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### **Management of the Informational Potential of Eco-Hotels in the Conditions of Sustainable Development of Hospitality and Tourist Destinations Based on Agricultural Enterprises in Ukraine**

**Abstract. Introduction.** Ukraine is one of the most urbanized European countries, as almost 70% of the population lives in cities, which leads to certain environmental problems. A high concentration of man-made objects contributes to environmental pollution and reduces the comfort of living. The main sources of urban air pollution are transportation, energy systems and industry. Man's careless attitude towards nature has led to a catastrophic and critical state of the habitat. Hotel companies began to actively participate in saving the environment by introducing the concept of environmental management into their activities. Eco-hotels are hospitality establishments that operate according to the principle of harmonious neighborhood with nature, without polluting the environment. The implementation of innovative environmental technologies in hotels aims to save time, money and energy. Today, eco-hotels are becoming more and more popular and are opening everywhere. Some of them offer services in megacities, providing guests with clean water, food and natural materials for decorating rooms. The location of eco-hotels in the centers of megacities is currently complicated by the unsatisfactory state of atmospheric air and limited opportunities to use natural energy resources, while rural areas are better suited for this task. The development of the informational potential of eco-hotels in the conditions of sustainable development of the field of hospitality and tourist destinations based on agro-enterprises in Ukraine will solve the problem of popularization of ecotourism, development of rural areas and better preservation of the environment. In combination with the variety of recreational opportunities offered by rural destinations, eco-hotels created on the basis of agricultural enterprises have a chance to become an impetus for the development of eco-tourism in Ukraine.

**Purpose.** The purpose of the study is to analyze the hospitality industry in Ukraine to determine the place of eco-hotels in the general structure of enterprises and to propose rational approaches to the use of resource potential of rural areas of Ukraine for the development of eco-tourism based on the expansion of information capabilities.

**Results.** The greening of social life leads to the penetration of sustainable technologies into the hotel business, which is why eco-hotels created on the basis of agricultural enterprises gain special relevance. Management of the information potential of eco-hotels ensures the efficiency of their work, attracting customers, building alliances with local self-government bodies of communities, etc. Development of an effective system of information collection and analysis in eco-hotels is a necessary condition for their promotion and development.

**Conclusions.** Effective management of information resources in eco-hotels can provide numerous advantages, such as wide access to the target audience, extensive advertising opportunities, and automation of reservation and ordering processes. Effective management of information potential in hotel and restaurant companies requires the establishment of internal processes for collecting, analyzing, and exchanging data during enterprise resource planning. This includes operating databases,

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*planning warehouse logistics, calculating wages, communicating with customers and suppliers, and other relevant tasks. Therefore, the implementation of automated information management systems is critical to efficiently address the pressing challenges facing the hospitality industry. It is crucial to recognize that the growth of ecotourism, based on agricultural enterprises, requires a delicate balance between the development of tourism and the preservation of nature.*

**Keywords:** information; hospitality industry; eco-hotels; farms; tourist destinations; management; sustainable development

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### **Управління інформаційним потенціалом еко-готелів в умовах сталого розвитку гостинно-туристичних дестинацій на базі сільськогосподарських підприємств України**

*Україна є однією з найбільш урбанізованих країн Європи, оскільки майже 70% населення проживає у містах, що породжує конкретні екологічні труднощі. Висока кількість техногенних об'єктів призводить до забруднення навколишнього середовища і погіршує якість життя. Основні джерела забруднення повітря включають транспорт, енергетичні системи та промисловість. Байдуже ставлення до природи призвело до критичного стану навколишнього середовища. Готельні підприємства активно долучаються до збереження навколишнього середовища, впроваджуючи концепцію екологічного менеджменту. Еко-готелі – це господарські заклади, що працюють у гармонії з природою і не забруднюють навколишнє середовище. Впровадження інноваційних екологічних технологій у готелях спрямоване на зменшення витрат часу, грошей і енергії. Сьогодні еко-готелі стають все популярнішими та відкриваються повсюдно. Деякі з них надають послуги в мегаполісах, забезпечуючи гостей чистою водою, їжею і натуральними матеріалами для обробки кімнат. Розташування еко-готелів у центрах мегаполісів ускладнюється погіршенням стану атмосферного повітря та обмеженими можливостями використання природних енергоресурсів, тоді як сільська місцевість є більш відповідною для цього завдання. Розвиток інформаційного потенціалу еко-готелів в умовах сталого розвитку гостинності та туризму на базі агропідприємств в Україні дозволить вирішити проблему популяризації екологічного туризму, розвитку сільських територій та кращого збереження навколишнього середовища. У поєднанні з різноманітним видом відпочинку, що пропонують сільські дестинації, еко-готелі, засновані на базі сільськогосподарських підприємств, мають шанс сприяти розвитку еко-туризму в Україні.*

**Ключові слова:** інформація; гостинність; еко-готелі; ферми; туристичні дестинації; менеджмент; сталий розвиток.

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**Formulation of the problem.** The active industrialization, technologization and urbanization of society make the big cities less and less suitable for ecotourism. At the same time, the opening of eco-hotels requires not only the use of energy-saving technologies, waste processing and environmental restoration, but also the location in areas that do not suffer from environmental pollution.

Development of the information potential of eco-hotels opened on the basis of agricultural enterprises and farms in Ukraine is aimed at popularization of the countryside as an object of tourist visit. Development of a modern system of communication and advertising by information means can facilitate the process of attracting customers to eco-hotels located in rural areas. In addition to an ecologically clean environment, eco-hotels based on agricultural enterprises, farms or households

are able to provide visitors with an exclusive entertainment program, individualized diet and immersion in the unique atmosphere of the countryside. Investments in the development of eco-hotels based on agricultural enterprises, farms or households will contribute to the development of rural areas, popularize a responsible attitude to the environment, create additional jobs and provide income for state and local budgets.

**Analysis of recent research and publications.** The problem of developing the informational potential of "green" hotels has become the subject of study of many domestic and foreign scientists. For example, Dyadyuk M. and Fylypenko O. [1] studied the impact of the greening of the hotel industry on ensuring food security in the world. According to the scientists, the transition of hotels and restaurants to ecological working standards is

capable of improving the state of ensuring food security and environmental stability in the world. The research of Xue N., Chan E. and Wan L. continues the previous study on this topic, but focuses on eco-certification of hotels as a means of ensuring their compliance with the principles of sustainable development and stimulating business to meet the requirements of environmental legislation [2].

Burkovska A. and Romanchyk M. [3] point out the importance of effective human resources management to ensure the competitiveness of companies trying to meet ecological production standards and switch to eco-technologies. According to Gupta A., Dash S. and Mishra A. [4], hotel and restaurant businesses can achieve competitive advantages by strengthening relationships with customers to study their needs and create consumer demand for "green" products.

The role of gastronomic ecotourism in ensuring the economic development of regions is studied by Kiráová A. and Hamarneh I. [5]. According to the scientists, it is the ecological direction of the development of the hospitality industry that has the potential for successful implementation in the coming years. Scientists attach special importance to the development of information systems, as well as networks of data collection and analysis in "green" enterprises of the hotel and catering industry, in order to ensure effective contacts with customers and to provide a high level of satisfaction of their needs.

Scientists [6-10] emphasize the importance of transition to ecological management principles, including in the field of hotel and catering. According to them, eco-hotels are aimed at preserving the health of guests, rational use of natural resources, and positioning themselves as responsible for the company's impact on the natural environment. In the modern world, people are paying more and more attention to ecology and interaction with the environment. The main reason for this is the gradual depletion of the world's resources due to increased consumption. Scientists [6-10] emphasize that in the fight for the consumer, hotel management is forced to develop strategies for its activities in order to offer a product that would most fully satisfy the needs and expectations of customers, be unique and better than others. Therefore, today accommodation facilities are beginning to use a new method of attracting consumers - the introduction of the "ecological hotel" concept, which is especially relevant in the period of global environmental and economic crises.

Researches of scientists [11-15] show that the use of eco-innovations provides certain competitive advantages for the tour operator, because hotel guests are more likely to prefer hotels that use modern technologies that minimize damage to the environment. Scientists [16-20] found that people prefer to live, work and rest in places that are safer for their health, therefore it is extremely important today for hospitality companies to provide ecologically prioritized services aimed at meeting the environmental needs of both individual consumers and

society as a whole. Scientists [21-25] note that eco-hotels are usually located in ecologically clean natural areas, they are built from environmentally hazardous building materials, they use renewable energy sources for energy supply, implement organic food and waste disposal programs, etc. Thus, according to scientists, the development of the eco-hotel business is a promising direction.

Scientists [26-32] have analyzed the issue of negative impact of tourist infrastructure accommodation facilities on the environment, which is quite significant (primarily, powerful hotel-restaurant and entertainment complexes). According to scientists, the activities of such facilities are often associated with excessive consumption of natural resources (fresh water, energy), water pollution due to the lack of perfect sewage treatment systems, and the production of a large amount of solid household waste. Scientists note that the concentration of a large number of such facilities in areas of high recreational value can lead to the deterioration of the aesthetic value of the landscape. According to scientists, the aggravation of problems related to the development of the hotel industry became an impetus for the development of eco-hotels.

**Formulation of research goals.** The purpose of the study is to analyze the field of hospitality in Ukraine to determine the place of eco-hotels in the general structure of enterprises and to propose rational approaches to the use of resource potential of rural areas of Ukraine for the development of ecotourism based on the expansion of information capabilities.

**Outline of the main research material.** In the wake of the global COVID-19 pandemic, hotels continue to adapt to new safety and hygiene standards to meet the demands of the pandemic. This includes the implementation of guest safety programs, improvements in cleaning systems, and changes in the organization of guest services. The use of technologies such as contactless check-in, electronic keys, mobile ordering of services and other digital initiatives to facilitate the guest's stay and reduce human contact is being widely implemented. In addition, there has been increased interest and demand for sustainable tourism, including vacations in remote, natural locations where crowds can be avoided and social distance can be maintained. Many hotels focus on preserving nature, implementing sustainable practices, and reducing environmental impact. Eco-hotels are becoming increasingly popular among those who want to rest with the environment in mind.

For example, some large hotels have shown great interest and commitment to sustainable development and environmental initiatives. There is increasing pressure on hotels to become more environmentally responsible and reduce their carbon footprint. This can include the use of renewable energy sources, waste reduction and sustainable resource management practices. The use of the latest technologies, such as

artificial intelligence, automation and digital initiatives, can be critical to improving guest service, efficient hotel management and ensuring competitiveness. Considering the significant distribution of the world's leading hotel chains (Fig. 1), we can expect a significant impact on the environment in the case of the adoption of

environmental initiatives by well-known hotel brands and the transition to work in accordance with the requirements of sustainable development. In addition, the significant information potential of such hotel chains will allow the spread of successful practices of greening services, attracting followers.

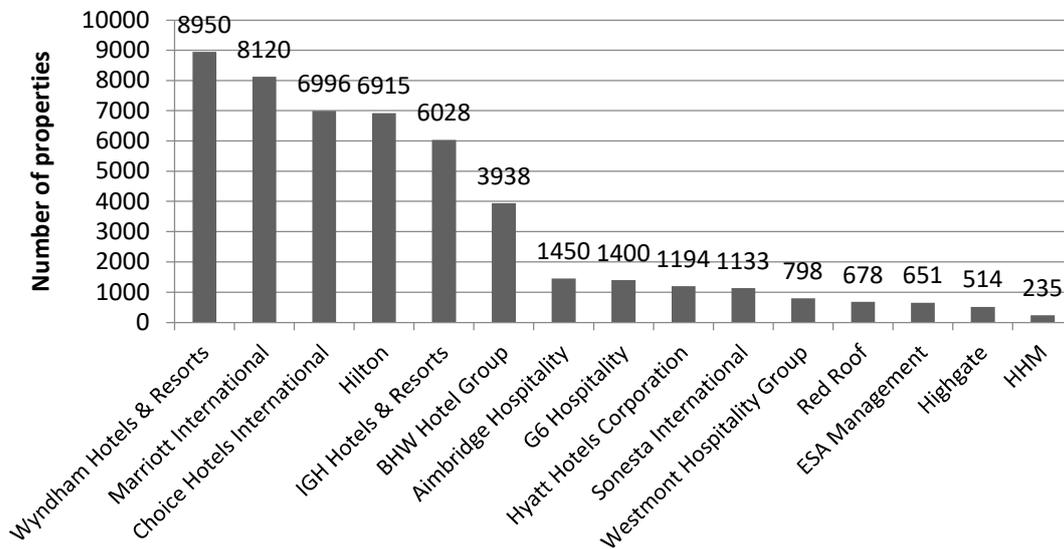


Figure 1 – Leading hotel companies worldwide as of June 2022, by number of properties

Source: built by the authors on the basis [33]

This puts Wyndham Hotels & Resorts at the top of the list of leading hotel companies based on the number of properties worldwide. As of June 2022, Wyndham had nearly nine thousand units in its global portfolio, solidifying its pivotal role in the global hotel industry. Notably, its main competitors, Marriot International and Choice Hotels International, reported 8,120 and 6,996 properties, respectively.

The landscape of the global hotel real estate market is characterized by intense competition and continued expansion, driven by the growing global traveler base. The dynamic nature of the industry means that a hotel company's property count is susceptible to fluctuations due to construction, acquisition or disposition activities. For instance, Wyndham's subsidiary, La Quinta Holdings, is adding 918 hotels to its property portfolio by 2022.

Looking at the lodging construction pipeline, the United States led the global charts in 2022 with the highest number of projects in development, with more than 5,000 properties as of the fourth quarter. Dallas emerged as the city with the most new lodging projects globally, underscoring the U.S.' status as one of the most prolific countries in terms of new lodging construction.

The information and potential of eco-hotels is determined by their ability to implement and utilize innovative technologies to conserve natural resources and minimize negative environmental impacts.

Eco-hotels use energy saving systems, renewable energy sources (solar panels, wind turbines) and efficient

water use systems. Intelligent energy and water management systems allow hotels to minimize losses and optimize the use of resources. Eco-hotels can provide guests with information about the hotel's environmental initiatives, such as tracking carbon emissions, using green materials in construction, and other environmental efforts. Many eco-hotels are seeking certifications that demonstrate their capacity for sustainable development. Eco-hotels can use the Internet of Things (IoT) to monitor and automate the management processes of energy-saving equipment, water supply, and other systems.

By using waste sorting and recycling technologies, eco-hotels can reduce their environmental footprint. Using advanced systems to automate hotel management processes helps optimize resources and reduce environmental impact. Hotels can develop and offer special packages for tourists that include eco-friendly experiences and activities. The development and implementation of such initiatives contribute to the creation of a sustainable hotel business that uses resources efficiently and reduces the negative impact on the environment.

Assessing the sustainability of the world's largest hotels can be an important task, as it depends on the different criteria and initiatives that each hotel adopts. However, some hotels are known for their high level of environmental protection and implementation of environmental initiatives (Table 1).

Table 1. Eco-friendly profile of the largest hotels in the World

Hotel's name	Country of location	Eco-initiatives and achievements
Park Hyderabad	India	This hotel has been certified LEED Platinum, the highest level of Leadership in Energy and Environmental Design certification. It uses renewable energy and water sources, has a rainwater harvesting system and other green technologies.
Soneva Fushi	Maldives	This hotel is famous for its environmental initiatives, such as the use of solar panels, processing its own waste, as well as active participation in nature conservation projects.
The Brando	French Polynesia	This hotel is located on a private island, The Brando Hotel uses 100% renewable energy, includes efficient air conditioning and water purification systems.
Borgo Pignano	Italy	This hotel actively uses renewable energy, has its own garden where food is grown for the restaurant, and strives for sustainable development.
The Ritz-Carlton	China	The hotel is LEED Gold certified. It uses environmentally friendly technologies to manage energy and water resources.
Six Senses Yao Noi	Thailand	This hotel is actively involved in environmental activities, including the use of renewable energy, waste recycling and nature conservation.

Source: built by the authors on the basis [32, 33]

It is important to note that the level of environmental performance can vary and it is not always possible to compare hotels using the same criteria. Many hotels, especially those located in environmentally sensitive areas, are committed to conservation and sustainable tourism.

The term "ecotourism" refers to a form of tourism that emphasizes conservation and ecological values, as well as the protection of nature and the sustainable use of resources. Agricultural enterprises can play an important role in the development of ecotourism in several ways:

- Agricultural enterprises can become points of interest for ecotourists, giving them the opportunity to participate in the work on the farm, to learn an ecologically clean way of growing products, and to participate in various agricultural activities;

- Organic farms can organize tours for tourists, explaining the methods of organic production and its positive impact on the environment;

- Rural regions can develop eco-agricultural tourism, where tourists can stay in rural houses, participate in agricultural work, study traditional farming methods and environmental protection projects;

- Rural regions often have unique natural landscapes. The development of ecotourism can include sites such as nature reserves, forests, lakes, where tourists can enjoy the natural environment.

Between July 2019 and July 2022, an online survey was conducted to explore whether travelers in the United Kingdom are choosing eco-friendly hotels to reduce their environmental impact. In 2022, the proportion of travelers considering using eco-friendly hotels has increased over the past two years to 37% [35] (Figure 2).

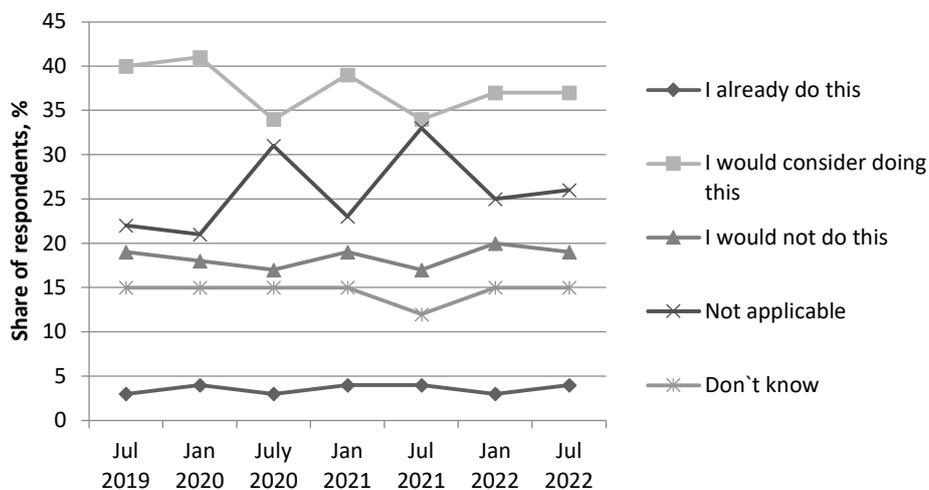


Figure 2 – Share of travelers choosing eco-friendly hotels to reduce their environmental footprint in the United Kingdom from July 2019 to July 2022

Source: built by the authors on the basis [35]

Based on a survey conducted in 2019, around 38% of participants believed that sustainable infrastructure, including features such as solar panels, insulation layers, and water recycling, should be present in eco-friendly hotel facilities in Italy. In addition, about 30% of respondents believed that waste separation practices should be implemented by eco-friendly hotels [36].

An EY Parthenon sustainability report on global travel accommodation [34] projected that an investment of 243 billion euros would be required to reduce carbon emissions by 48 megatons of CO<sub>2</sub>. The study, conducted in partnership with Booking.com, found that travel accommodations in the Asia-Pacific region accounted for nearly half of the total carbon reduction potential. However, achieving this potential would come at an average cost of €4,750 per room. Despite the seemingly high cost, there is a positive aspect to the journey to net zero - a significant portion of the initial investment in making accommodations more sustainable can be offset by long-term cost savings.

In 2022, the number of international tourist arrivals worldwide increased significantly, nearly doubling from the previous year, which had seen a sharp decline due to the onset of the COVID-19 pandemic. Europe led the total volume of inbound travelers, reaching

approximately 595 million arrivals in 2022. Despite this significant annual growth, the number of international arrivals in the region remained below pre-pandemic levels. The global travel and tourism market faced unprecedented challenges in 2020 and 2021 due to the COVID-19 pandemic. Countries around the world implemented lockdowns and travel bans to contain transmission, resulting in significant job losses in the travel and tourism industry, totaling 62 million in 2020. Although the global travel and tourism industry's contribution to total gross domestic product did not fully recover to pre-pandemic levels by 2022. A report by the European Travel Commission predicts a sharp increase in the global volume of inbound travelers in 2022, with further growth expected in 2023. The Asia-Pacific region is expected to lead in annual inbound tourist growth, according to the regional breakdown of global inbound tourist growth [37].

The information potential of eco-hotels is determined by their ability to effectively use information technologies, communicate their environmental initiatives and sustainable development principles, and attract and educate guests and other interested parties (Table 2).

Table 2. The main aspects of the informational potential of eco-hotels

Components of the information policy of eco-hotels	What are the components of the information potential of eco-hotels used for?
Website and Social Networks	Eco-hotels use their websites and social media to showcase their environmental initiatives, provide information on nature conservation, use of renewable resources, their own eco-practices and sustainable entertainment.
Electronic News and Newsletters	Sending regular electronic newsletters and bulletins allows eco-hotels to communicate with their customers and guests, sharing news about their initiatives, events and special offers.
Branding and Marketing	Focusing on green practices in branding and marketing helps attract the attention and interest of those who prefer eco-friendly hotels.
Educational Programs and Resources	Eco-hotels can provide educational resources and programs for their guests to promote understanding of sustainability principles and raise awareness of environmental issues.
Booking systems	Providing information about the hotel's environmental standards in reservation systems allows guests to make informed choices and support environmentally responsible businesses.
Feedback and Interaction	Eco-hotels actively engage guests to interact, receive feedback and ideas, and promote sustainability to create a community of conscious guests.

Source: built by the authors on the basis [32]

Effective use of information potential helps eco-hotels to increase their visibility, attract the attention of new guests and maintain the loyalty of those who have already used their services. In this way, eco-hotels actively interact with customers and the environment, promoting their green image and supporting their sustainable practices. Here are some ways in which eco-hotels can communicate:

- Eco-hotels include information about their environmental initiatives on their websites and in promotional materials. They can highlight their use of renewable energy, water efficiency, recycling and other green practices;

- Many eco-hotels receive certifications such as LEED, Green Key or others that attest to their capacity for sustainable development. They can use these marks in advertising and customer communications;

- Eco-hotels may collaborate with conservation organizations, environmental projects and other interested parties. This may include joint activities, lectures or volunteer projects;

- Eco-hotels may offer special packages for tourists who appreciate an environmentally friendly vacation. This may include eco-tours, visits to local nature reserves, and opportunities to participate in the hotel's eco-initiatives;

- Hotels can actively work with local communities and small businesses to support local development and the use of local products.

Organizing ecologically oriented rural festivals and events can attract tourists and promote awareness of their impact on nature. It is important to note that the development of ecotourism based on agricultural enterprises requires a balance between tourism development and conservation. Promoting sustainable use of resources, education and public involvement can contribute to the successful development of ecotourism in rural areas.

It is important that guests perceive eco-friendliness not only through advertising, but also through their own experience. For example, a hotel can install information boards that explain the concepts of sustainable management and provide opportunities for guests to participate in eco-initiatives.

The overall goal of eco-hotels is to demonstrate their commitment to environmental responsibility and to engage their guests in understanding and supporting these initiatives.

**Conclusions.** Information technologies for data collection, analysis and transmission are widely used in modern hotels and restaurants. Management of information resources of eco-hotels can provide them with many advantages, including wide access to the target audience, extensive advertising opportunities, automation of reservation and ordering processes, etc. The Internet is a key link between tourism institutions, partners and customers in the exchange of information, which has led to the organization of business negotiations at a distance. In particular, companies in their daily work use a number of applied software tools for the purpose of managing and processing information. For example, software tools for customer service perform such a variety of work as registration, confirmation of departure, processing of inquiries, processing of orders, making payments, selling and buying tickets, booking a tour, making and planning the schedule, etc.

The activity of hotels in social networks can be an indicator of their information potential. If a hotel interacts with consumers and shares information about its environmental initiatives, this may indicate a high level of information maturity. If hotels have received certificates or awards for their environmental efforts, this can be an indicator of their positive impact on the environment. Guest reactions to a hotel's environmental

initiatives can also indicate the effectiveness of its efforts. Reviews on review sites or social media can provide valuable first-hand insight. Conclusions about the information potential of eco-hotels can be drawn by evaluating their activity on the Internet, the way they interact with guests, and other signs of their cohesiveness and ability to communicate effectively with the public about their environmental initiatives.

The management of the information potential of the hotel and catering companies also requires the establishment of internal information processes for the collection, analysis and exchange of data in the process of enterprise resource planning, database operation, warehouse logistics planning, salary calculations, communication with customers and suppliers, etc. Thus, in order to effectively solve the urgent tasks of the hotel business, it is necessary to introduce automated information management systems.

Management of the informational potential of agro-enterprises for the creation of eco-hotels should include several key aspects that will help create and manage an effective and attractive environmental initiative for customers, namely:

1. Develop a comprehensive strategy that combines environmental aspects, guest service and agriculture. Consider sustainable development, use of renewable resources, effective waste management and other environmental initiatives.
2. Use information technology to track and manage environmental indicators, costs and efficiency of energy consumption. Modern management systems can help implement green technologies effectively.
3. Publish information on environmental performance and practices on the hotel's website. Be transparent with guests and partners about sustainable practices.
4. Develop partnerships with organizations specializing in environmental issues and interact with local communities to support the sustainable development of the region.
5. Utilize agricultural resources to create sustainable food systems, energy production and waste management.
6. Use eco-friendly marketing strategies to draw attention to the eco-hotel. Include environmental policies and certifications in advertising and promotions.
7. Analyze results and reports, make adjustments to the strategy to continuously improve the hotel's environmental impact, etc.

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