



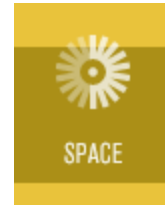


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## BENEFITS OF ENVIRONMENTALLY-FRIENDLY HOTELS

**Author's Title:** Best Hotel Environmental Practices

**Author(s) Name:** Cathy A. Enz and Judy A. Siguaw

**Year of Publication:** 1999

**Search Related Keywords:** [Behavior and Operations](#) [Cleaning and Maintenance](#) [Hotel/Motel](#) [Resort](#) [Sustainable Design](#)

### Design Issue

This article describes the strategies and practices of four U.S. hotels and resorts that were commended for best environmental practices.

- A variety of factors including governmental regulation, guest demand for eco-friendly accommodations, and the belief that environmentally responsible practices are the right thing have led hoteliers to pursue "green" solutions.
- Environmentally-friendly hotels can save money and resources, while addressing customer needs.

### Design Criteria

Author Identified:

- To create environmentally-friendly hotel operations:
  - Create positions and/or committees to manage environmental programs.
  - Replace disposable cups with glassware to reduce waste.
  - Dispense drinks from fountains instead of bottles and cans.
  - Provide wastebaskets in guest rooms with separate compartments for recycling.
  - Reuse broken or worn resources for other purposes, such as making potholders from old linens.
  - Provide bulk shampoo, conditioner, and soap dispensers in guest rooms to eliminate the need for small, individually packaged items.
  - Specify high-efficiency lighting to conserve energy.
  - Provide timers on irrigation and electrical systems to conserve water and power.
  - Compost kitchen waste for use as fertilizer.
  - Provide bulk storage areas and containers for water treatment chemicals to eliminate the use of disposable 55-gallon drums.
  - Create areas for sorting trash, recycling, and composting in hotels, resorts, and other businesses that recycle on-site.

InformeDesign Identified:

- Create landscaping that is suited to the local ecosystem and environment to avoid excess watering and unnecessary use of chemicals.

### Key Concepts

- Environmentally-friendly practices can be cost-efficient, provide marketing opportunities, and increase guest and staff satisfaction.
- Recycling can decrease the amount of waste that is sent to landfills by as much as 70%.
- Sorting trash can aid in the recovery of items such as silverware, towels, and dishes that are inadvertently thrown away.

### Research Method

- Four hotels that were recognized as environmental best-practice champions in the Cornell University School of Hotel Administration study of best practices in the U.S. lodging industry were profiled. The environmental practices of The Colony

Hotel, Kennebunkport, Maine; The Hotel Bel Air, Bel Air, California; the Hyatt Regency Chicago; and the Hyatt Regency Scottsdale were described.

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## Limitations

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- The author did not identify any limitations.
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## Commentary

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The honors awarded were granted by the same institution that published the article. Information regarding actual cost savings, recycling, and environmental policies is presented.

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## Adapted From

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**Author(s):** Cathy A. Enz, professor, Cornell University School of Hotel Administration; and Judy A. Siguaw, associate professor, Marketing and Sales, Cornell University

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