



**ECONOMIES' HORIZONS**  
**Економічні горизонти**

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*Liudmila Neshchadym, Pavlo Tychyna Uman State Pedagogical University  
Ph.D., Associate Professor of The Department Of Technology And Organization Of  
Tourism And Hotel And Restaurant Business*

**МАРКЕТИНГОВІ АСПЕКТИ УПРАВЛІННЯ ТУРИСТИЧНИМ  
ПІДПРИЄМСТВОМ: ЕКОТРЕНДИ ТА ДІДЖИТАЛІЗАЦІЯ  
MARKETING ASPECTS OF TOURISM ENTERPRISE MANAGEMENT:  
ECO TRENDS AND DIGITALIZATION**

**Анотація:** В статті досліджено маркетинговий аспект управління туристичними підприємствами, враховуючи екотренди сучасності. Зазначено, що в міжнародному середовищі гостро постають екологічні проблеми щороку підвищується рівень негативного впливу результатів діяльності підприємств різних галузей на довкілля. Обґрунтовано, що екологічна стійкість стає все більш важливим фактором в сфері обслуговування.

Обґрунтовано, що захист навколишнього середовища та вирішення ключових екологічних проблем стають все більш важливими факторами в туристичній галузі, впливають на конкурентоспроможність на ринку.

**Abstract:** The article explores the marketing aspect of managing tourism enterprises, taking into account the ecotrends of modernity. It is specified that as of today, environmental problems are acute in the international economic environment, every year the level of negative impact of the results of the activities of enterprises of various industries on the environment increases. It is substantiated that environmental sustainability is becoming an increasingly important factor in the service sector.

The article notes that recently, new large hotel and restaurant complexes are increasingly being built that produce waste and pollution in large volumes, with which power structures and the public are not able to cope. Excessive consumption of energy, water, fuel by tourists often takes these resources from the local population. Natural resources are limited and their overexploitation or mismanagement may result in a lack of important sources of supply for important elements in the medium or long term; such as water, electricity, land, trees, etc.

*It has been researched that it is worth highlighting separately environmental friendliness, careful attitude to non-renewable resources and the use of renewable resources in the organization of economic activity of tourist enterprises. In addition to this awareness of its place on the planet and the impact on the environment, the demand for environmentally friendly services is becoming more common among the population, so service enterprises must take into account the environmental needs of the population in their activities.*

*It is proved that some of the key aspects of environmental sustainability of service enterprises are indicators of productivity and environmental sustainability, as well as management of environmental indicators in order to establish the effectiveness of this process. The main question is how environmentally sustainable business affects the productivity of a hotel or restaurant, and what are the most important indicators of environmental business.*

*It is substantiated that environmental protection and the solution of key environmental problems are becoming increasingly important factors in the tourism industry and affect competitiveness in the market, as a result of which the key issue is the ability to manage environmental and mental indicators and establish efficiency in this process.*

**Keywords:** *marketing, tourism enterprise, digitalization, eco trends in the tourism sector, marketing management, tourism, environmental certificate, environment*

**Ключові слова:** *маркетинг, туристичне підприємство, діджиталізація, екотренди в туристичній сфері, маркетингове управління, туризм, екологічний сертифікат, навколишнє середовище*

Introduction. As of today, in the international economic environment, the problems of the marketing aspect of managing a tourist enterprise are acute, taking into account Eco trends and modern areas of digitalization. Every year the level of negative impact of the results of enterprises of various industries on the environment increases.

Globally, travel and tourism are a major economic sector and a major contributor to GDP and employment for several countries, accounting for more than 10% of global GDP and global employment. In recent years, marketing management of tourism and Eco trends in this industry is the epicentre of all international discussions and economies.

Formulation of the problem. The problems of marketing aspects of tourism management in the environmental vector today are given considerable attention. Environmental protection and environmental sustainability are increasingly important factors in the tourism business and competitiveness, in a market that brings numerous benefits. Environmental sustainability is increasingly considered one of the most important functions of marketing management of tourism enterprises, as well as communication, which attracts more guests.

Analysis of recent research and publications. Research on the development of marketing management of tourism enterprises is devoted to the work of many analysts

and scientists, such as O.A. Melnichenko and V.A. Shvedun, G.O. Gorina, R.L. Lupak, T.V. Bout, L.M. Neshchadym, S.V. Tymchuk and others. as the researchers note, for the tourism sector has marketing support for the formation and stimulation of demand for a tourist product, taking into account the Eco trends of modernity and the increase in loyalty to it from the side of consumers. Numerous author's works reveal the essence of tourism marketing, its types, tools and marketing technologies that allow you to achieve competitive advantages and increase the flow of tourists and visitors.

Various aspects of marketing management of activities and strengthening the competitive position of tourism enterprises are well disclosed in the works of I. Kononov, G. Tarasyuk and L. Gorshkova, V. Yevtushenko, V. Lyashevskaya and other researchers. Direct marketing approaches, mechanisms, tools and means of supporting the development of enterprises in modern conditions are covered in the studies of M. Severin, M. Korzh and T. Chunikhina, N. Trushkina, N. Rinkevich and other scientists.

The purpose of the work. The article is aimed at defining the main marketing aspects of managing tourism enterprises, taking into account Eco trends and digitalization. Tourism enterprises are an integral part of the service sector and, on the one hand, pollute the environment, and on the other hand, due to their participation in the tourism industry, have many opportunities to make a significant contribution to reducing their negative impact on the environment. Higher

environmental awareness, the intersection between business and environmental issues and some other changes, such as digitalization over the past twenty years, have shown that there is a need to improve the efficiency of hotel and restaurant businesses.

Results. Environmental sustainability is the effective management of natural resources in production activities, which allows you to save them for future needs. Economic development is a chain with several links, and one of them is the environment. Companies cannot dispose of it as an inexhaustible source of resources, even when their goal is to meet human needs through consumption.

Natural resources are limited and their overexploitation or mismanagement may result in a lack of important sources of supply for important elements in the medium or long term; such as water, electricity, land, trees, etc.

Tourism and hospitality industries are huge consumers of energy and water on a global scale, which are increasing every year, so they have a significant impact on the environment.

Recently, new large hotel and restaurant complexes are increasingly being built that produce waste and pollution in large volumes, with which power structures and community are not able to cope. Excessive consumption of energy, water, fuel by tourists often takes these resources from the local population.

The main sources of pollution are household drains, imperfect heating systems, excessive building, trampling, unorganized rest near accommodation

and food establishments, spontaneous development of the overnight base in the private sector, excessive number of visitors, etc. This all affects the environment and leads to pollution of water, air, reduction of water resources, climate imbalance, changes in soil structure, increase in their density, visual pollution, deterioration of aesthetic value. It is worth highlighting separately environmental friendliness, careful attitude to non-renewable resources and the use of renewable resources in organizing the economic activities of hotel and restaurant complexes. In addition to this awareness of its place on the planet and the impact on the environment, the demand for environmentally friendly services is becoming more common among the population, so hotel and restaurant enterprises must take into account the environmental needs of the population in their activities.

Some of the key aspects of the environmental sustainability of hotels or restaurants are indicators of productivity and environmental sustainability, as well as marketing management of environmental indicators in order to establish the effectiveness of this process. The main question is how environmentally sustainable business affects the productivity of a hotel or restaurant, and what are the most important indicators of environmental business.

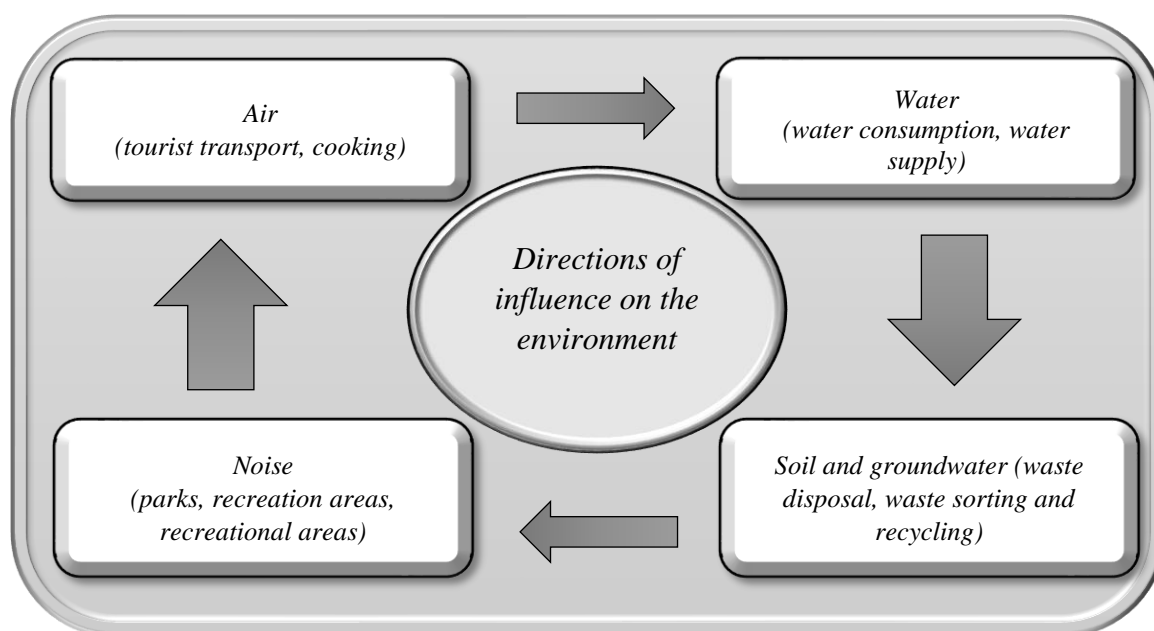
The greening of the hotel product is now of great importance due to the need to preserve the environment, the growing demand of tourists for environmentally friendly services and

goods. Given the fashion for "eco" trends and the growing demand for organic (ecological) products, it is safe to say that the "eco" menu, environmentally certified textiles and cosmetics used in the provision of services will certainly increase the rating of the hotel.

Environmental protection and the solution of key environmental problems are becoming increasingly important factors in the tourism sector and affect their competitiveness in the market, with the result that the key issue is their ability to manage environmental and mental indicators and establish efficiency in this process. In an extremely competitive market, sustainability is an advantage, and the success of hotels and restaurants depends on a safe and attractive environment. Tourists and guests of hotel and restaurant enterprises have a positive attitude to green hotel practices, which in literature are often called "green hospitality."

In accordance with international standards, the impact on the environment of hospitality industry enterprises is assessed in the following areas (Fig. 1.).

Eco-hotels are becoming increasingly popular. Many of them offer their services in megacities, thereby providing their customers with environmentally friendly food, water and room decoration from natural materials. The most prominent representatives of the hotel business, which popularize this approach to life, are eco-hotels.



**Fig. 1. Directions of influence on the environment of hospitality industry enterprises**

*Source: formed by the author*

Ecological hotel is environmentally certified housing that can improve the environment by minimizing its own negative impact on the environment. Typically, eco-hotels are located in environmentally friendly natural areas, built from environmentally friendly building materials, they use renewable energy sources for energy supply, introduce organic nutrition and waste disposal programs, etc. The introduction of innovative environmental technologies in hotels aims to save time, money and energy. Not surprisingly, the way to them lies through the use of natural energy.

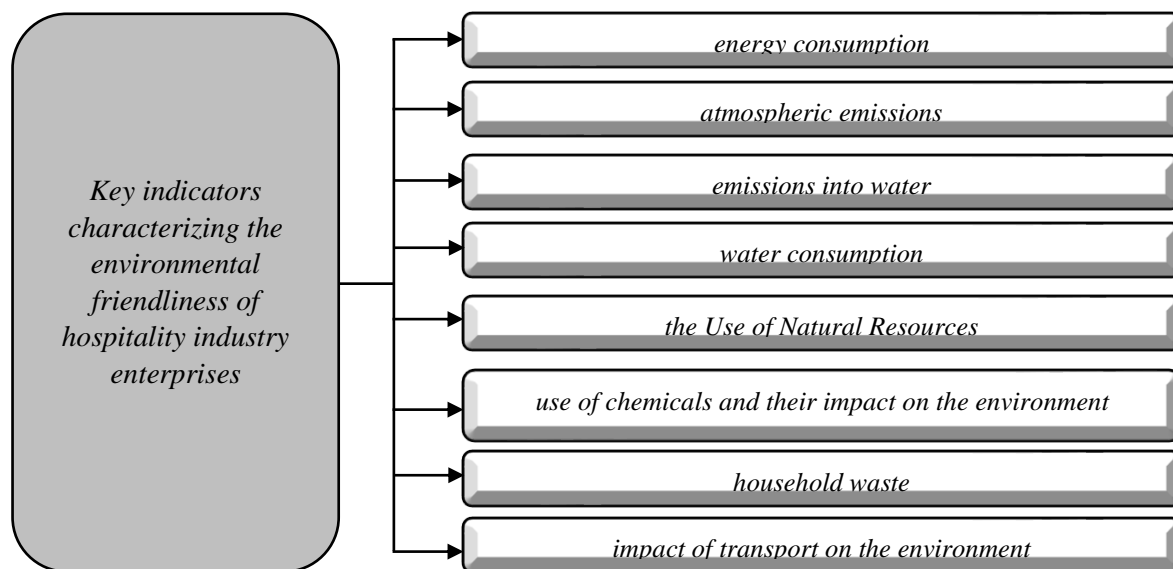
The program "ecology at the enterprises of the hospitality industry" does not always require radical decisions - any trifles are important: automatic opening/closing of doors, automatic plumbing on infrared rays, energy-saving lamps, electric soap dishes, the use of paper packaging instead of plastic, etc.

Marketing management and environmental activities of hospitality industry enterprises are based on such basic criteria (Fig. 2) developed by the international committee. Also, national criteria are added to the international evaluation system by the national representative in each country, which take into account local characteristics, but should not contradict international standards.

In the economic sector, hospitality industry enterprises are one of the key industries with high growth rates. Similarly, the hotel and restaurant business have a significant impact on the natural, social and economic environment, contributing to climate change, noise and pollution, biodiversity loss, waste generation, among other environmental, economic and social problems. Given this situation, hotel and restaurant enterprises should develop strategies that will allow them to manage these consequences, using operational, administrative and financial resources

and, at the same time, they should be able to respond to the requirements of stakeholders. These strategies are known as sustainable strategies, which

demonstrate the integration of social and environmental issues in the operations of companies, as well as in their interaction with stakeholders.



**Fig. 2. Criteria for environmental activities of hospitality industry enterprises**

Source: formed by the author

Scientific studies of world scientists indicate that more and more enterprises of the hospitality industry are engaged in activities related to sustainability and broadcast their efforts in this matter to their guests and the public. This Eco trend is mainly due to strong competition in the sector, high customer demand, as well as reputation management and brand protection.

Eco trends in the hospitality industry in modern conditions are mainly based on three aspects:

1. Rational and correct use of natural resources, supporting important environmental processes; help and support the conservation of natural heritage and biodiversity.

2. Respect the sociocultural authenticity of communities engaged in tourism activities, preserving cultural heritage, traditional values and promoting understanding and tolerance between cultures.

3. Provide economically viable and lasting operations, facilitate socio-economic benefits to all stakeholders, including stable employment and opportunities for economic growth, and provide social services to local communities, helping to reduce poverty.

Given the impact of tourism activities in these areas, it is important that the development of this area addresses all dimensions of sustainability from a holistic point of view. In addition, sustainability also has a significant impact on destination branding. Sustainable environmental development of hospitality industry enterprises requires the involvement of all stakeholders, including academics and political leadership to ensure broad participation and consensus between the parties. This is a continuous process that requires constant monitoring of exposure, the introduction of both preventive and corrective measures that

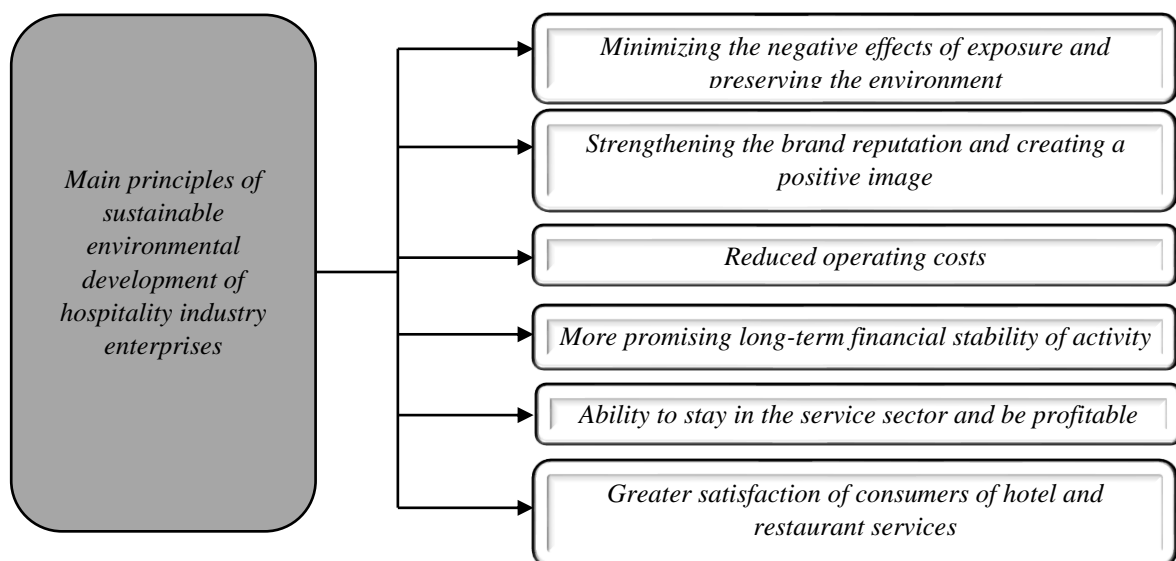
may be necessary. In this context, the scientific community should promote tools and standards that promote the integration of the principles of sustainable tourism into practice.

Negative changes in the environment require the enterprises of the hospitality industry to more sustainable development goals, which should be aimed at the Eco trends of our time, namely, saving resources such as water and energy. An equally important problem today is the impact of greenhouse gases. According to international organizations, greenhouse gas emissions by hospitality industry enterprises are 8%. Large hotel and restaurant complexes cause significant carbon footprints, and thus one of the goals of the environmental development of service enterprises is to successfully reduce the carbon footprint.

An environmental focus that is contextually specific is usually demonstrated on the basis of three

components: social, economic and environmental. The main objective of the environmental development of hospitality industry enterprises is reflected in the implementation of a promising sustainable operating business in order to reduce the negative consequences of the activities of these enterprises and protect and preserve the environment. This, in turn, will have additional benefits for all regional communities, including the economic one.

Basic environmental characteristics such as size, group membership, competitor diversification, organizational characteristics, star rating and ISO certification can have an impact on the productivity of hospitality industry businesses. The main principles of sustainable environmental development of enterprises of the hospitality industry are the following (Fig. 3.).



**Fig. 3. Main principles of sustainable environmental development Hospitality Industry Enterprises**

Source: formed by the author on the basis of



*In international practice, more advanced indicators of greening of hospitality industry enterprises are used (Fig. 4):*



**Fig. 4. International indicators of greening of hospitality industry enterprises**

Source: formed by the author

On the other hand, as noted above, the introduction of environmental orientation at the enterprises of the hospitality industry contributes to significant financial benefits, namely:

- minimization of operating costs;
- reducing energy costs;
- improving the efficiency of the operating business, etc.

For a comprehensive assessment of the effectiveness and implementation and compliance with environmental sustainability indicators at the enterprises of the hospitality industry, it is necessary to assess the

impact of this business on the environment. Such evaluation includes:

- use of innovative technologies;
- the real state of the enterprise;
- evaluation of the introduced initiatives aimed at increasing personal responsibility;
- environmental protection.

It is also worth forming a set of measures that will provide the opportunity to conduct constant monitoring and analysis of environmental indicators.

A prerequisite for assigning the status of "ecological enterprise" to the hospitality industry is its environmental certification, which is carried out by a competent independent organization,



of which there are quite a few in the world today.

Conclusions. The development and maintenance of the direction of environmental certification is one of the key decisions of the marketing management of tourism enterprises, which will contribute to the effective transition of mankind to a model of sustainable development and consumption. The demand for products and processes that meet environmental requirements is growing not only in Ukraine but also in the world. Increasingly, consumers are more

consciously approaching the choice of goods and services, taking into account the possible impact on the environment during their production and the number of resources spent on their manufacture. It should be noted that consumers in developed countries of the world prefer products that have an innovative nature of manufacturing, that is, minimal impact on the environment, the availability of a modern material and technical base from the manufacturer, a resource-saving approach to the organization of technological processes.

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