

УДК 339.138

JEL M3

DOI: <http://doi.org/10.25728/econbull.2022.4.7-loginova>

FEATURES OF CREATION AND PROMOTION OF ECO HOTELS AND GLAMPINGS IN THE MOSCOW REGION

Loginova Nadezhda Victorovna

*Plekhanov Russian University of Economics, Moscow, Russia,
e-mail: nloginova2001@gmail.com; SPIN-code: none; ORCID: none*

Lukina Anastasia Vladimirovna

*Plekhanov Russian University of Economics, Moscow, Russia,
e-mail: Lukina.AV@rea.ru; SPIN-code: 2339-5743; ORCID: 0000-0003-2455-3622*

Abstract: The study considers the organization and promotion of eco hotels in Russia, namely the Moscow region, to minimize the negative impact on the environment. The history of the emergence of eco hotels and glampings, the principles and norms that this type of habitation must comply with in order to be considered environmentally friendly are considered. Based on statistical data, Russia's position in the world ranking of the spread of eco-friendly recreation was studied, along with Moscow's positions in the ranking of the country's regions. The main advantages and disadvantages of glampings are determined, which must be considered when building eco hotels. The article describes the results of a survey of respondents-residents of Moscow and the Moscow region on the topic of ecotourism and reveals their attitude to the spread of eco-friendly hotels, as well as their interest in reducing consumption. As a result, recommendations were made to attract the target audience to eco-friendly recreation in glamping.

Keywords: glamping, recreation, protection, environmental responsibility, eco hotels, ecotourism, target audience

ОСОБЕННОСТИ СОЗДАНИЯ И ПРОДВИЖЕНИЯ ЭКО- ОТЕЛЕЙ И ГЛЭМПИНГОВ В ПОДМОСКОВЬЕ

Логинова Надежда Викторовна

*РЭУ им. Г.В. Плеханова, Москва, Россия,
e-mail: nloginova2001@gmail.com; SPIN-code: нет; ORCID: нет*

Лукина Анастасия Владимировна

*РЭУ им. Г.В. Плеханова, Москва, Россия,
e-mail: Lukina.AV@rea.ru; SPIN-code: 2339-5743; ORCID: 0000-0003-2455-3622*

Аннотация: В исследовании рассматривается организация и продвижение экоотелей в России, а именно Московской области, для минимизации негативного воздействия на окружающую среду. Рассмотрена история возникновения экоотелей и глэмпингов, принципы и нормы, которым должен соответствовать этот вид жилья, чтобы считаться экологически чистым. На основе статистических данных изучены позиции России в мировом рейтинге распространения экологичного отдыха, а также позиции Москвы в рейтинге регионов страны. Определены основные преимущества и недостатки глэмпингов, которые необходимо учитывать при строительстве экоотелей. В статье описаны результаты опроса респондентов-жителей Москвы и Московской области на тему

экотуризма и выявлено их отношение к распространению экологических отелей, а также их заинтересованность в снижении потребления. В результате были даны рекомендации по привлечению целевой аудитории к экологичному отдыху в глэмпинге.

Ключевые слова: глэмпинг, рекреация, охрана, экологическая ответственность, экоотели, экотуризм, целевая аудитория.

Introduction. To date, the issues of nature and environmental conservation are quite sharp not only in Russia, but throughout the world as a whole. The depletion of natural resources, the reduction of forest area, the pollution of soil and groundwater, the decrease in the diversity of animals and plants are not all the environmental problems faced by the world in the 21st century.

Leading countries are changing environmental legislation, world business is trying to invest in projects that are safe for nature, environmental trends in conscious consumption, partial rejection of plastic, etc. According to the results of a study of the choice of responsible consumers, the share of environmentally conscious consumers in Russia is growing. Thus, 73% of respondents demand environmental responsibility from business, 62% feel guilty when they commit actions that damage the environment [1].

The development of the trend of eco-friendly recreation. The tendency to reduce consumption, a responsible approach to the environment, a careful attitude to nature is visible in many areas today: a partial transition to electronic document management, the emergence of electric buses in Moscow, using batteries as a power source for an electric motor, the collection of plastic in many regions of Russia for further processing, as well as the desire of people for a more environmentally friendly rest, consisting in preserving unique landscapes in their original form and educating people to take care of nature.

It was founded the hospitality industry creates a lot of environmental pollution by emitting greenhouse gases (GHGs) [2]. According to Aboelmagd M. [3] as cited in Sadiq M. et al [4] almost 75% of the total environmental pollution caused by the hospitality industry are caused of unsustainable consumption of natural resources such as overconsumption/wastage of water, energy, and foods, resulting into growth of environmental concern and awareness of environmental issues and forming a trend for ecotourism development. Ecotourism was formed in Western countries when a lot of tourists got tired of the culture of consumption: from the excesses of food, overspending of goods, food, electricity, water, staying in hotels with unlimited access to food. According to Sadiq M. et al [4] this approach has become more and more visible and 61% of global travellers prefer visiting eco hotels.

Many people confuse two different phenomena: eco hotels and ecotourism. The latter implies the maximum unity of the vacationer with nature, the rejection of the benefits of civilization, accompanied by volunteer assistance in cleaning and preserving forests and reservoirs in their natural form. Eco hotels, on the other hand, work on the principle of maintaining comfortable conditions for guests to stay, but do not imply volunteering. This type of hotel is aimed at reducing costs, saving water, electricity, and other fossils [5]. This article deals with the issue of organizing eco hotels to identify prospects in the popularization of economical recreation among Russian tourists.

The most common hotels with an emphasis on ecology are currently in European countries and the United States, which is mostly explained by the developed environmental consciousness of people. Asian countries have also picked up the trend of such hotels [6].

In Russia, the eco hotel development program started in 2010: the first hotel to receive the Green Key was the «Cronwell Inn Stremyannaya» located in St. Petersburg [7].

However, despite the mass distribution of hotels that have been awarded the Green Key mark, there are no fully ecological hotels in Russia yet [8]. Experts in the ecotourism industry note that the specificity of an eco-hotel consists of several indicators: the introduction of various programs in the hotel to reduce energy consumption or have a positive impact on the environment, reduce water costs and use light-saving technologies [9]. In addition, these programs must be evaluated and approved by a special expert commission, which determines whether the hotel is environmentally friendly.

In the United States it is evaluating by USGBC - United States Green Building Council [10]. USGBC commission experts conduct reviews of eco hotels: they award hotels "stars". Experts pay special attention to the use of non-toxic building materials in the construction of the hotel, to the possibility of saving resources. These types of hotels offer the option of not cleaning to customers to optimize the cost of detergents, water, laundry, which reduces energy consumption. Table 1 below shows the statistics of eco hotel placements around the world.

Table 1

Countries leading by the number of eco hotels

	Country	Number of eco hotels
1.	Italy	3 500+
2.	Germany	2 400+
3.	France	2 000+
4.	Austria	1 900+
5.	Brazil	1800+
6.	Spain	1 700+
7.	USA	1 300+
8.	Turkey	1 000+
9.	Greece	1 000+
10.	Great Britain	850+

Source: developed by the authors based on [11]

Table 1 shows that Russia is not in the top 10 countries in terms of eco hotel market size - it ranks 19th in the world ranking. In Russia, there are only 450 registered and sold on OneTwoTrip [11].

Most eco-friendly hotels and hostels in the world, for example, have eliminated the use of disposable soap and toiletries, offering guests shampoo and shower gel in large containers, which reduces the amount of consumption and waste from each visitor.

The most common phenomenon for European, Polish, and German hotels, is the installation of motion sensors in the corridors and public areas of hotels, respectively, the light turns on only when a person enters premises. Some hotels offer guests to turn the lights on and off on their own, even in the corridors. However, many hotel owners are not ready to take such measures, as they expect a drop in demand, and as a result of a decrease in profits [12]. Despite this, their fears are not supported by statistics. It can be said that many tourists today consciously choose hotels marked “eco” and are ready to pay the same money for an eco-friendly vacation, even though the vacation may be less comfortable. Meanwhile, many well-known international networks that are not recognized as environmental in recent years have been participating in an action to collect

soap used by guests. It is not recycled but is recycled: new pieces of soap are sent to countries in Africa and Asia with the greatest problems with sanitation [13]. Such hotels are respected by ecotourists for their initiative.

Eco restaurants began to appear in many hotels [14]. Guests often choose these hotels knowing that the restaurant will serve dishes prepared with products produced on an organic farm. Many hotels are achieving environmental status by introducing many vegetarian dishes and reducing the consumption of plastic bags and the exploitation of many packaging. Proper waste processing in a hotel is considered a big plus when evaluating hotels, eco hotel sites sometimes pay a lot of attention to this. Well-known among eco tourists' sites allow guests not only to choose eco hotels according to their itinerary, but also to find out how they are evaluated by eco experts [15].

Results of a study on the choice of eco-friendly hotels by residents of Moscow and the Moscow region. Below are the results of a mini survey consisting of 7 questions, the respondents of which were 20 residents of Moscow and the Moscow region, on the topic of awareness of the existence of eco hotels in Russia, as well as the desire to visit such a hotel [16]. The most respondents were aged by 18-25 years (65%) (see fig. 1).

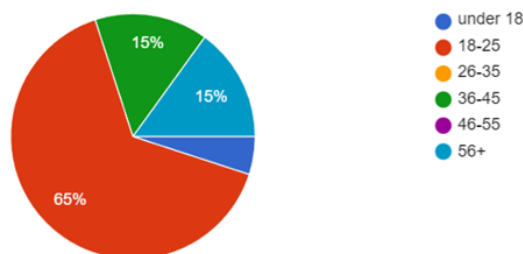


Figure 1. Age of respondents.

Source: developed by the authors

The experts defined the relationship between the environmental concern and awareness of environmental issues and traveler's preferences to visit eco-friendly hotels [4] therefore the question "Are you interested in the topic of ecology" was asked to respondents. The majority (60%) answered that "yes, but without enthusiasm"; 25% of respondents gave a positive answer, the least answers (15%) received the answer "no" (fig. 2). The obtained results show the high level of the interest in the ecology (85 %) on the one hand but on the other hand 60 % of respondents confessed that they did not feel much enthusiasm for this.

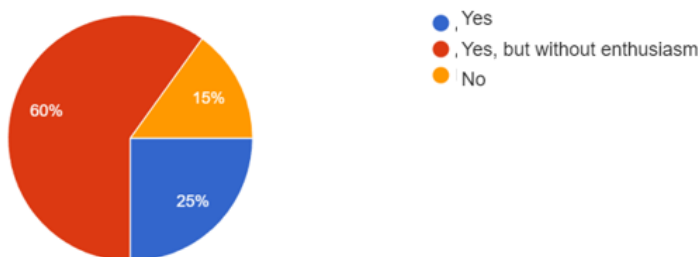


Figure 2 Interested in the topic of ecology.

Source: developed by the authors

The next question was: "How often do you go on vacation in nature?". This question was aimed at identifying the interest of respondents in recreation outside the city to further determine a loyal group that in the future will be interested in rest in eco hotels.

30% of respondents travel outside the city several times a month. Less often 60% leave. Those who prefer to rest within the city were 10% (fig. 3).

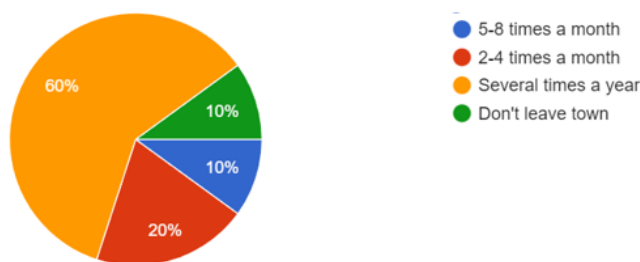


Figure 3 Frequency of leaving the city.

Source: developed by the authors

Before the next question, respondents were given brief information about eco hotels for familiarization, which sounded like this: "Glamping is a type of camping that combines the comfort of a hotel room with the possibility of outdoor recreation, while minimizing the negative impact on the environment (for the construction of rooms do not cut down the forest, offer farm food, use light-saving lamps ...). A person's daily consumption of resources is reduced by 30%."

To the question "Have you heard about eco hotels (glamping) earlier, 70% of respondents gave a positive answer. The remaining 30% have heard about this type of hotel for the first time (fig. 4).

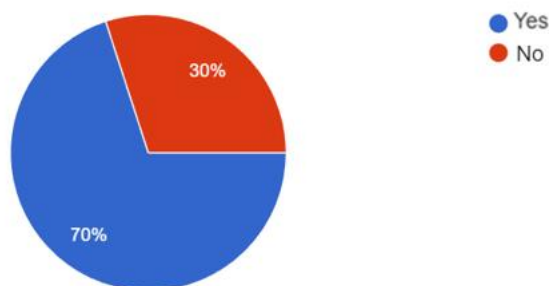


Figure 4 Eco hotel awareness.

Source: developed by the authors

According to the results of the survey 85% of respondents would like to visit an eco hotel and 15% of them would not like to visit or doubt their desire (fig. 5).

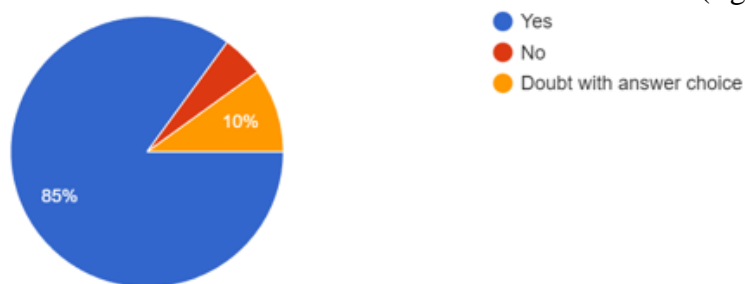


Figure 5 Desire to visit an eco hotel.

Source: developed by the authors

The next question was asked to respondents to identify the reason for interest when choosing an eco hotel. 30% of respondents like the idea of recreation, which would reduce the negative impact on nature. 45% argue it is definitely excited to visit an eco

hotel. 25% tend to believe that eco hotels are unusual. None of the respondents chose the answer «eco hotels are popular» (fig. 6).

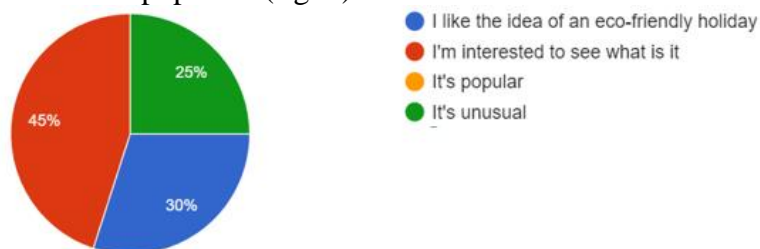


Figure 6 Reason for wanting to visit an eco hotel.

Source: developed by the authors

The respondents were asked about acceptable price for the eco hotel. 30% of respondents do not see the point of overpaying, while the remaining 70% would overpay for a room in an eco hotel (fig. 7).



Figure 7 Affordable price per night in an eco hotel.

Source: developed by the authors

Based on the results of the survey, the majority of respondents - residents of Moscow and the Moscow region are interested in an environmentally friendly hotels and are ready to pay extra for a room in it.

The minimum requirements for eco hotels today are using of [17]:

- non-toxic cleaners and washing powders;
- eco-friendly materials and Green Building technologies;
- energy saving technologies and equipment;
- renewable energy sources;
- locally produced organic or green products for cooking;
- natural conditioning system;
- reuse water for technical needs;
- non-smoking rooms.

Based on foreign practice, the unique differences between eco hotels and other hotels are that the former are most often located in places close to protected natural areas. Harmonious neighborhood with nature, in which there is no negative impact on nature, the environment is not polluted by the waste products of tourists, determines the environmental orientation of the hotel. Environmental technologies are used by hotels decrease the nature pollution and build competitive advantage for hospitality companies. Regarding waste, ecological hotels apply a policy based on six main areas of waste disposal and management [18]:

- reduce;
- refill;

- replace;
- reuse;
- recycle;
- repair.

However, ecological hotels are not only waste-free production and environmentally friendly food. In fact, these are hotels of the future, applying the latest technologies for saving and regenerating water and electricity. In developed countries, hotels that promote and maintain a level of environmental protectionism usually carry an eco-label by which visitors can identify an eco-friendly hotel. In the central cities of Russia there are hotels, for example, the company Rezidor, which have become holders of international environmental certificates "Green Key". It can be assumed that the average level of environmental literacy will influence the choice of eco-technologies [19].

Having studied the offers for eco hotels in Moscow and the Moscow region on the booking site "Tourister" [20] it can be concluded that not many hotels meet the requirements of eco-friendly hotel and use the label of "eco-friendly" or "green" in order to attract conscious customers. Interestingly, Moscow today ranks only seventh in terms of the number of eco hotels according to the online travel service OneTwoTrip, Moscow region- on the 3rd place, which means that there is a need to popularize this type of recreation in the city [21]. Statistics can be seen in the table below.

Table 2

Russian regions leading by the number of eco hotels

1.	Krasnodar region
2.	Kaliningrad region
3.	Moscow region
4.	Vladimir region
5.	St. Petersburg
6.	Stavropol region
7.	Moscow
8.	Yaroslavl region
9.	Irkutsk region
10.	Tver region

Source: developed by the authors based on [21]

Considering the eco hotels it should be important to study "glamping". This is a campsite or recreation center with spacious tents instead of the usual tents. This type of "hotel" can be called the most environmentally friendly because construction of glamping does not damage used territory (tents neatly fit into the landscape zone), and visitors consciously spend energy and enjoy unity with nature.

The main advantages of glamping include:

- remoteness from civilization;
- authenticity: the interior maintains the beauty of the natural and culture without causing harm;
- comfortable living despite the remoteness from the urban area;
- promotion of ecological tourism and extremely careful attitude to nature;
- well-thought-out leisure options organized by the hotel on request.

Now, there are more than 40 glampings in the Moscow region. Their average price is 8-9 thousand per night, which exceeds the average price for ordinary hotels of average service.

The disadvantages of glamping on the territory of the Moscow region can be considered:

- difficult to find suitable wilderness area for glamping in Moscow region;
- low accessibility (it is necessary to have a car to get to the glamping it is almost impossible to do by public transport);
- security, including fire safety;
- size of the segment (this type of eco hotel is attractive only for those who are willing to give up some of the amenities while staying in nature).

Based on the peculiarities of the location of glamping, it is possible to identify the target audience of this type of recreation: couples aged 18-45 with their own personal transport interesting in ecology and would like to take a break from the bustle of the city for weekend.

Method of communication with this target audience: advertising in social networks, official website. Another way to stimulate the demand of target audience is opinion leader comments and word-of-mouth advertising of rest in glamping. The pricing policy are very important for the success of eco hotel and especially for glamping. The research showed that a third of respondents are not ready to overpay for accommodation in an eco hotel. This means that it would be necessary to stimulate first purchases, may be to offer a discount for the first booking or for accommodation of friends of the customer.

Conclusions. Thus, this scientific article confirms the facts about the increasing interest of the inhabitants of Russia (Moscow and the Moscow region) in the topic of reducing the negative impact on the environment. People strive to make eco-friendly not only their daily life, but also leisure, giving preference to eco hotels. This trend can be tracked based on foreign practice. The article presents the results of a survey of respondents on the topic of attitude to ecotourism in general and the desire to sacrifice part of the amenities to reduce their usual consumption. Based on the conducted analysis a few recommendations were given on the promotion of eco hotels for Russian tourists.

References

1. GfK Consumer Life (2017) 'Global Consumer Trends'. [online] Available at: <https://www.gfk.com/ru/press/issledovanie-gfk-globalnye-potrebitelskie-trendy/> (Downloaded: 01/11/2022).
2. Nimri R., Patiar A., Jin X. 'The determinants of consumers' intention of purchasing green hotel accommodation: Extending the theory of planned behaviour', *Journal of Hospitality and Tourism Management*, 2020, vol. 45, pp. 535-543, [online] Available at: <https://www.sciencedirect.com/science/article/abs/pii/S1447677020302291> (Downloaded: 01/11/2022).
3. Aboelmaged M. 'Direct and indirect effects of eco-innovation, environmental orientation and supplier collaboration on hotel performance: an empirical study', *Journal of Cleaner Production*, 2018, vol. 184, pp. 537-549. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S0959652618305110> (Downloaded: 02/11/2022).
4. Sadiq M., Adil M., Paul J. 'Eco-friendly hotel stay and environmental attitude: A value-attitude-behaviour perspective', *International Journal of Hospitality Management*, 2022, vol. 100, 103094, Available at: <https://doi.org/10.1016/j.ijhm.2021.103094> (Downloaded: 01/11/2022).
5. Rahmana I., Reynolds D., 'Predicting green hotel behavioral intentions using a theory of environmental commitment and sacrifice for the environment', *International Journal of Hospitality Management*, 2016, vol. 52, pp. 107-116. (Downloaded: 01/11/2022).

6. Grandtour.ru (2013). 'Asian countries develop ecotourism'. [online] Available at: <https://grandtour.ru/article/china/ekoturizm/26585/strani-azii-razvivayut-ekoturizm/> (Downloaded: 04/11/2022).
7. Cronwell Inn Stremyannaya Hotel (2010). *Official Website of Cronwell Inn Stremyannaya Hotel*. [online] Available at: <https://www.stremyannaya-hotel.ru/news/JEko-markirovka-Zeljonij-kljuch.html>. // (Downloaded: 01/11/2022).
8. Vuzlit.com (2019). 'Features of the development of the eco hotel industry'. Available at: https://vuzlit.com/352084/osobennosti_razvitiya_industrii_ekooteley/. (Downloaded: 03/11/2022).
9. Horeca-magazine.ru (2018). 'Eco hotel in the metropolis: features of the concept'. [online] Available at: <https://www.horeca-magazine.ru/article/5866/>. //Downloaded: 04/11/2022).
10. USGBC (2022). *U.S. Green Building Council Official Website*. [online] Available at: <https://www.usgbc.org/> // (Downloaded: 01/11/2022).
11. Onetwotrip (2019). 'Countries and regions of Russia with the most eco-friendly hotels'. [online] Available at: <https://www.onetwotrip.com/ru/landings/about/news/pageNews/ecohotels/>. // (Downloaded: 01/11/2022).
12. Hotel.report (2013). 'Eco hotels - love for nature at the service of hoteliers'. [online] Available at: <https://hotel.report/technology/ekooteli-lyubov-k-prirode-nasluzhbe-u-otelerov/>. // (Downloaded: 05/11/2022).
13. AcsLocks.com (2022). '8 ideas of eco hotel'. [online] Available at: <https://www.acslocks.com/ru/eco-friendly-hotels/>. // (Downloaded: 05/11/2022).
14. Romani-hotel.ru (2022). 'Eco hotels: features, benefits, reasons for popularity'. [online] Available at: <https://romani-hotel.ru/novosti/eko-oteli-osobennosti-preimushhestva-prichinyi-populyarnosti/>. // (Downloaded: 04/11/2022).
15. Allbest.ru (2014). 'The role of eco hotels in the system of ethnographic tourism'. [online] Available at: https://otherreferats.allbest.ru/sport/00565570_0.html/. // (Downloaded: 04/11/2022).
16. Loginova, N. (2022). *Survey 'The attitude of residents of Moscow and the Moscow region to eco-friendly recreation'*. Available at: <https://forms.gle/gqjb5YwiWb1A8XkW6>.
17. "International Green Key", (2020). *Green Key Official Website*. [online] Available at: <https://www.greenkey.global/> // (Downloaded: 05/11/2022).
18. Chen M., Tung P. <https://www.horeca-magazine.ru/article/5866/36>, pp. 221-230. Available at: <https://doi.org/10.1016/j.ijhm.2017.09.006> // (Downloaded: 01/11/2022).
19. Tzschentke N., Kirk D. Lynch P. A. 'Reasons for going green in services accommodation establishments', *International Journal of Contemporary Hospitality Management*, 2004, vol. 16, no. 2, pp. 116-124. Available at: <https://doi.org/10.1108/09596110410520007> // (Downloaded: 05/11/2022).
20. Turister.ru, (2022). *Turister Official Website*. [online] Available at: <https://www.turister.ru/publications/1330/> // (Downloaded: 04/11/2022).
21. "Bez format", (2022). 'Top of countries and Russian regions with the most eco hotels'. [online] Available at: <https://moskva.bezformata.com/listnews/bolshe-vsego-ekologichnih-otelej/76913391/> // (Downloaded: 02/11/2022).

Поступила в редакцию 3 декабря 2022 г.