

Russian millennial students' perceptions about Green Hotels in Saint-Petersburg

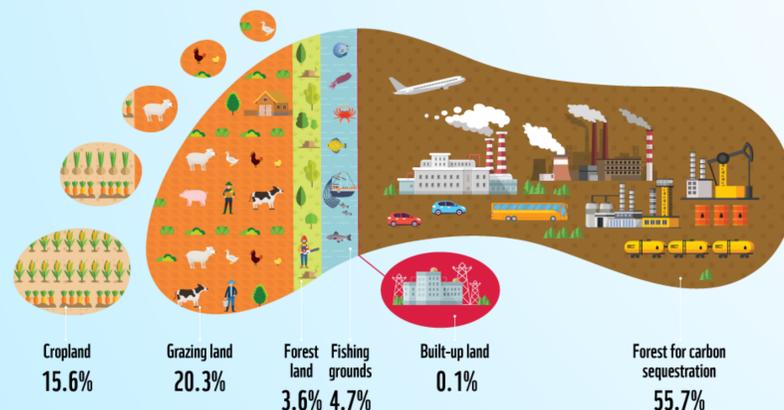
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Introduction

In today's world, the environmental situation is becoming increasingly important as we witness global warming, changing weather conditions and massive environmental pollution.

As follows from the report of the UN Commission on environmental problems (UNEP), the forecast of human development until 2032 is disappointing. More than 70% of the earth's surface will be deformed in one way or another, more than 1/4 of all species of flora and fauna will be irretrievably lost.

St. Petersburg is the second largest city in Russia and the architectural monuments of the city are included in The UNESCO world heritage list. The market of eco-hotels in the cultural capital of Russia is still in the process of development, but many hotels are keen on the new trend.



Reference

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Aim

- Review the existing eco-hotels in St. Petersburg, give examples of successful hotels in Russia and accurately determine the criteria of eco-hotels.
- Determine why being Green nowadays is so fashionable and important

Objectives

1. To determine the environmentally-friendly practices in hotels in Saint-Petersburg and Russia and establish the contribution that hotels are making towards mitigation of the negative environmental effects.
2. Conduct quantitative research out from stakeholders that employ the strategy of the case study in Russia.
3. The results could guide managers in the implementation of environmentally-friendly practices in an effort to mitigate environmental problems facing the present generation.

Literature Review

- According to a study by the Travel Association of British Travel Agents (2011), every third vacationer believes that in addition to the traditional (number of stars) hotels should have an ecological rating.
- People who are strongly involved in the protection of the environment are likely to purchase products that will cause minimal harm to the environment. (Mainieri et al., 1997).
- Hotel owners Bob and Stefan Millers argue that their laundry costs have decreased by two-thirds, due to the fact that they have placed a green sign in the bathrooms (Saratoga Springs, NY., 2016).



Anticipated Findings

Demonstrate the benefits of opening this segment of hotels in the city, which will lead to an increase in popularity among tourists
It isn't enough just to get the status of eco-hotel, it needs to pass international certification and constantly maintain it. Confirmation of compliance with the requirements of international eco-standards will allow the hotel to position itself as a socially and environmentally responsible business and increase the interest of guests, partners and the media in its activities.