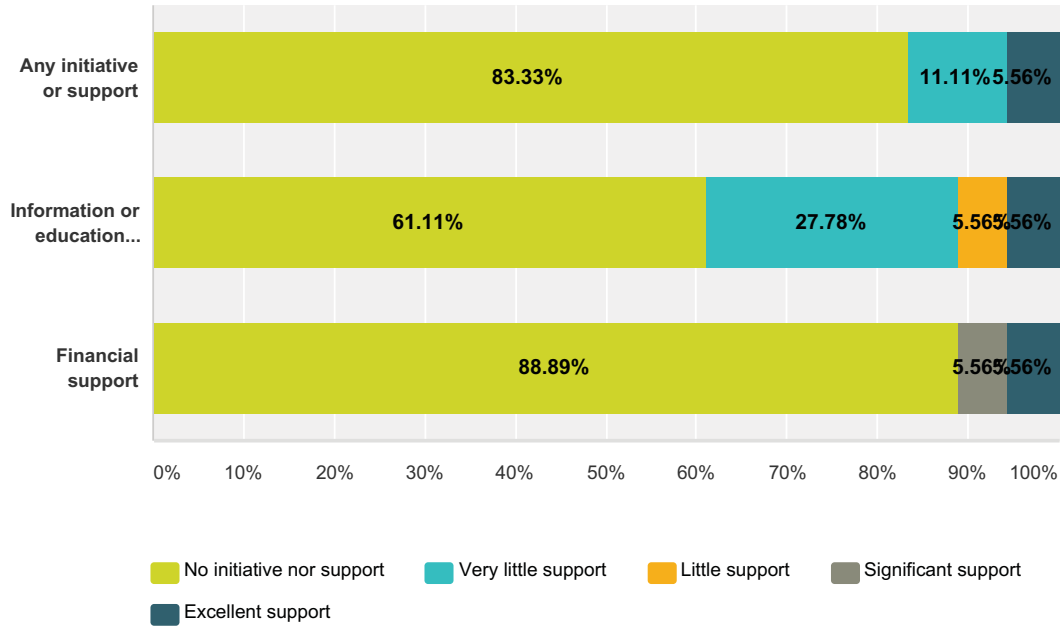
Answered: 18 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|----------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|------------------|
| Design | 35.29% 6 | 11.76% 2 | 29.41% 5 | 5.88% 1 | 5.88% 1 | 5.88% 1 | 5.88% 1 | 17 | 5.24 |
| Functionality | 16.67% 3 | 44.44% 8 | 22.22% 4 | 11.11% 2 | 0.00% 0 | 5.56% 1 | 0.00% 0 | 18 | 5.50 |
| Costs | 27.78% 5 | 22.22% 4 | 27.78% 5 | 16.67% 3 | 5.56% 1 | 0.00% 0 | 0.00% 0 | 18 | 5.50 |
| Material | 5.88% 1 | 11.76% 2 | 17.65% 3 | 52.94% 9 | 5.88% 1 | 0.00% 0 | 5.88% 1 | 17 | 4.35 |
| Local product | 0.00% 0 | 11.76% 2 | 0.00% 0 | 0.00% 0 | 29.41% 5 | 41.18% 7 | 17.65% 3 | 17 | 2.59 |
| Environmental friendliness | 5.56% 1 | 0.00% 0 | 0.00% 0 | 11.11% 2 | 38.89% 7 | 38.89% 7 | 5.56% 1 | 18 | 2.83 |
| Other | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0 | 0.00 |

Q13 Have you ever noticed initiative or support to implement any environmental practices in your hotel from the government?

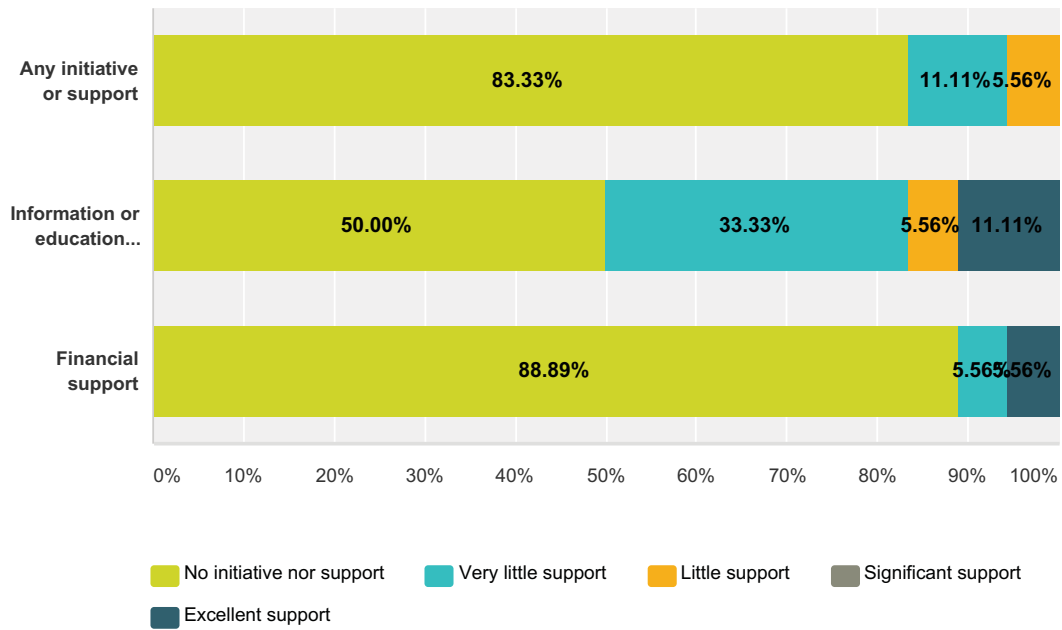
Answered: 18 Skipped: 0



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 83.33% 15 | 11.11% 2 | 0.00% 0 | 0.00% 0 | 5.56% 1 | 18 |
| Information or education support | 61.11% 11 | 27.78% 5 | 5.56% 1 | 0.00% 0 | 5.56% 1 | 18 |
| Financial support | 88.89% 16 | 0.00% 0 | 0.00% 0 | 5.56% 1 | 5.56% 1 | 18 |

Q14 Have you ever noticed initiative or support to implement any environmental practices in your hotel from the local government or municipality?

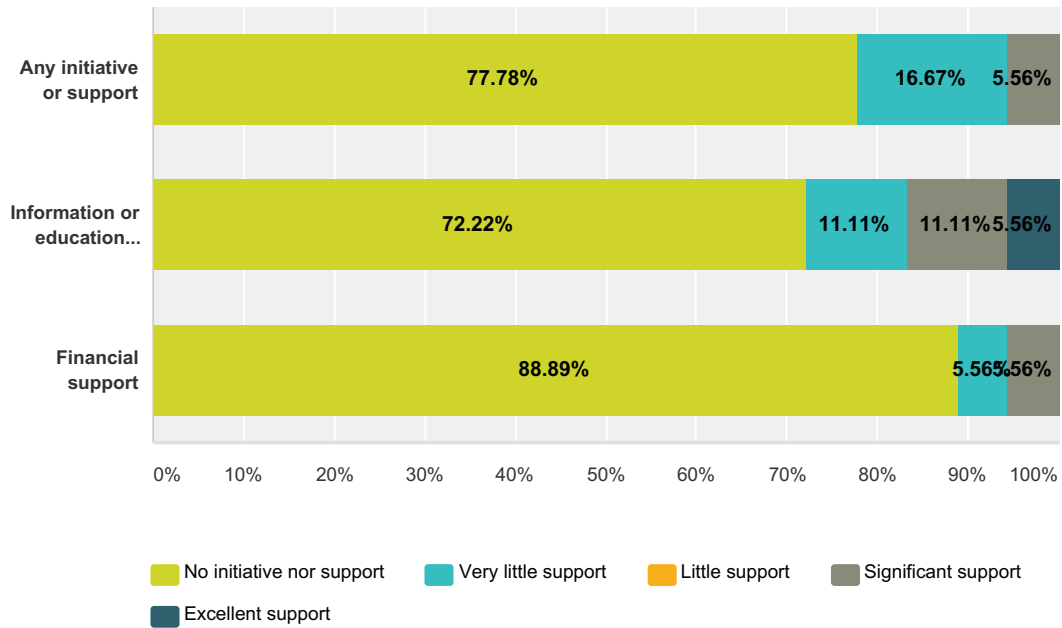
Answered: 18 Skipped: 0



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 83.33% 15 | 11.11% 2 | 5.56% 1 | 0.00% 0 | 0.00% 0 | 18 |
| Information or education support | 50.00% 9 | 33.33% 6 | 5.56% 1 | 0.00% 0 | 11.11% 2 | 18 |
| Financial support | 88.89% 16 | 5.56% 1 | 0.00% 0 | 0.00% 0 | 5.56% 1 | 18 |

Q15 Have you ever noticed initiative or support to implement any environmental practices in your hotel from non-government organizations (e.g. Hotels Association, etc.)?

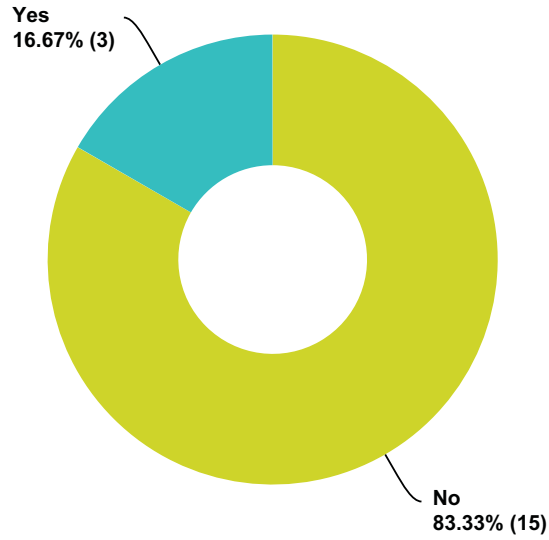
Answered: 18 Skipped: 0



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 77.78% 14 | 16.67% 3 | 0.00% 0 | 5.56% 1 | 0.00% 0 | 18 |
| Information or education support | 72.22% 13 | 11.11% 2 | 0.00% 0 | 11.11% 2 | 5.56% 1 | 18 |
| Financial support | 88.89% 16 | 5.56% 1 | 0.00% 0 | 5.56% 1 | 0.00% 0 | 18 |

Q16 Has your hotel used this support to implement any environmental practices?

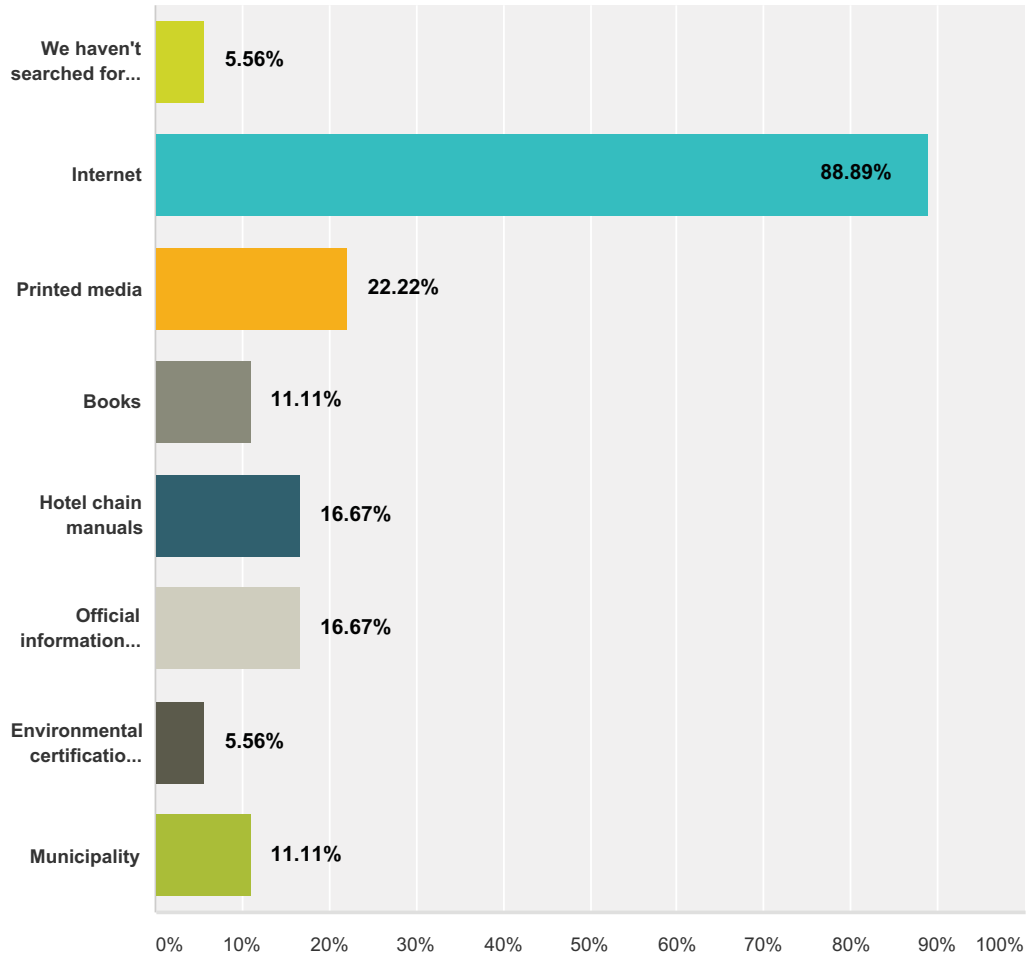
Answered: 18 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 83.33% | 15 |
| Yes | 16.67% | 3 |
| Total | | 18 |

Q17 What kind of sources do you use to find information about environmental practices implementation in the hotel industry? Please tick as many as apply.

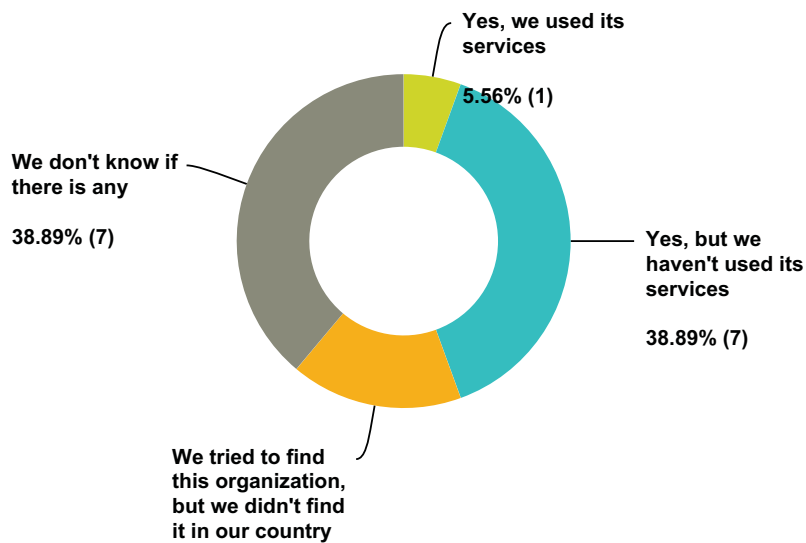
Answered: 18 Skipped: 0



| Answer Choices | Responses |
|-------------------------------------------------------------------------------------|-----------|
| We haven't searched for information on environmental practices | 5.56% 1 |
| Internet | 88.89% 16 |
| Printed media | 22.22% 4 |
| Books | 11.11% 2 |
| Hotel chain manuals | 16.67% 3 |
| Official information organization for environmental practices in the hotel industry | 16.67% 3 |
| Environmental certification organization | 5.56% 1 |
| Municipality | 11.11% 2 |
| Total Respondents: 18 | |

**Q18 In the country where your hotel is located, is there any official organization that deals with supporting environmental protection in the hotel industry?
(Organization that is responsible for information, education, motivation and propagation of environmental practices in the hotel industry)**

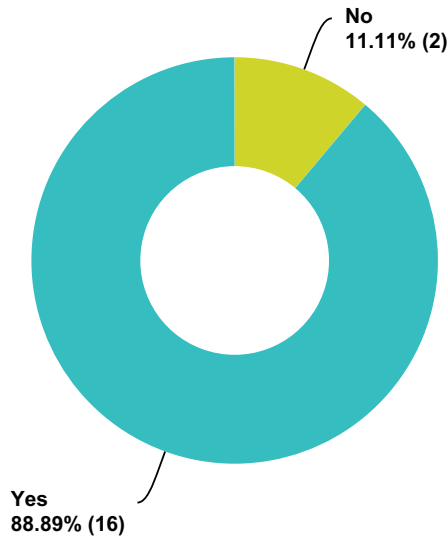
Answered: 18 Skipped: 0



| Answer Choices | Responses |
|--------------------------------------------------------------------------|-----------|
| Yes, we used its services | 5.56% 1 |
| Yes, but we haven't used its services | 38.89% 7 |
| We tried to find this organization, but we didn't find it in our country | 16.67% 3 |
| We don't know if there is any | 38.89% 7 |
| Total | 18 |

Q19 If you decide to implement environmental practices, would you consult it with environmental organization?

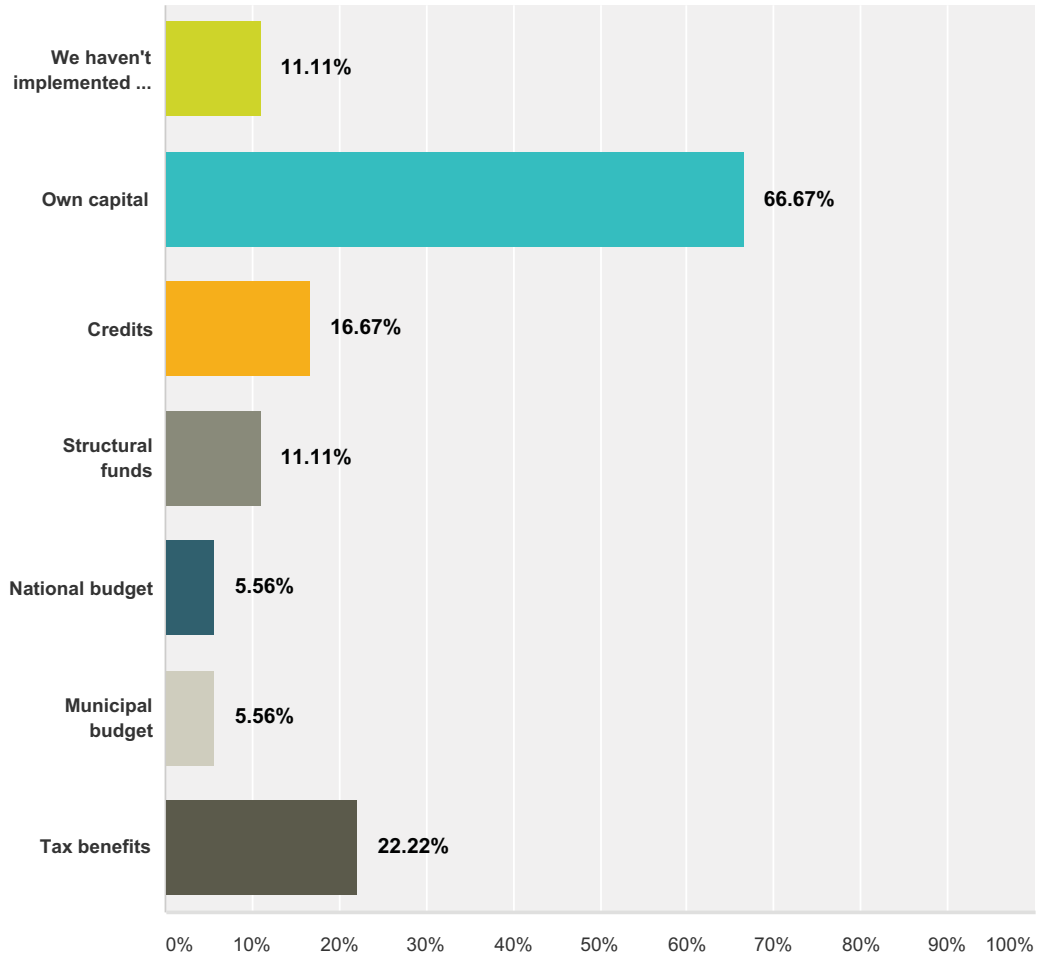
Answered: 18 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 11.11% | 2 |
| Yes | 88.89% | 16 |
| Total | | 18 |

**Q20 If you have ever implemented any environmental practices what kind of financial sources or benefits did you use?
Please tick as many as apply.**

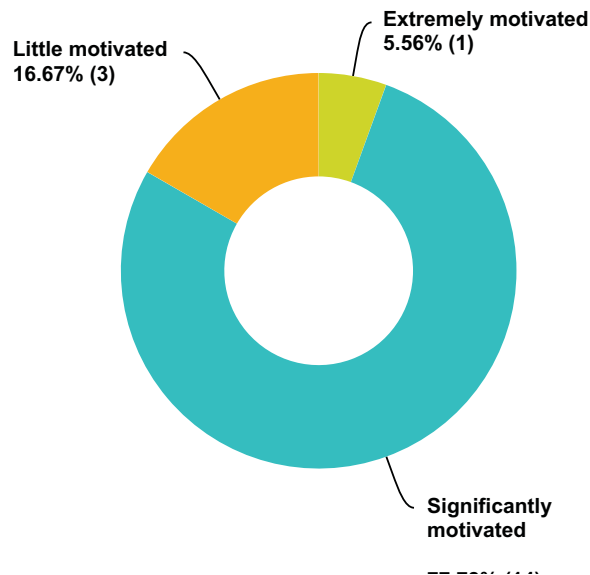
Answered: 18 Skipped: 0



| Answer Choices | Responses |
|----------------------------------------------------|-----------|
| We haven't implemented any environmental practices | 11.11% 2 |
| Own capital | 66.67% 12 |
| Credits | 16.67% 3 |
| Structural funds | 11.11% 2 |
| National budget | 5.56% 1 |
| Municipal budget | 5.56% 1 |
| Tax benefits | 22.22% 4 |
| Total Respondents: 18 | |

Q21 Would you be motivated to implement environmental practices (environmental certification), if you have additional financial source? (e.g. funds from tourist tax, etc.)

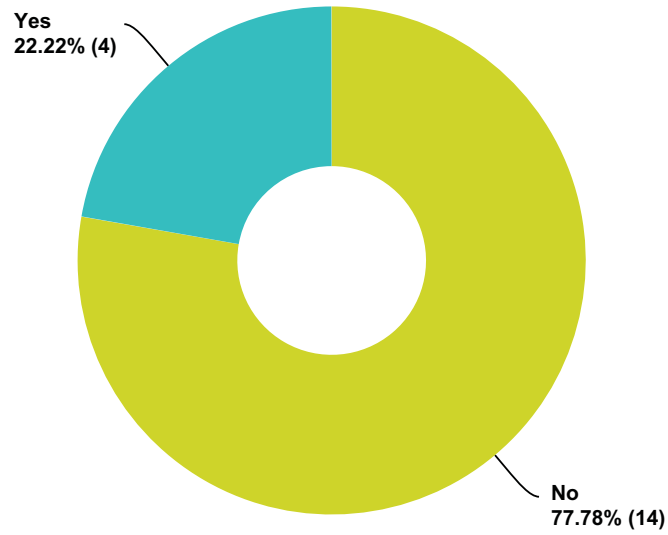
Answered: 18 Skipped: 0



| Answer Choices | Responses |
|-------------------------|-----------|
| Extremely motivated | 5.56% 1 |
| Significantly motivated | 77.78% 14 |
| Little motivated | 16.67% 3 |
| Total | 18 |

Q22 Have you ever implemented any environmental practices as a consequence of legislation?

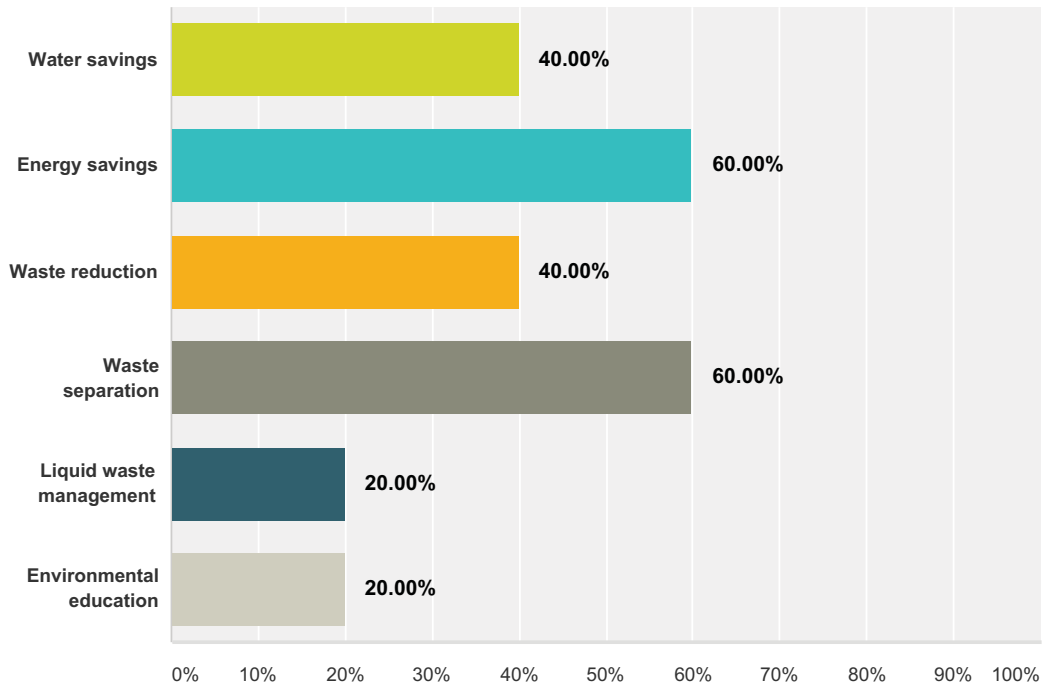
Answered: 18 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 77.78% | 14 |
| Yes | 22.22% | 4 |
| Total | | 18 |

Q23 If your answer to Q17 was "yes", please specify what kind of environmental practices have you implemented in your hotel as a consequence of legislation. Please tick as many as apply.

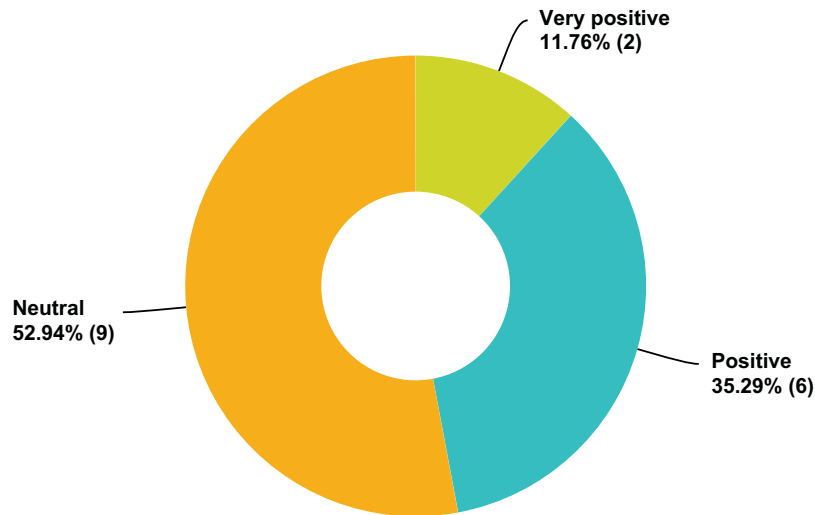
Answered: 5 Skipped: 13



| Answer Choices | Responses |
|-----------------------------|-----------|
| Water savings | 40.00% 2 |
| Energy savings | 60.00% 3 |
| Waste reduction | 40.00% 2 |
| Waste separation | 60.00% 3 |
| Liquid waste management | 20.00% 1 |
| Environmental education | 20.00% 1 |
| Total Respondents: 5 | |

Q24 What is your opinion of legislation intensifying for better environmental protection in the hotel industry as a tool of sustainable tourism development?

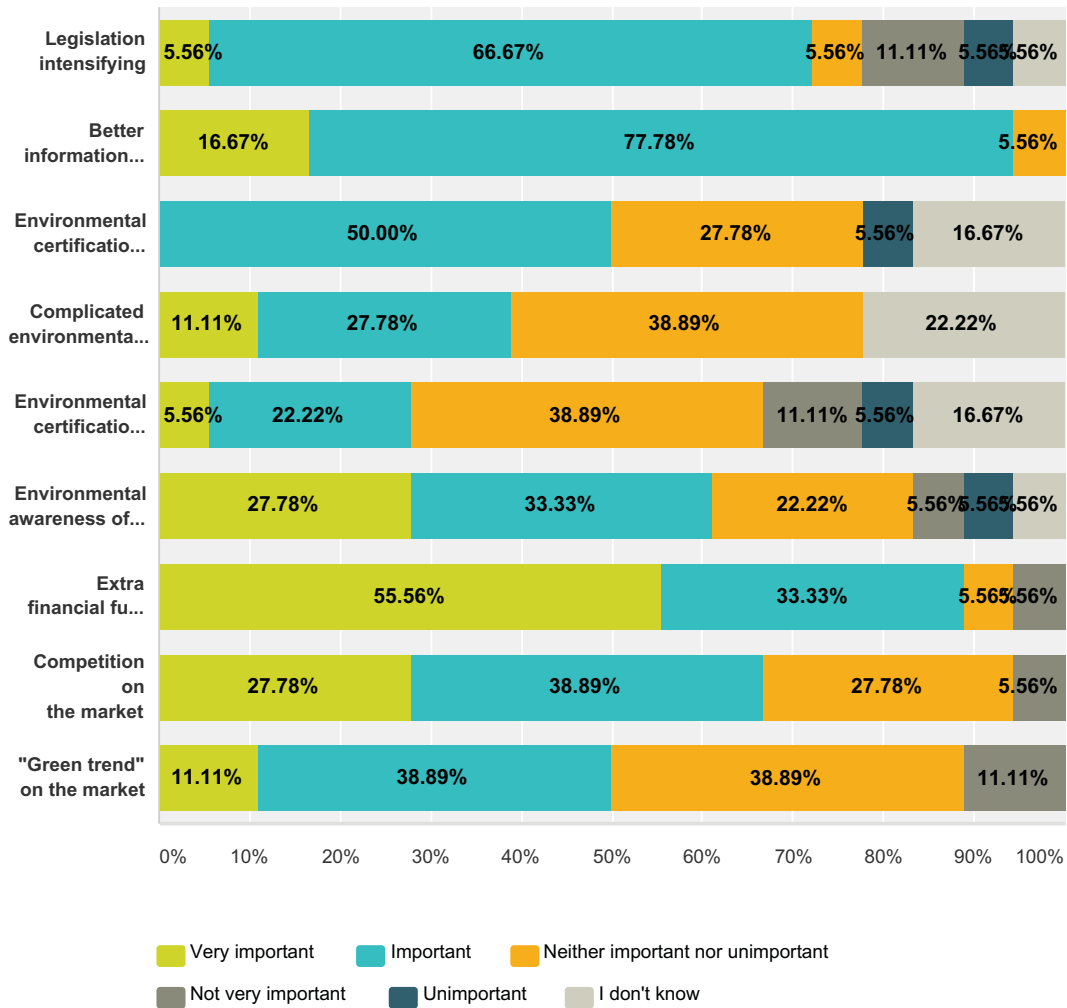
Answered: 17 Skipped: 1



| Answer Choices | Responses |
|----------------|-----------|
| Very positive | 11.76% 2 |
| Positive | 35.29% 6 |
| Neutral | 52.94% 9 |
| Total | 17 |

Q25 From your point of view, please, evaluate the following factors of environmental protection development in the hotel industry. (abbreviation EMS = environmental management system)

Answered: 18 Skipped: 0



| | Very important | Important | Neither important nor unimportant | Not very important | Unimportant | I don't know | Total |
|-----------------------------------------------------------------------|----------------|--------------|-----------------------------------|--------------------|-------------|--------------|-------|
| Legislation intensifying | 5.56% 1 | 66.67% 12 | 5.56% 1 | 11.11% 2 | 5.56% 1 | 5.56% 1 | 18 |
| Better information accessibility | 16.67% 3 | 77.78% 14 | 5.56% 1 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 18 |
| Environmental certification or EMS implementation costs | 0.00% 0 | 50.00% 9 | 27.78% 5 | 0.00% 0 | 5.56% 1 | 16.67% 3 | 18 |
| Complicated environmental certification or EMS implementation process | 11.11% 2 | 27.78% 5 | 38.89% 7 | 0.00% 0 | 0.00% 0 | 22.22% 4 | 18 |
| Environmental certification and EMS propagation | 5.56% 1 | 22.22% 4 | 38.89% 7 | 11.11% 2 | 5.56% 1 | 16.67% 3 | 18 |

Environmental practices in the hotel industry

SurveyMonkey

| | | | | | | | |
|-----------------------------------------|---------------------|--------------------|--------------------|--------------------|-------------------|-------------------|----|
| Environmental awareness of hotel guests | 27.78% 5 | 33.33% 6 | 22.22% 4 | 5.56% 1 | 5.56% 1 | 5.56% 1 | 18 |
| Extra financial funds or sources | 55.56% 10 | 33.33% 6 | 5.56% 1 | 5.56% 1 | 0.00% 0 | 0.00% 0 | 18 |
| Competition on the market | 27.78% 5 | 38.89% 7 | 27.78% 5 | 5.56% 1 | 0.00% 0 | 0.00% 0 | 18 |
| "Green trend" on the market | 11.11% 2 | 38.89% 7 | 38.89% 7 | 11.11% 2 | 0.00% 0 | 0.00% 0 | 18 |

Q26 If you would like to receive survey results, please write down your e-mail address.

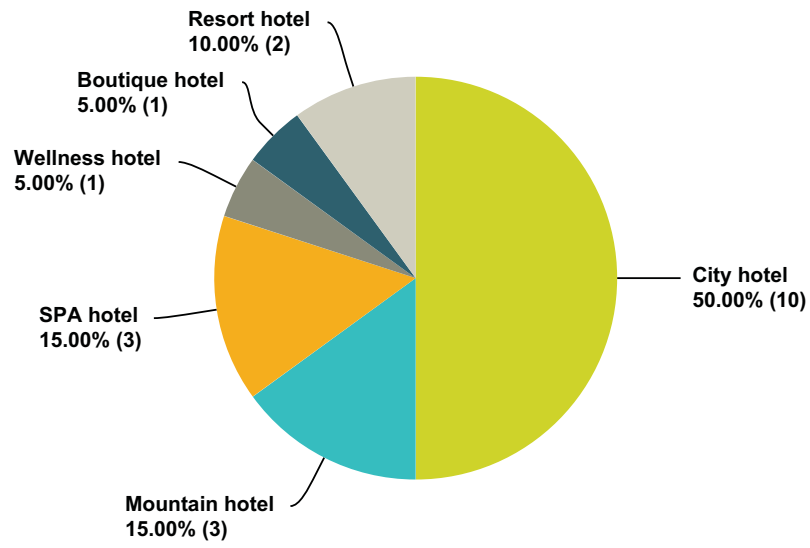
Answered: 0 Skipped: 18

Bulgaria

Outputs from the questionnaire

Q1 Hotel type

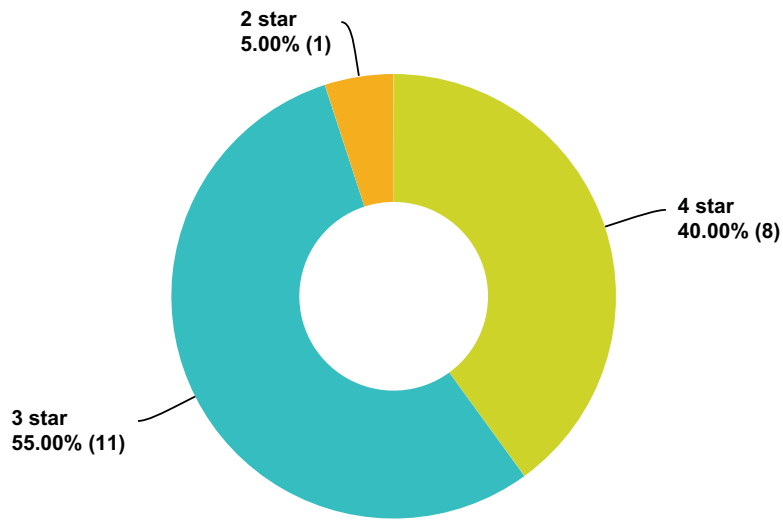
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|----------------|-----------|
| City hotel | 50.00% 10 |
| Mountain hotel | 15.00% 3 |
| SPA hotel | 15.00% 3 |
| Wellness hotel | 5.00% 1 |
| Boutique hotel | 5.00% 1 |
| Resort hotel | 10.00% 2 |
| Total | 20 |

Q2 Hotel grading

Answered: 20 Skipped: 0



| Answer Choices | Responses |
|----------------|-----------|
| 4 star | 40.00% 8 |
| 3 star | 55.00% 11 |
| 2 star | 5.00% 1 |
| Total | 20 |

Q3 Where is your hotel located?

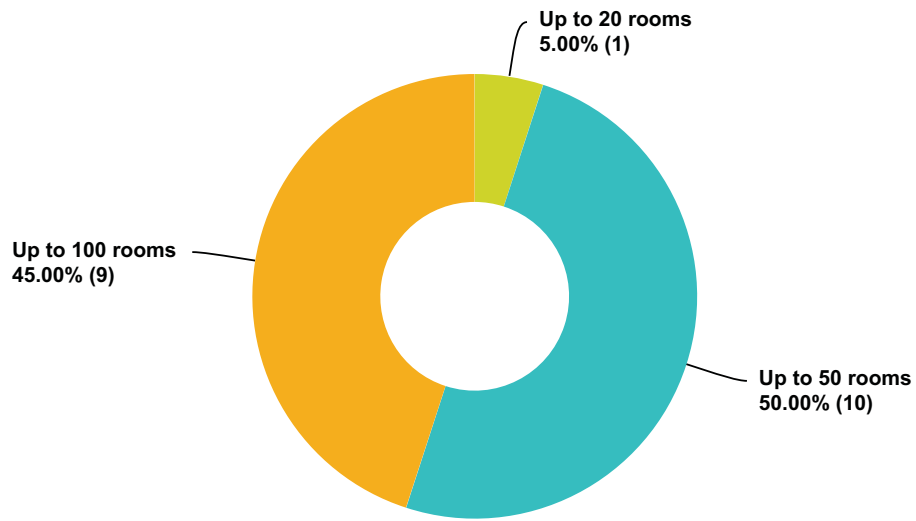
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|----------------|------------|
| Bulgaria | 100.00% 20 |
| Total | 20 |

Q4 Hotel size

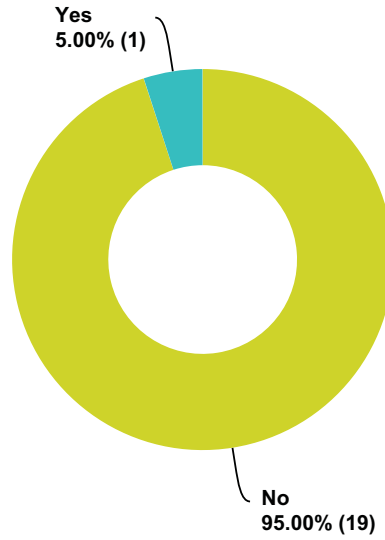
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|-----------------|-----------|
| Up to 20 rooms | 5.00% 1 |
| Up to 50 rooms | 50.00% 10 |
| Up to 100 rooms | 45.00% 9 |
| Total | 20 |

Q5 Is your hotel integrated into a hotel chain?

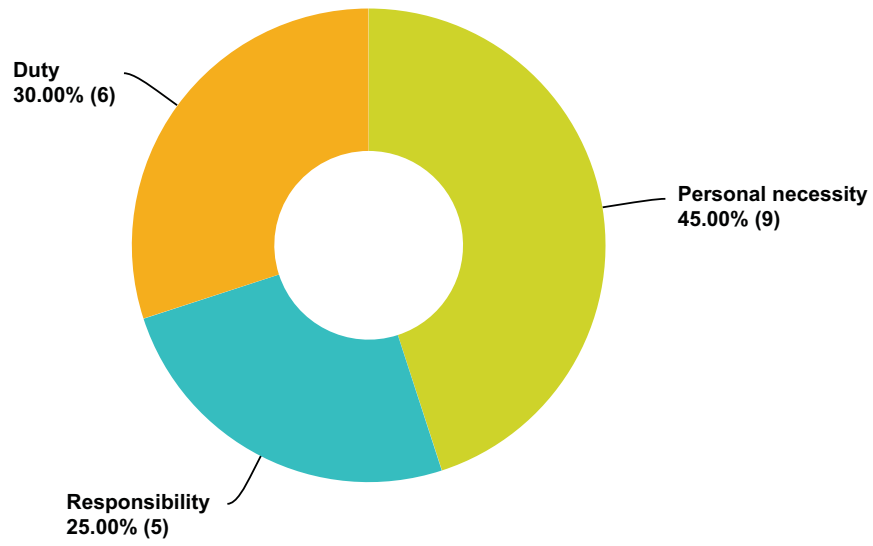
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 95.00% | 19 |
| Yes | 5.00% | 1 |
| Total | | 20 |

Q6 Environmental protection

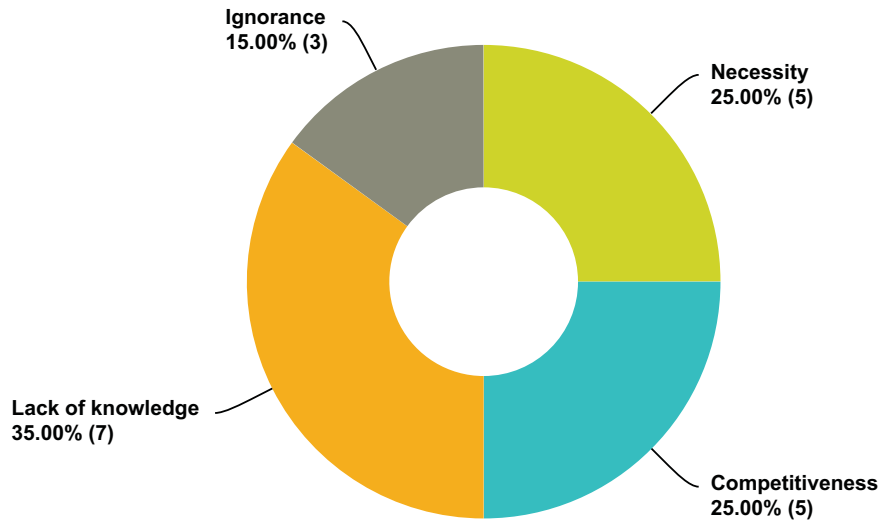
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|--------------------|-----------|
| Personal necessity | 45.00% 9 |
| Responsibility | 25.00% 5 |
| Duty | 30.00% 6 |
| Total | 20 |

Q7 Environmental management and marketing

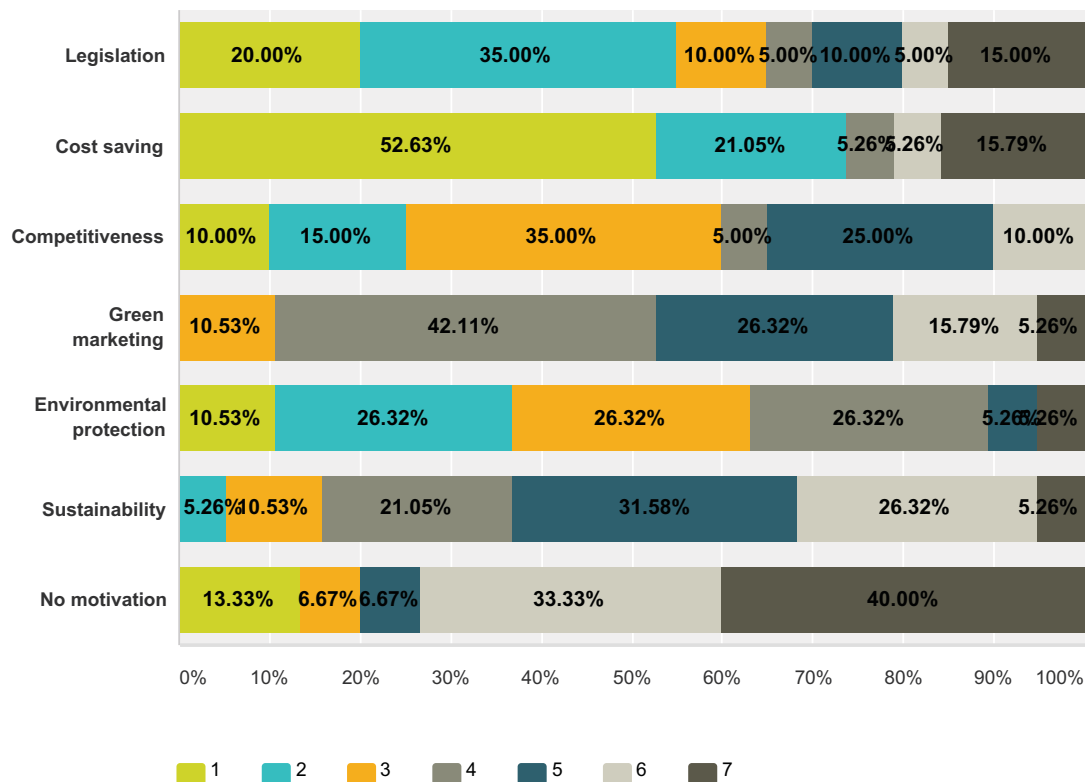
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|-------------------|-----------|-----------|
| Necessity | 25.00% | 5 |
| Competitiveness | 25.00% | 5 |
| Lack of knowledge | 35.00% | 7 |
| Ignorance | 15.00% | 3 |
| Total | | 20 |

Q8 What motivates you to implement environmental practices in the hotel?
 Please rate the motivating factors from the most important = 1 to the least important = 7. If you leave the row blank = no importance.

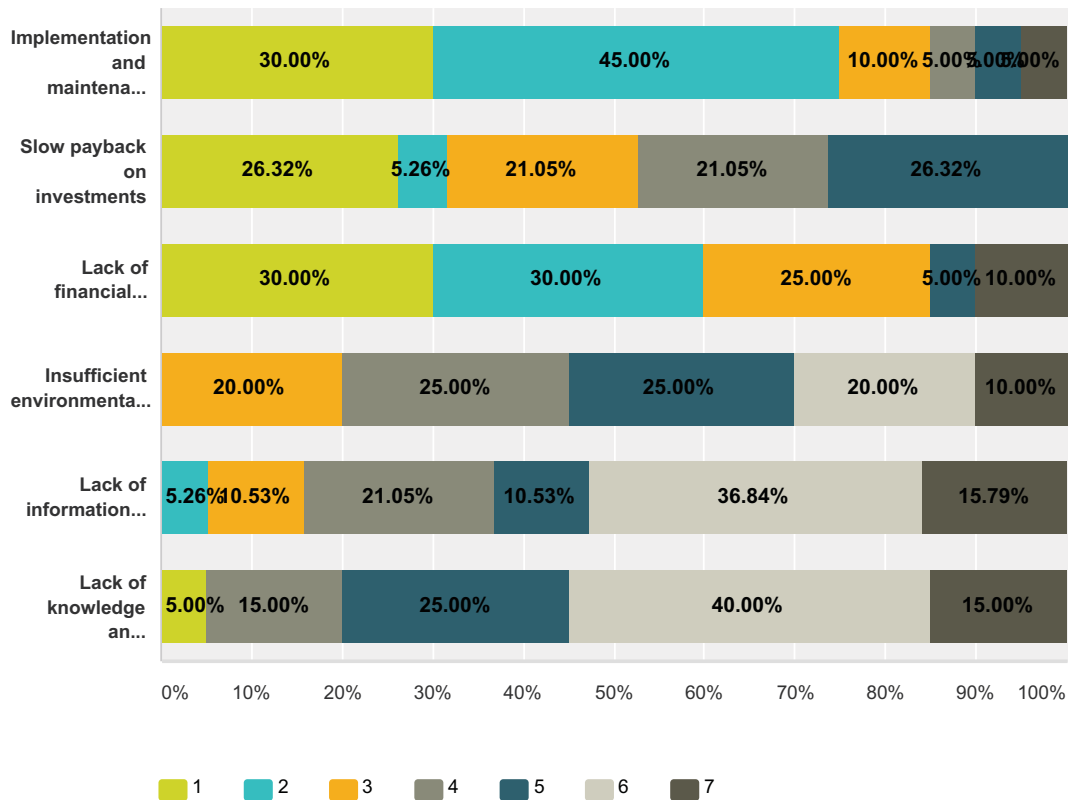
Answered: 20 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|--------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|------------------|
| Legislation | 20.00% 4 | 35.00% 7 | 10.00% 2 | 5.00% 1 | 10.00% 2 | 5.00% 1 | 15.00% 3 | 20 | 4.75 |
| Cost saving | 52.63% 10 | 21.05% 4 | 0.00% 0 | 5.26% 1 | 0.00% 0 | 5.26% 1 | 15.79% 3 | 19 | 5.42 |
| Competitiveness | 10.00% 2 | 15.00% 3 | 35.00% 7 | 5.00% 1 | 25.00% 5 | 10.00% 2 | 0.00% 0 | 20 | 4.50 |
| Green marketing | 0.00% 0 | 0.00% 0 | 10.53% 2 | 42.11% 8 | 26.32% 5 | 15.79% 3 | 5.26% 1 | 19 | 3.37 |
| Environmental protection | 10.53% 2 | 26.32% 5 | 26.32% 5 | 26.32% 5 | 5.26% 1 | 0.00% 0 | 5.26% 1 | 19 | 4.89 |
| Sustainability | 0.00% 0 | 5.26% 1 | 10.53% 2 | 21.05% 4 | 31.58% 6 | 26.32% 5 | 5.26% 1 | 19 | 3.21 |
| No motivation | 13.33% 2 | 0.00% 0 | 6.67% 1 | 0.00% 0 | 6.67% 1 | 33.33% 5 | 40.00% 6 | 15 | 2.53 |

Q9 What barriers discourage you to implement environmental practices in the hotel? Please rate the barriers from the most important = 1 to the least important = 7. If you leave the row blank = no importance.

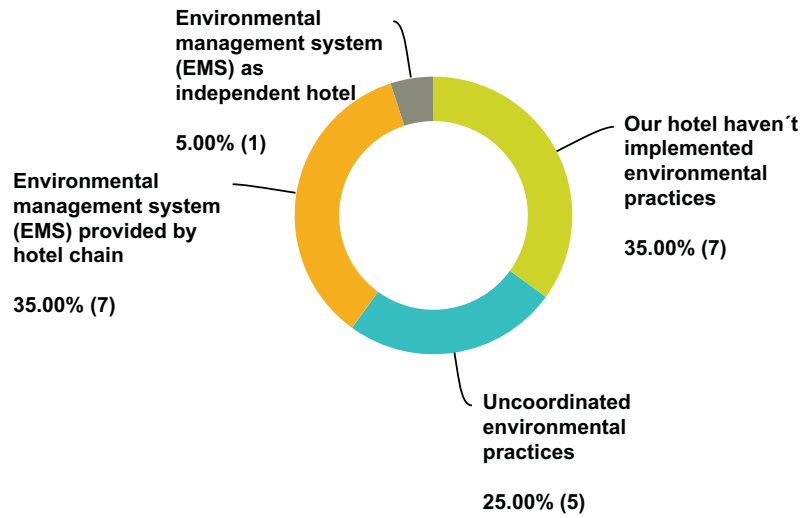
Answered: 20 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------|------------------|
| Implementation and maintenance costs | 30.00% 6 | 45.00% 9 | 10.00% 2 | 5.00% 1 | 5.00% 1 | 0.00% 0 | 5.00% 1 | 20 | 5.70 |
| Slow payback on investments | 26.32% 5 | 5.26% 1 | 21.05% 4 | 21.05% 4 | 26.32% 5 | 0.00% 0 | 0.00% 0 | 19 | 4.84 |
| Lack of financial sources | 30.00% 6 | 30.00% 6 | 25.00% 5 | 0.00% 0 | 5.00% 1 | 0.00% 0 | 10.00% 2 | 20 | 5.40 |
| Insufficient environmental awareness of hotel guests | 0.00% 0 | 0.00% 0 | 20.00% 4 | 25.00% 5 | 25.00% 5 | 20.00% 4 | 10.00% 2 | 20 | 3.25 |
| Lack of information sources | 0.00% 0 | 5.26% 1 | 10.53% 2 | 21.05% 4 | 10.53% 2 | 36.84% 7 | 15.79% 3 | 19 | 2.89 |
| Lack of knowledge and skills | 5.00% 1 | 0.00% 0 | 0.00% 0 | 15.00% 3 | 25.00% 5 | 40.00% 8 | 15.00% 3 | 20 | 2.65 |

Q10 Did your hotel implement:

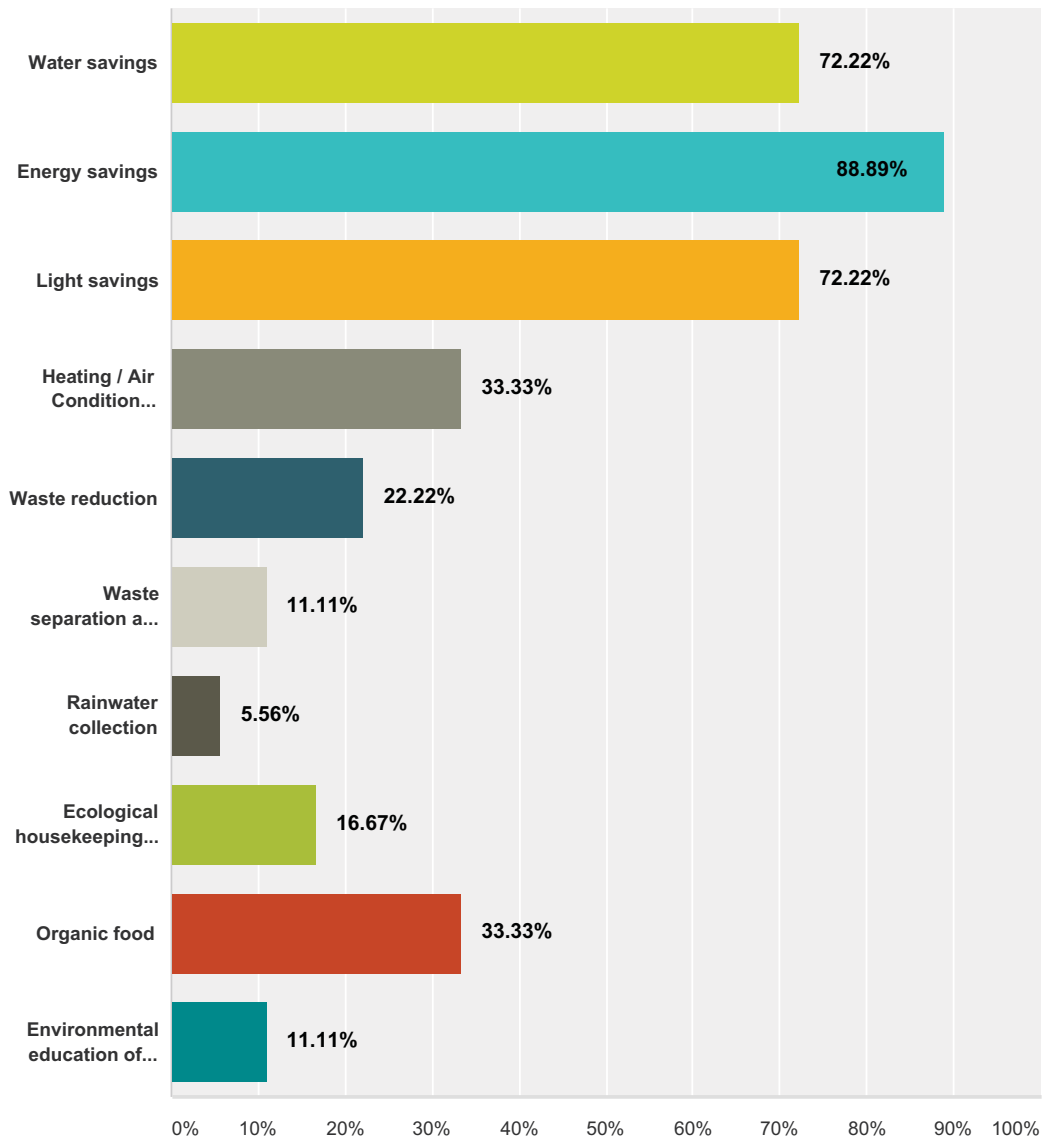
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|---------------------------------------------------------------|-----------|
| Our hotel haven't implemented environmental practices | 35.00% 7 |
| Uncoordinated environmental practices | 25.00% 5 |
| Environmental management system (EMS) provided by hotel chain | 35.00% 7 |
| Environmental management system (EMS) as independent hotel | 5.00% 1 |
| Total | 20 |

Q11 Which environmental practices has your hotel already implemented? Please tick as many as apply.

Answered: 18 Skipped: 2



| Answer Choices | Responses |
|---------------------------------|-----------|
| Water savings | 72.22% 13 |
| Energy savings | 88.89% 16 |
| Light savings | 72.22% 13 |
| Heating / Air Condition savings | 33.33% 6 |
| Waste reduction | 22.22% 4 |
| Waste separation ad recycling | 11.11% 2 |

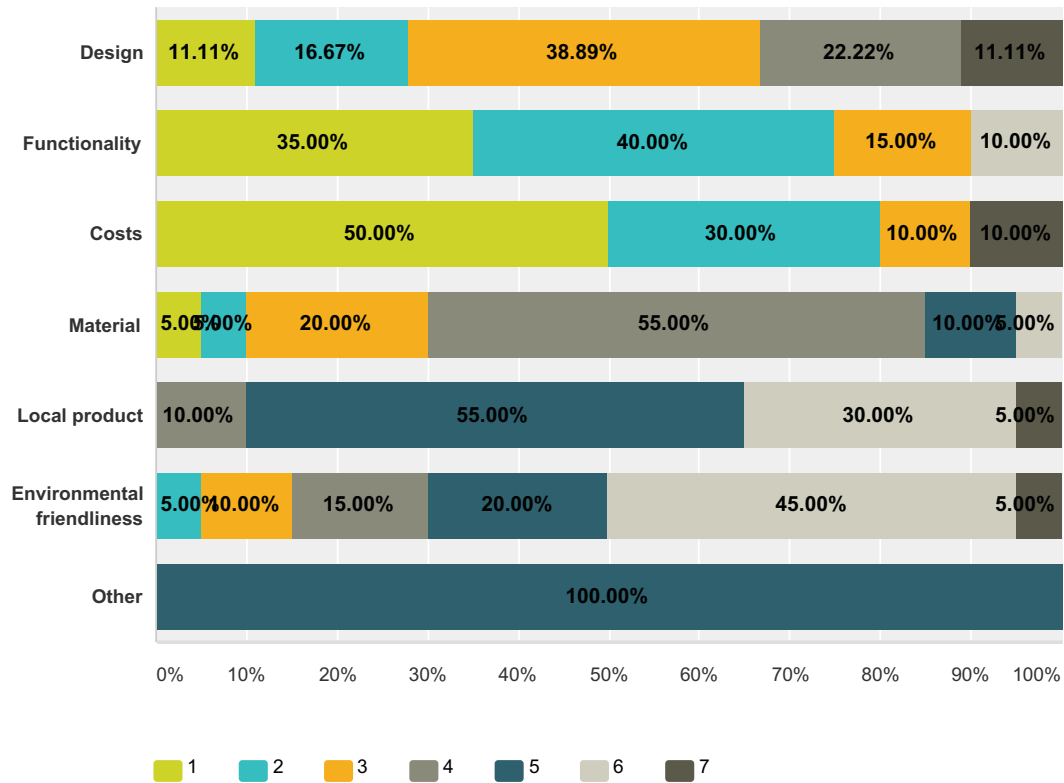
Environmental practices in the hotel industry

SurveyMonkey

| | | |
|--------------------------------------|--------|---|
| Rainwater collection | 5.56% | 1 |
| Ecological housekeeping and cleaning | 16.67% | 3 |
| Organic food | 33.33% | 6 |
| Environmental education of staff | 11.11% | 2 |
| Total Respondents: 18 | | |

Q12 In your opinion what is the most important factor when furnishing the hotel?
 Please rate the factors from the most important = 1 to the least important = 4. If you leave the row blank = no importance.

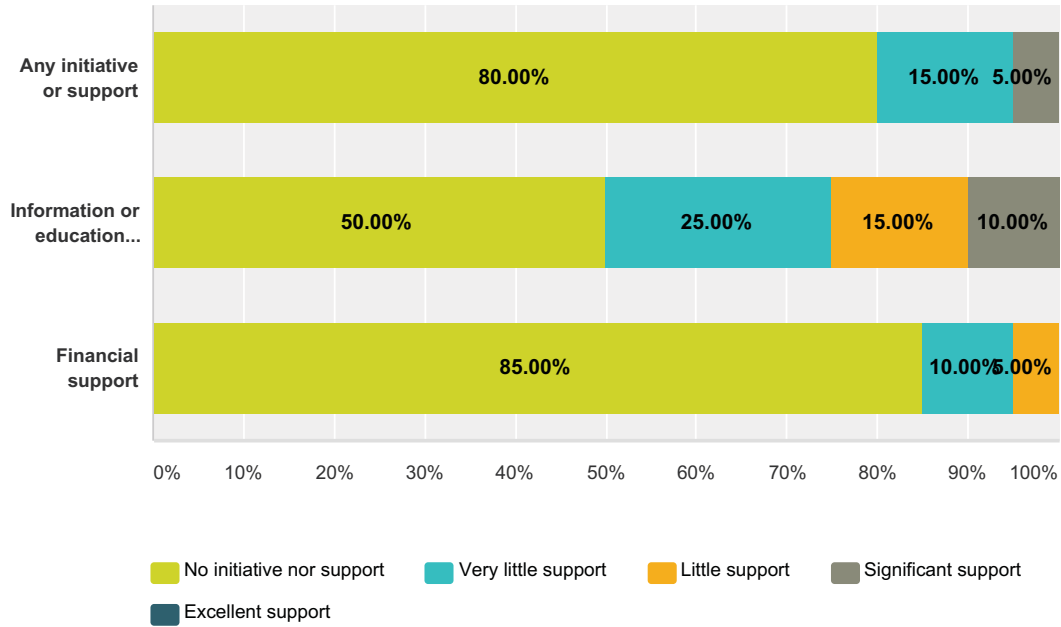
Answered: 20 Skipped: 0



| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Weighted Average |
|----------------------------|--------------|-------------|-------------|--------------|--------------|-------------|-------------|-------|------------------|
| Design | 11.11% 2 | 16.67% 3 | 38.89% 7 | 22.22% 4 | 0.00% 0 | 0.00% 0 | 11.11% 2 | 18 | 4.72 |
| Functionality | 35.00% 7 | 40.00% 8 | 15.00% 3 | 0.00% 0 | 0.00% 0 | 10.00% 2 | 0.00% 0 | 20 | 5.80 |
| Costs | 50.00% 10 | 30.00% 6 | 10.00% 2 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 10.00% 2 | 20 | 5.90 |
| Material | 5.00% 1 | 5.00% 1 | 20.00% 4 | 55.00% 11 | 10.00% 2 | 5.00% 1 | 0.00% 0 | 20 | 4.25 |
| Local product | 0.00% 0 | 0.00% 0 | 0.00% 0 | 10.00% 2 | 55.00% 11 | 30.00% 6 | 5.00% 1 | 20 | 2.70 |
| Environmental friendliness | 0.00% 0 | 5.00% 1 | 10.00% 2 | 15.00% 3 | 20.00% 4 | 45.00% 9 | 5.00% 1 | 20 | 2.95 |
| Other | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 100.00% 1 | 0.00% 0 | 0.00% 0 | 1 | 3.00 |

Q13 Have you ever noticed initiative or support to implement any environmental practices in your hotel from the government?

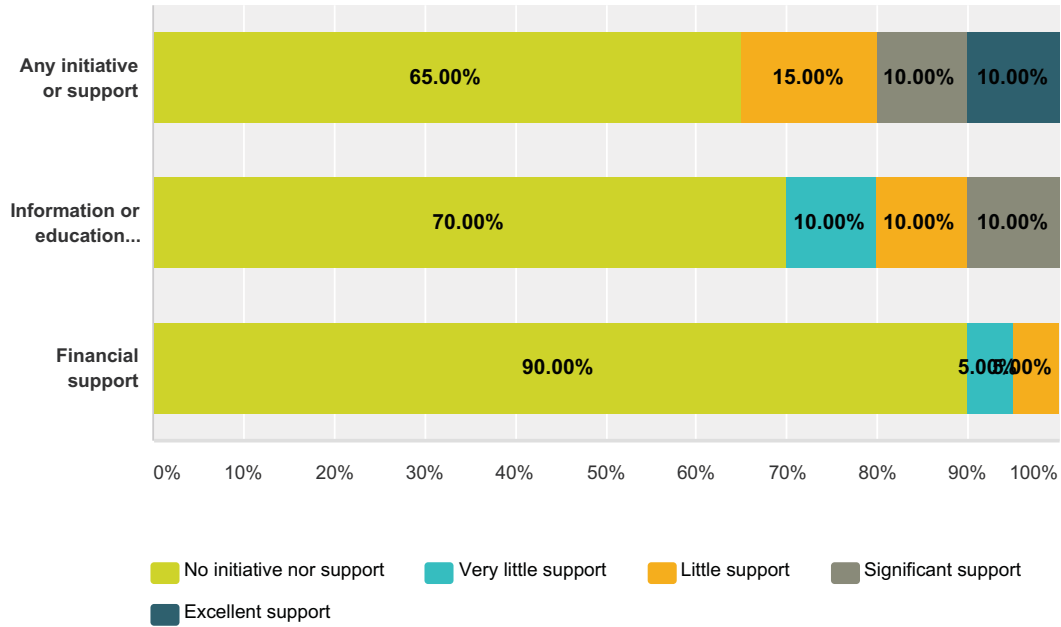
Answered: 20 Skipped: 0



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 80.00% 16 | 15.00% 3 | 0.00% 0 | 5.00% 1 | 0.00% 0 | 20 |
| Information or education support | 50.00% 10 | 25.00% 5 | 15.00% 3 | 10.00% 2 | 0.00% 0 | 20 |
| Financial support | 85.00% 17 | 10.00% 2 | 5.00% 1 | 0.00% 0 | 0.00% 0 | 20 |

Q14 Have you ever noticed initiative or support to implement any environmental practices in your hotel from the local government or municipality?

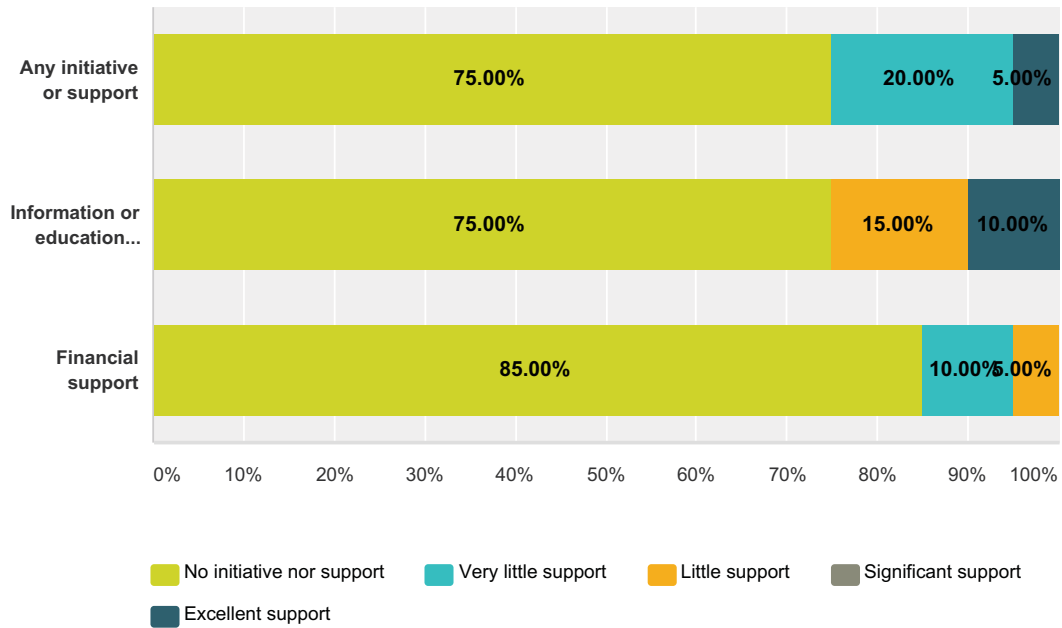
Answered: 20 Skipped: 0



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 65.00% 13 | 0.00% 0 | 15.00% 3 | 10.00% 2 | 10.00% 2 | 20 |
| Information or education support | 70.00% 14 | 10.00% 2 | 10.00% 2 | 10.00% 2 | 0.00% 0 | 20 |
| Financial support | 90.00% 18 | 5.00% 1 | 5.00% 1 | 0.00% 0 | 0.00% 0 | 20 |

Q15 Have you ever noticed initiative or support to implement any environmental practices in your hotel from non-government organizations (e.g. Hotels Association, etc.)?

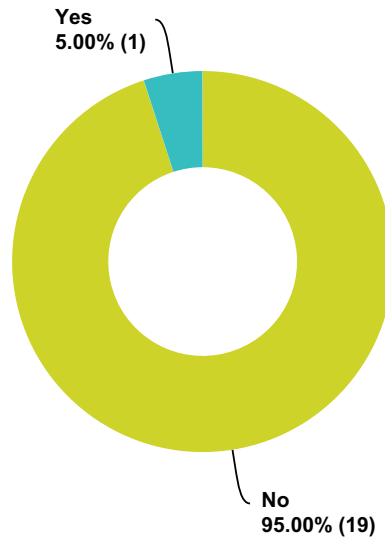
Answered: 20 Skipped: 0



| | No initiative nor support | Very little support | Little support | Significant support | Excellent support | Total |
|----------------------------------|---------------------------|---------------------|----------------|---------------------|-------------------|-------|
| Any initiative or support | 75.00% 15 | 20.00% 4 | 0.00% 0 | 0.00% 0 | 5.00% 1 | 20 |
| Information or education support | 75.00% 15 | 0.00% 0 | 15.00% 3 | 0.00% 0 | 10.00% 2 | 20 |
| Financial support | 85.00% 17 | 10.00% 2 | 5.00% 1 | 0.00% 0 | 0.00% 0 | 20 |

Q16 Has your hotel used this support to implement any environmental practices?

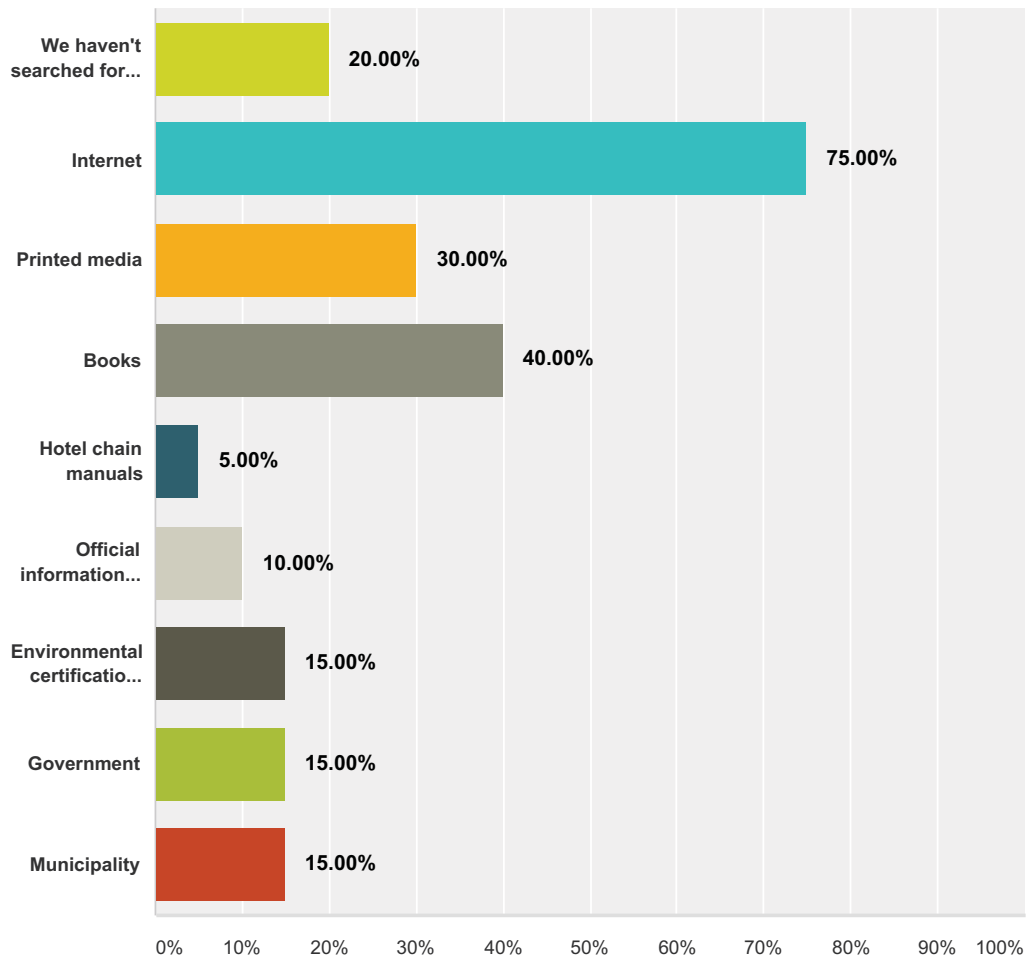
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 95.00% | 19 |
| Yes | 5.00% | 1 |
| Total | | 20 |

Q17 What kind of sources do you use to find information about environmental practices implementation in the hotel industry? Please tick as many as apply.

Answered: 20 Skipped: 0

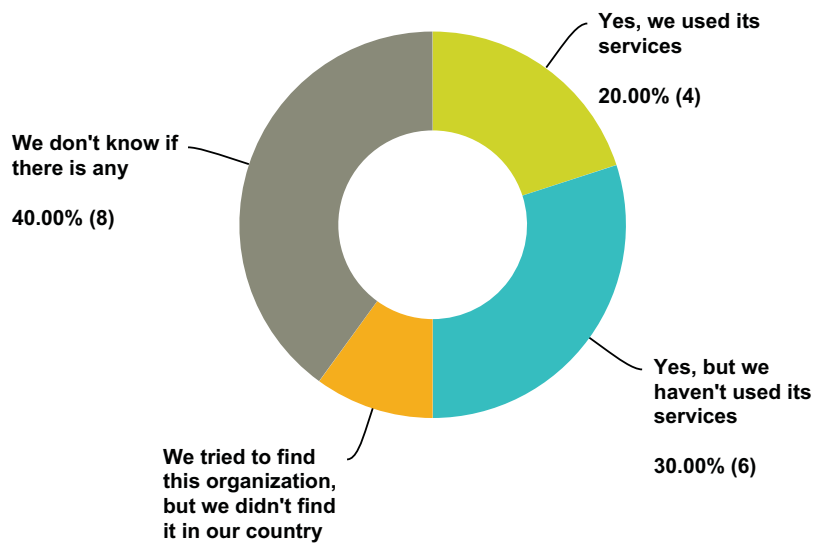


| Answer Choices | Responses |
|-------------------------------------------------------------------------------------|-----------|
| We haven't searched for information on environmental practices | 20.00% 4 |
| Internet | 75.00% 15 |
| Printed media | 30.00% 6 |
| Books | 40.00% 8 |
| Hotel chain manuals | 5.00% 1 |
| Official information organization for environmental practices in the hotel industry | 10.00% 2 |
| Environmental certification organization | 15.00% 3 |
| Government | 15.00% 3 |
| Municipality | 15.00% 3 |

Total Respondents: 20

**Q18 In the country where your hotel is located, is there any official organization that deals with supporting environmental protection in the hotel industry?
(Organization that is responsible for information, education, motivation and propagation of environmental practices in the hotel industry)**

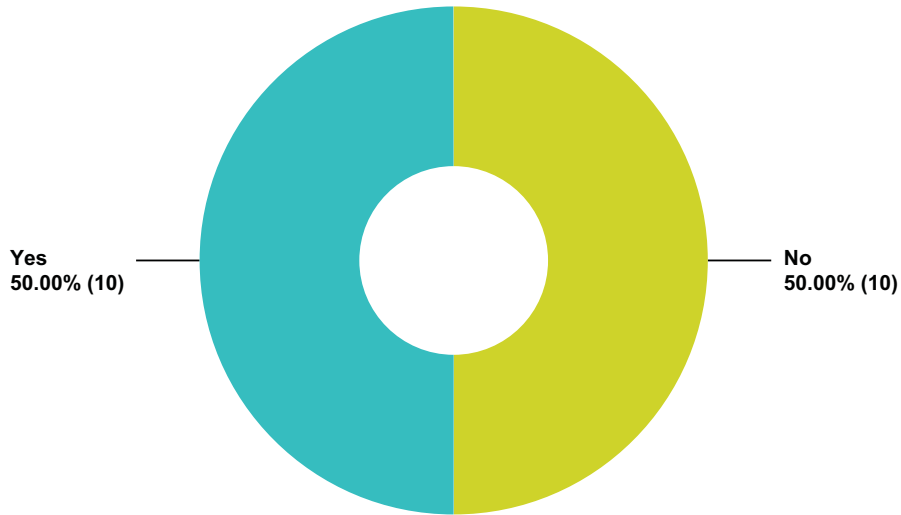
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|--------------------------------------------------------------------------|-----------|-----------|
| Yes, we used its services | 20.00% | 4 |
| Yes, but we haven't used its services | 30.00% | 6 |
| We tried to find this organization, but we didn't find it in our country | 10.00% | 2 |
| We don't know if there is any | 40.00% | 8 |
| Total | | 20 |

Q19 If you decide to implement environmental practices, would you consult it with environmental organization?

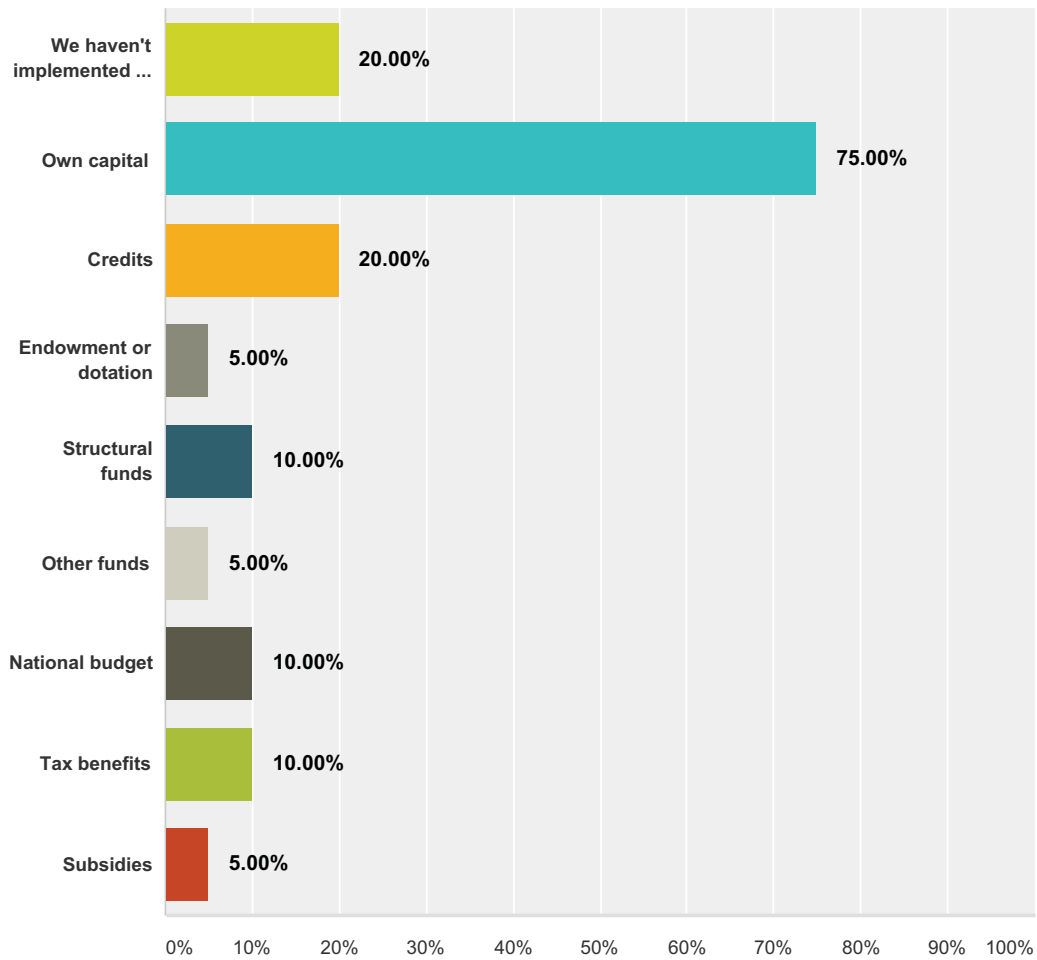
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 50.00% | 10 |
| Yes | 50.00% | 10 |
| Total | | 20 |

**Q20 If you have ever implemented any environmental practices what kind of financial sources or benefits did you use?
Please tick as many as apply.**

Answered: 20 Skipped: 0

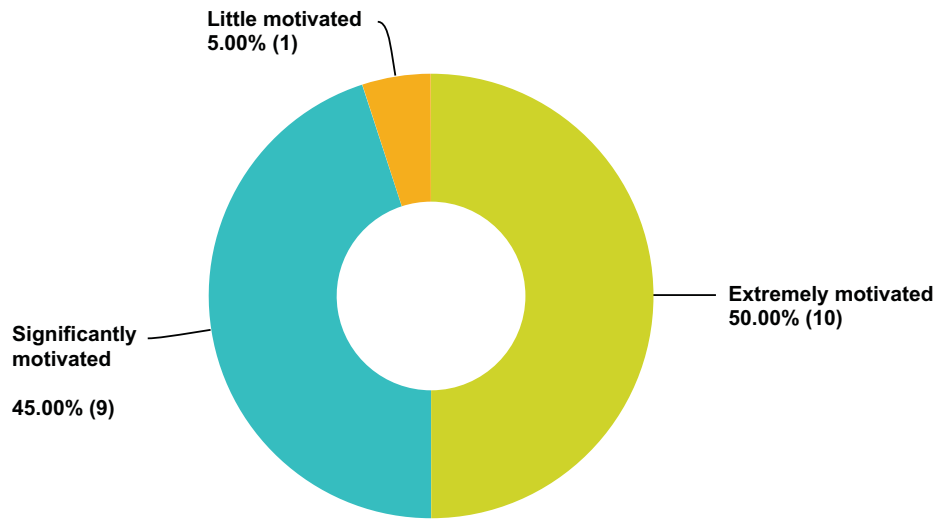


| Answer Choices | Responses |
|----------------------------------------------------|-----------|
| We haven't implemented any environmental practices | 20.00% 4 |
| Own capital | 75.00% 15 |
| Credits | 20.00% 4 |
| Endowment or dotation | 5.00% 1 |
| Structural funds | 10.00% 2 |
| Other funds | 5.00% 1 |
| National budget | 10.00% 2 |
| Tax benefits | 10.00% 2 |
| Subsidies | 5.00% 1 |

Total Respondents: 20

Q21 Would you be motivated to implement environmental practices (environmental certification), if you have additional financial source? (e.g. funds from tourist tax, etc.)

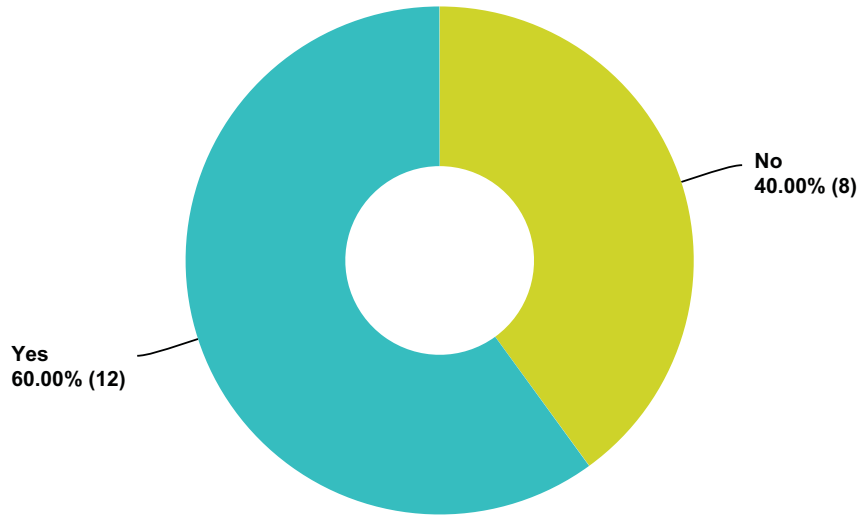
Answered: 20 Skipped: 0



| Answer Choices | Responses |
|-------------------------|-----------|
| Extremely motivated | 50.00% 10 |
| Significantly motivated | 45.00% 9 |
| Little motivated | 5.00% 1 |
| Total | 20 |

Q22 Have you ever implemented any environmental practices as a consequence of legislation?

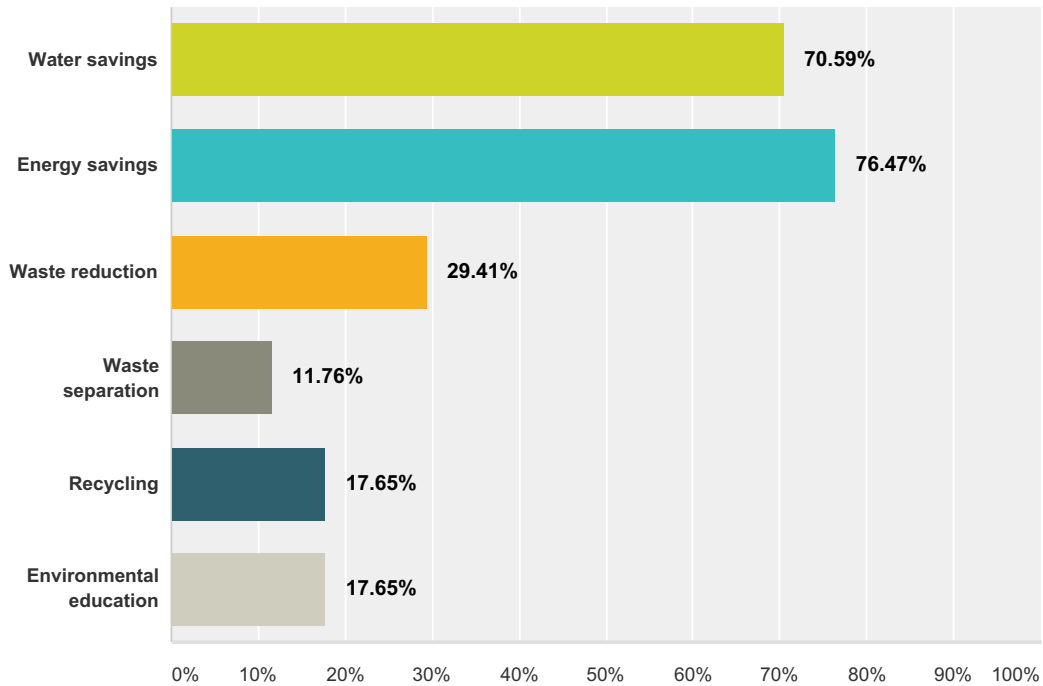
Answered: 20 Skipped: 0



| Answer Choices | Responses | |
|----------------|-----------|-----------|
| No | 40.00% | 8 |
| Yes | 60.00% | 12 |
| Total | | 20 |

Q23 If your answer to Q17 was "yes", please specify what kind of environmental practices have you implemented in your hotel as a consequence of legislation. Please tick as many as apply.

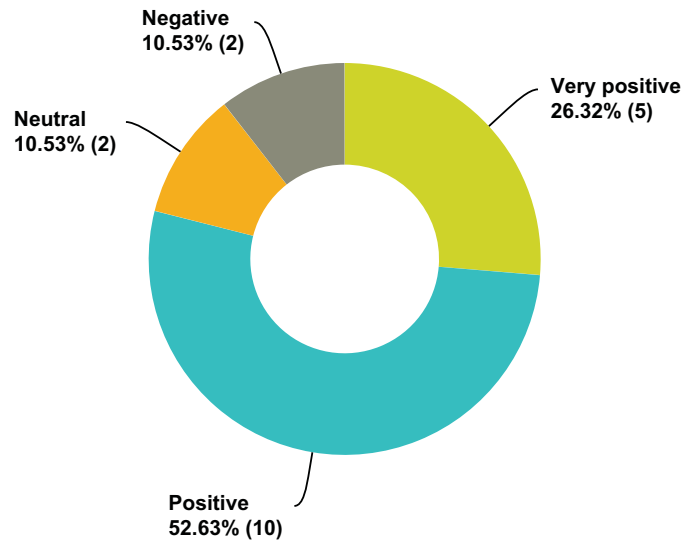
Answered: 17 Skipped: 3



| Answer Choices | Responses |
|------------------------------|-----------|
| Water savings | 70.59% 12 |
| Energy savings | 76.47% 13 |
| Waste reduction | 29.41% 5 |
| Waste separation | 11.76% 2 |
| Recycling | 17.65% 3 |
| Environmental education | 17.65% 3 |
| Total Respondents: 17 | |

Q24 What is your opinion of legislation intensifying for better environmental protection in the hotel industry as a tool of sustainable tourism development?

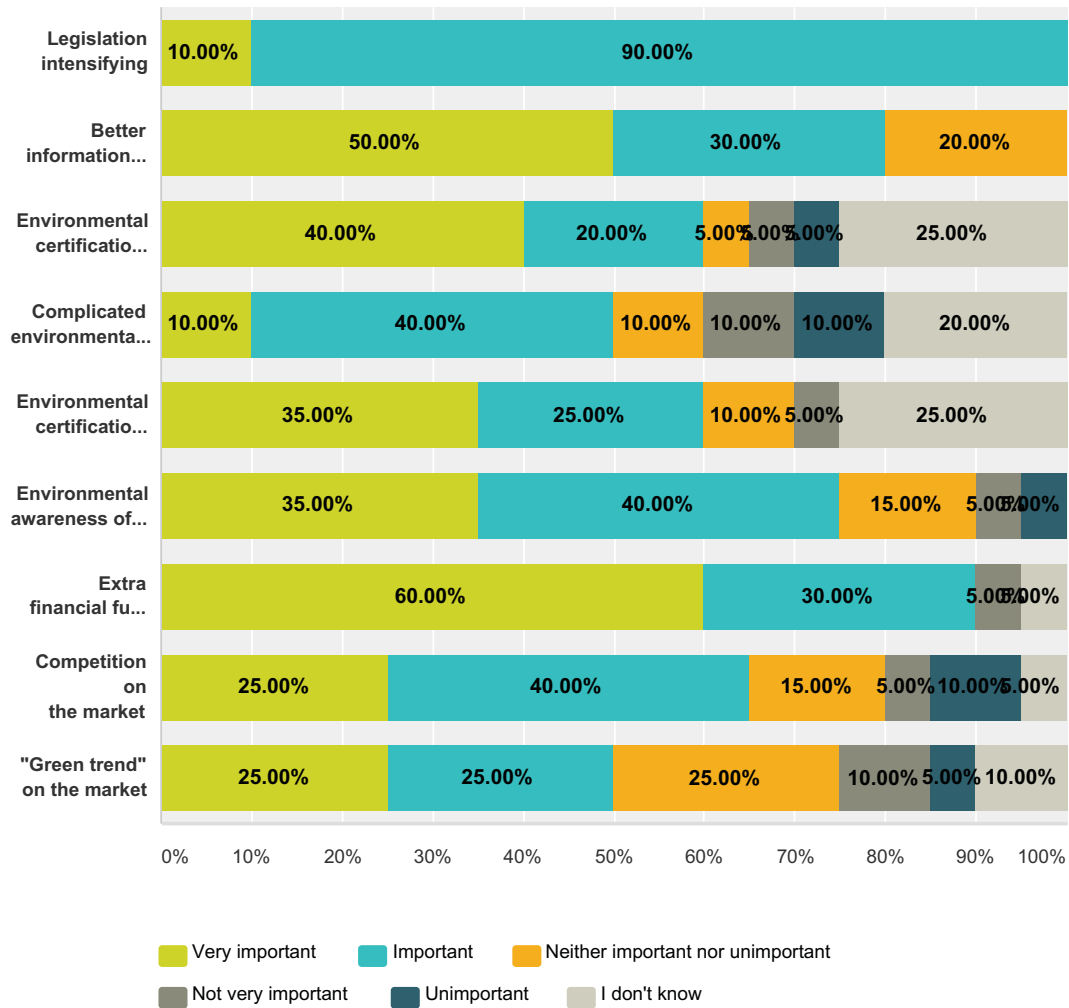
Answered: 19 Skipped: 1



| Answer Choices | Responses |
|----------------|-----------|
| Very positive | 26.32% 5 |
| Positive | 52.63% 10 |
| Neutral | 10.53% 2 |
| Negative | 10.53% 2 |
| Total | 19 |

Q25 From your point of view, please, evaluate the following factors of environmental protection development in the hotel industry. (abbreviation EMS = environmental management system)

Answered: 20 Skipped: 0



| | Very important | Important | Neither important nor unimportant | Not very important | Unimportant | I don't know | Total |
|-----------------------------------------------------------------------|----------------|--------------|-----------------------------------|--------------------|-------------|--------------|-------|
| Legislation intensifying | 10.00% 2 | 90.00% 18 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 20 |
| Better information accessibility | 50.00% 10 | 30.00% 6 | 20.00% 4 | 0.00% 0 | 0.00% 0 | 0.00% 0 | 20 |
| Environmental certification or EMS implementation costs | 40.00% 8 | 20.00% 4 | 5.00% 1 | 5.00% 1 | 5.00% 1 | 25.00% 5 | 20 |
| Complicated environmental certification or EMS implementation process | 10.00% 2 | 40.00% 8 | 10.00% 2 | 10.00% 2 | 10.00% 2 | 20.00% 4 | 20 |
| Environmental certification and EMS propagation | 35.00% 7 | 25.00% 5 | 10.00% 2 | 5.00% 1 | 0.00% 0 | 25.00% 5 | 20 |

Environmental practices in the hotel industry

SurveyMonkey

| | | | | | | | |
|-----------------------------------------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|----|
| Environmental awareness of hotel guests | 35.00% 7 | 40.00% 8 | 15.00% 3 | 5.00% 1 | 5.00% 1 | 0.00% 0 | 20 |
| Extra financial funds or sources | 60.00% 12 | 30.00% 6 | 0.00% 0 | 5.00% 1 | 0.00% 0 | 5.00% 1 | 20 |
| Competition on the market | 25.00% 5 | 40.00% 8 | 15.00% 3 | 5.00% 1 | 10.00% 2 | 5.00% 1 | 20 |
| "Green trend" on the market | 25.00% 5 | 25.00% 5 | 25.00% 5 | 10.00% 2 | 5.00% 1 | 10.00% 2 | 20 |

Q26 If you would like to receive survey results, please write down your e-mail address.

Answered: 0 Skipped: 20

VI. Attachment - Questionnaire

Questionnaire

Environmental practices in the hotel industry

1.

The data gathered from this survey will help us to analyze and compare the development of environmental practices implementation in selected European countries. The results of our work will contain ideas that should lead to sustainable and competitive hotel industry. We work out this survey in cooperation with the Universities and Hotel schools associated in "La Fondation pour la Formation Hotelieré".

With many thanks for your co-operation.

Prof. JUDr. Ludmila Novacká, PhD. & Ing. Dominika Bojová, PhD.

2. Hotel description

1. Hotel type

- City hotel
- Mountain hotel
- SPA hotel
- Wellness hotel
- Apartment hotel
- Boutique hotel
- Congress hotel
- Resort hotel
- Airport hotel
- Garni hotel
- Rural hotel
- Other hotel type (please specify)

2. Hotel grading

- 5 star
- 4 star
- 3 star
- 2 star
- 1 star
- Other (Aparthotel)

3. Where is your hotel located?

Other country (please specify)

4. Hotel size

- Up to 20 rooms
- Up to 50 rooms
- Up to 100 rooms
- Up to 250 rooms
- 251 rooms and more

5. Is your hotel integrated into a hotel chain?

- No
- Yes

3. Introduction

As a hotel manager what do following terms associate you with?

6. Environmental protection

- Personal necessity
- Responsibility
- Duty
- Emergency
- Ignorance
- Other (please briefly describe)

7. Environmental management and marketing

- Necessity
- Competitiveness
- Lack of knowledge
- Ignorance
- Other (please briefly describe)

Environmental practices in the hotel industry

4. Environmental practices

8. What motivates you to implement environmental practices in the hotel? Please rate the motivating factors from the most important = 1 to the least important = 7. If you leave the row blank = no importance.

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Legislation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cost saving | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Competitiveness | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Green marketing | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Environmental protection | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sustainability | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| No motivation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

9. What barriers discourage you to implement environmental practices in the hotel? Please rate the barriers from the most important = 1 to the least important = 7. If you leave the row blank = no importance.

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|------------------------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Implementation and maintenance costs | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Slow payback on investments | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lack of financial sources | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Insufficient environmental awareness of hotel guests | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lack of information sources | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Lack of knowledge and skills | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

10. Did your hotel implement:

- Our hotel haven't implemented environmental practices
- Uncoordinated environmental practices
- Environmental management system (EMS) provided by hotel chain
- Environmental management system (EMS) as independent hotel
- Environmental policy provided by hotel chain
- Environmental policy as independent hotel
- Environmental certification (please specify which one)

Environmental practices in the hotel industry

11. Which environmental practices has your hotel already implemented? Please tick as many as apply.

- Water savings
- Energy savings
- Light savings
- Heating / Air Condition savings
- Waste reduction
- Waste separation and recycling
- Rainwater collection
- Ecological housekeeping and cleaning
- Usage of ecological materials
- Organic food
- Environmental education of staff
- Environmental education of hotel guests
- Other (please specify)

12. In your opinion what is the most important factor when furnishing the hotel? Please rate the factors from the most important = 1 to the least important = 4. If you leave the row blank = no importance.

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Design | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Functionality | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Costs | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Material | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Local product | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Environmental friendliness | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Other (please specify)

Environmental practices in the hotel industry

5. Initiatives and support

13. Have you ever noticed initiative or support to implement any environmental practices in your hotel from the government?

| | No initiative nor support | Very little support | Little support | Significant support | Excellent support |
|----------------------------------|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Any initiative or support | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Information or education support | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Financial support | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

14. Have you ever noticed initiative or support to implement any environmental practices in your hotel from the local government or municipality?

| | No initiative nor support | Very little support | Little support | Significant support | Excellent support |
|----------------------------------|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Any initiative or support | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Information or education support | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Financial support | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

15. Have you ever noticed initiative or support to implement any environmental practices in your hotel from non-government organizations (e.g. Hotels Association, etc.)?

| | No initiative nor support | Very little support | Little support | Significant support | Excellent support |
|----------------------------------|---------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Any initiative or support | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Information or education support | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Financial support | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

16. Has your hotel used this support to implement any environmental practices?

- No
 Yes

If yes, please specify

Environmental practices in the hotel industry

6. Information support

17. What kind of sources do you use to find information about environmental practices implementation in the hotel industry? Please tick as many as apply.

- We haven't searched for information on environmental practices
- Internet
- Printed media
- Books
- Hotel chain manuals
- Official information organization for environmental practices in the hotel industry
- Environmental certification organization
- Private consultants
- Government
- Municipality
- Other (please specify)

18. In the country where your hotel is located, is there any official organization that deals with supporting environmental protection in the hotel industry? (Organization that is responsible for information, education, motivation and propagation of environmental practices in the hotel industry)

- Yes, we used its services
- Yes, but we haven't used its services
- We tried to find this organization, but we didn't find it in our country
- We don't know if there is any

If there is any organization that supports environmental practices in the hotel industry, please give us its name

19. If you decide to implement environmental practices, would you consult it with environmental organization?

- No
- Yes

7. Financial support

20. If you have ever implemented any environmental practices what kind of financial sources or benefits did you use? Please tick as many as apply.

- We haven't implemented any environmental practices
- Own capital
- Credits
- Endowment or dotation
- Structural funds
- Other funds
- National budget
- Municipal budget
- Tax benefits
- Subsidies
- Other benefits (please specify)

21. Would you be motivated to implement environmental practices (environmental certification), if you have additional financial source? (e.g. funds from tourist tax, etc.)

- Extremely motivated
- Significantly motivated
- Little motivated
- Not motivated at all
- Negatively motivated

8. Legislation

22. Have you ever implemented any environmental practices as a consequence of legislation?

- No
- Yes

23. If your answer to Q17 was "yes", please specify what kind of environmental practices have you implemented in your hotel as a consequence of legislation. Please tick as many as apply.

- Water savings
- Energy savings
- Waste reduction
- Waste separation
- Recycling
- Liquid waste management
- Environmental education
- Other (please specify)

24. What is your opinion of legislation intensifying for better environmental protection in the hotel industry as a tool of sustainable tourism development?

- Very positive
- Positive
- Neutral
- Negative
- Very negative

Environmental practices in the hotel industry

25. From your point of view, please, evaluate the following factors of environmental protection development in the hotel industry. (abbreviation EMS = environmental management system)

| | Very important | Important | Neither important nor unimportant | Not very important | Unimportant | I don't know |
|--------------------------------------------------------------------------------|-----------------------|-----------------------|--------------------------------------|-----------------------|-----------------------|-----------------------|
| Legislation intensifying | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Better information accessibility | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Environmental certification or EMS implementation costs | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Complicated environmental certification or EMS implementation process | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Environmental certification and EMS propagation | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Environmental awareness of hotel guests | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Extra financial funds or sources | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Competition on the market | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| "Green trend" on the market | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

9. Conclusion

26. If you would like to receive survey results, please write down your e-mail address.

THANK YOU



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