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FROM NORTH TO SOUTH: THE ENVIRONMENTAL BENEFITS OF NORTH AMERICAN RESORTS

Abstract: The article promotes hotels and resorts that offer eco-initiatives. The experience of eco-oriented institutions in North America is considered, in particular, certification of construction according to international standards, safe materials in the interior and exterior, the use of secondary raw materials, energy saving, and leisure associated with interaction with nature is evaluated. The aim of the work is to determine typical eco-initiatives for resorts under consideration in the region, as well as to evaluate these initiatives and the overall impression of guests' stay in hotels and resorts. In particular, service, nature, leisure, rooms and exterior were evaluated. The frequency of positive customer reviews was calculated according to the specified criteria. It is determined that service has become an important and frequently mentioned criterion. An important criterion in choosing a resort is proximity to nature, for example, to a lake, forest, mountains. Having visited such places, guests often mention outdoor activities in reviews, for example, skiing, canoeing, cycling. It does not matter whether the hotel offers such entertainment, or whether the service for the provision of such services is located near to the resorts. When evaluating rooms, a large space, the presence of sound insulation, a comfortable bed and cleanliness are often distinguished. Exterior features are rarely mentioned. The paper carried out a comparative assessment of resorts in Canada, the USA and Mexico. Their features and advantages for tourists are indicated.

Keywords: energy saving; recyclable materials; nature; service; rooms; exterior.

Problem statement. Eco-resorts are gaining popularity today. Many people want to relax in a place where natural ecosystems are preserved, organic products are grown or used, rooms are made using safe materials, and leisure is associated with the contemplation of natural beauty or representatives of the animal world. But today there are practically no well-known criteria for environmental friendliness, according to which one or another institution can be classified as environmentally friendly. There are only author's environmental standards, where the lists of criteria differ significantly.

Analysis of recent research and publications. Eco-resorts are gaining popularity today. Many people want to relax in a place where natural ecosystems are preserved, organic products are grown or used, rooms are made using safe materials, and leisure is associated with the contemplation of natural beauty or representatives of the animal world. Authors of the article [1], in fact, define a green hotel: green hotels are ecological buildings whose managers set up programs to save water and energy, and reduce solid waste, thereby saving money and aiding preservation of the environment [1].

The article [2] also talks about the increase of green practices in hotels. The growing importance of sustainability in the hospitality industry is also reported by the authors of the article [3]. At the same time, the authors [4] even if agree with the growing popularity of eco-hotels, but report about low level of booking in eco-friendly hotels, while service quality are considered as a key factor in bridging the attitude-behaviour gap in the eco-friendly hotel context [4].

The authors [5] are said that there are many modern opportunities in the field of eco-friendly hospitality, such as the use of renewable resources such as solar or wind energy, wastewater recycling, local organic products, organic soaps, energy-efficient lighting, biodegradable decomposition, natural ventilation system, eco-friendly toilets and much more [5]. Green energy issues are relevant for green resorts, since conventional energy sources are not always environmentally friendly. In addition, there is an acute problem of energy shortages [6]. In addition to the above, organic waste from agriculture, wood processing, sunflower oil production, etc. is becoming relevant.

One of the advantages of eco-hotels and resorts is the presence of natural attractions, protected areas and water bodies. So, by the author [7] natural resources (proximity to the forest, reservoir) are considered as one of the criteria for the environmental friendliness of the resort and the number of positive reviews about nature by guests is investigated.

The purpose of the work is to determine the criteria for environmental friendliness of resorts and adapt them when evaluating recreation facilities in North American countries.

Methodology. The paper examines the criteria of the quality and environmental friendliness of North American resorts. During the study, reviews of visitors of hotels or resorts were processed according to the following criteria - service, nature, leisure, rooms and exterior. To attract tourists to a new destination - eco-oriented hotels, the service must be impeccable, and the staff must be polite and friendly. Natural beauty has a positive effect on the well-being and mood of a person. Closeness to nature is certainly encouraged by eco-designers. Leisure in the form of outdoor recreation, canoeing, cycling, etc., brings a person closer to the natural environment, which is environmentally friendly. Even the use of natural materials in spa treatments, water

baths are environmentally friendly and can have a positive effect on vacationers. The environmental friendliness of the rooms was considered in the context of the absence of noise, the ergonomics of the room, the convenience of furniture, including beds, comfortable colors, the presence of natural materials in the design of rooms and in the creation of décor, the presence of plants. Exteriors were considered from the point of view of the creativity of architectural solutions, the use of natural materials in the performance of construction work and in the landscape design, the presence of water bodies, vegetation.

Reviews of vacationers from the Google hotel search engine [8] for 2021-2024 were evaluated. To evaluate each hotel, the sample was 50 reviews. The frequency of positive mentions of quality and environmental criteria per 50 reviews F was calculated using the formula:

$$F = n_1 + 0,5n_2 \quad (1)$$

where n_1 is the number of reviews with a positive characteristic of the criterion, n_2 is the number of reviews with a semi-positive characteristic of the criterion. Frequency of positive mentions of quality and environmental criteria, K , % were calculated according to the formula:

$$K = \frac{F}{N} 100\% \quad (2)$$

where F is a frequency of positive mentions of quality and environmental criteria per 50 reviews, N is the total number of reviews.

The main part. Banff Aspen Lodge [9], Alberta, located in the Banff National Park area, offers spacious rooms using predominantly soft pastel natural colors. The institution offers in-room temperature control technology, eco-friendly amenity containers that are biodegradable, and soaps that are made from a 100% vegetable soap base [10]. The use of biodegradable materials instead of thermoplastics significantly reduces the decomposition time of waste, which helps to solve global environmental problems. The use of natural, chemical-free detergents can reduce the level of contamination of domestic wastewater with toxic pollutants. The national park with stunning mountain scenery allows you to spend time with exciting and healthy activities: skiing, snowshoeing, rock climbing, cycling, hiking, kayaking. Among the environmental initiatives provided by Banff Aspen Lodge, are recycling program, hand towels and toilet paper with a minimum of 20% recycled material, low flow toilets and water saving devices installed in a selection of washrooms, motion sensor lighting

installed in hallways [10]. In the face of a global shortage of fresh water, Banff Aspen Lodge's initiative to reduce the amount of domestic water used is certainly beneficial. And the use of energy-saving sensors and motion sensors bring significant savings in electricity, which also solves the problem of resource saving and is economically profitable.

Island Lake Lodge [11], the province of British Columbia, offers recreation in the area of mountain with skiing, snowboarding, swimming in hot pools, relaxation in cedar saunas, spa treatments [11]. Wooden lodges are one of the eco-friendly advantages of Island Lake Lodge, the territory is covered with grass and green spaces, there is no asphalt near the lodges and there is practically no concrete pavement, which is certainly environmentally friendly. Vacationers practically live in an authentic house in a coniferous forest in full interaction with nature. Successful from an ecological point of view are plateaus with tables for eating in The Bear Lodge (Fig. 1), where tourists can get the most out of the mountain scenery, however, the use of animal horns (or imitations of them) in the design of The Bear Lodge chandelier is disturbing. Stone fireplaces, wooden furniture, including stunning wooden coffee tables, natural fabrics in the design of furniture and flooring are the absolute advantage of the lodges.

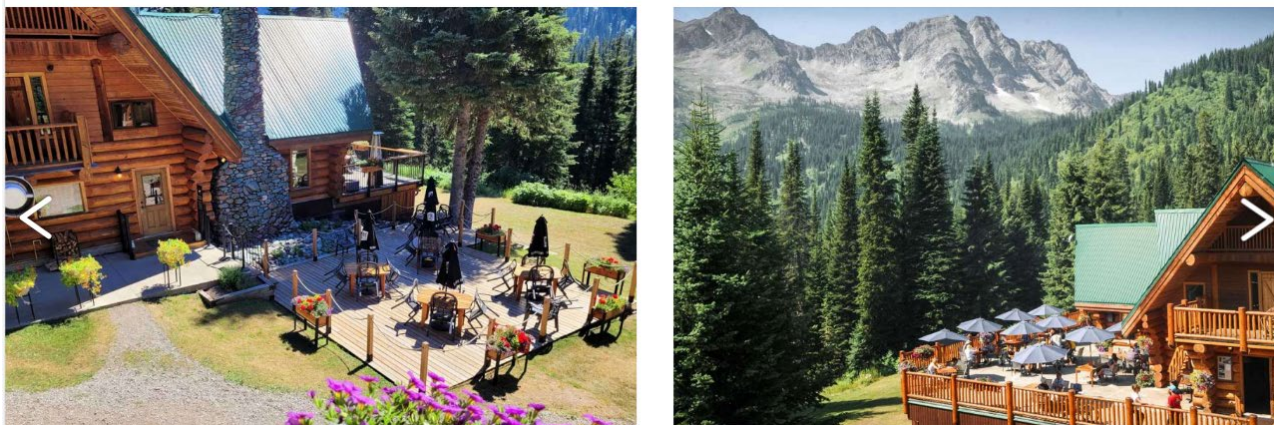


Figure 1 Screenshot of the Exterior of the Bear Lodge of the Island Lake Lodge [12]

Coast Coal Vancouver Harbour Hotel [13], British Columbia, offers rooms using natural materials. Color schemes with the advantage of pastel light mint and soft brown colors. Interesting view rooms with walls-windows, which, in addition to a stunning view, provides a high level of natural illumination of the room. The hotel offers a fitness center, charging for electric cars, is pet friendly [13].

In order to reduce plastic waste, reusable dispensers and containers are used, the hotel uses recycling programs, keycards made from 40% recycled plastic, biodegradable cleaning supplies [14]. The hotel offers ecologo-certified tork paper products, Forest and Stewardship Council certified paper wherever it is possible [14].

Fairmont Chateau Lake Louise [15], Alberta, is a castle with luxurious rooms in the old money style. Impeccable natural palette, unobtrusive of décor elements, natural materials emphasize the announced high status of the resort and do not distract from the amazing mountain landscapes and Lake Louise. Fairmont Gold and Guest Rooms have small windows for their area, which is likely not to provide a high level of natural light.

The frequency of positive mentions of the quality and environmental criteria of hotels in Canada for 50 reviews is given on Fig. 2. Fig. 2 shows that more often than other hotels mentioned positive service when describing Island Lake Lodge, natural attractions - Fairmont Chateau Lake Louise, leisure - Island Lake Lodge, rooms - Banff Aspen Lodge. The features of the exterior, the creativity of architectural solutions were mentioned very rarely for all the hotels considered. One of the reasons is the advantage of natural beauty, for which vacationers actually go, so the exterior design of the hotel does not play a primary role for them. In addition, designers are absolutely right not to focus on the design of the exterior and interior in order to emphasize the identity and beauty of natural ecosystems. Also, when arriving at the hotel, most tourists already know from the photo what the façade of buildings looks like, the landscape design of the territories, so they do not discover anything new upon arrival. The rooms were described mainly by highlighting the noise, the comfort of the beds, the size of the room, its ergonomics - everything that is difficult to determine from the photo, but very necessary for a quality rest.

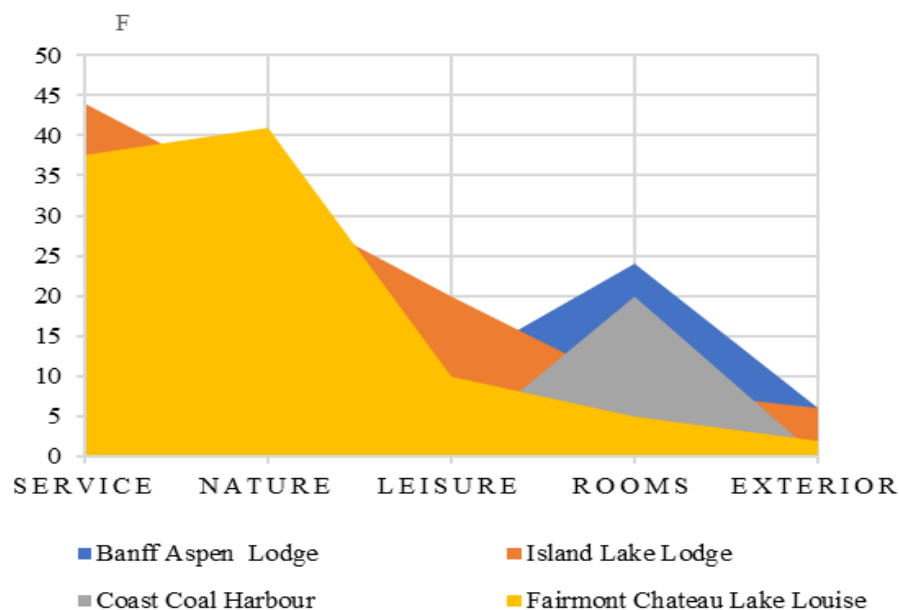


Figure 2 Frequency of positive mentions of quality and environmental criteria for hotels in Canada per 50 reviews (Levytska O.)

Frequency of positive mentions of quality and environmental criteria for hotels in Canada, % given on Fig. 3. Considering the percentage of positive mentions of the quality and environmental criteria of the resorts (Fig. 3), it should be said that a high percentage of service quality (more than 50%) characterizes the resorts Island Lake Lodge, Coast Coal Harbour and Fairmont Chateau Lake Louise. Natural resources are highly appreciated when staying at Island Lake Lodge, Fairmont Chateau Lake Louise.

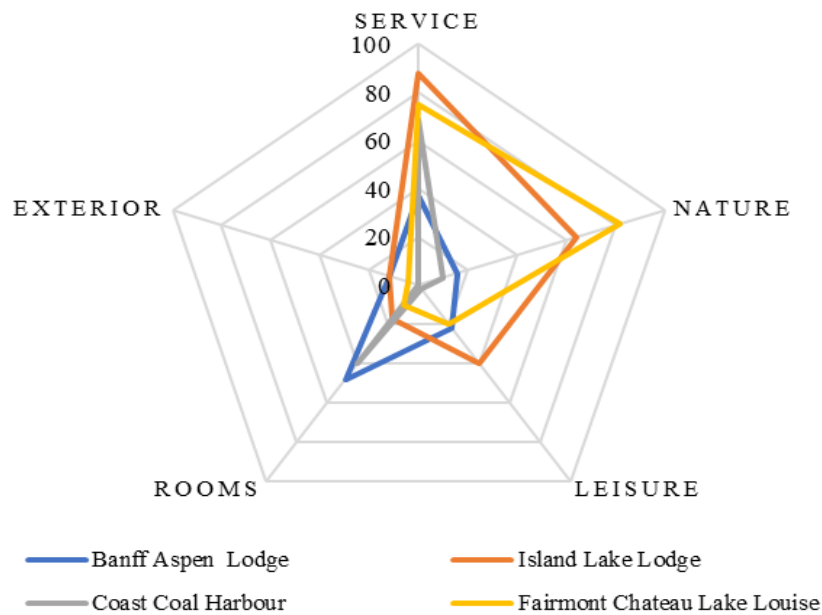


Figure 3 Frequency of positive mentions of quality and environmental criteria of hotels in Canada, % (Levytska O.)

Despite the fact that most of the hotels considered are trying to provide leisure for vacationers, none of the hotels is mentioned in this direction with a frequency of more than 50%. The same can be said about the mention of rooms and exteriors.

Bardessono Eco Resort and Spa [16] located in a small but picturesque town Yountville. The resort is surrounded by natural landscapes, and the territory of the resort is almost completely landscaped. Moreover, there is a garden where fruit trees and vegetables are grown. Proximity to vegetation is certainly pleasant and has a positive effect on vacationers. In addition, the resort offers high-quality spa treatments using natural materials. The rooms of the resort are decorated in soothing colors, sometimes there are accent color schemes. Light tones predominate, in particular white. Large windows and prosperous walls are an absolutely environmentally friendly solution. The resort has an award U.S. Green Building Council [16].

Edgewood Tahoe Resort [17] is a luxury boutique hotel located on the shores of Lake Tahoe, surrounded by trees and hills. While on vacation, you can visit spa treatments, ski and play golf. The living areas are equipped with large windows and/or

transparent walls, which provide high-quality natural light, as well as high ceilings, which significantly increases the free space. Villa Life is surrounded by coniferous trees, has stunning outdoor viewing areas, a patio with tables, chairs or sun loungers. The advantage of the exterior of the villa and other buildings of the resort is the absence of concrete or other coating - the designers left the ground open, which increases the natural component of the eco-system. The rooms are made with calm and as close as possible to natural colors, there is masonry. The Lodge at Edgewood Tahoe is a LEED silver certified building, with the following achieved projects: lake sourced cooling system, by extracting 43-degree water from Lake Tahoe, eliminating the use of electrical to cool the water, reducing our carbon footprint; use of locally sourced materials, such as the granite sourced from a local quarry, eliminating the impact of long-distance shipping for those materials; providing employee bike racks, and employee locker room showers so that employees can bike and walk to work; pedestrian and bike-friendly pathways to local commercial areas to reduce vehicle traffic; significant efficiencies through engineering and landscape design to reduce water usage [18]. Edgewood Tahoe is proud to be part of the Beyond Green hotel portfolio promoting planet Earth's most sustainable hotels [18].

1 Hotel Brooklyn Bridge [19] situated in New York and has a lot of vegetation, including vegetation in the rooms. The hotel rooms have large windows, which provide a high level of natural light. 25% of the roof is dedicated green space with garden beds overflowing with trees and shrubs, working diligently to produce oxygen, absorb carbon dioxide from the atmosphere, and reduce the urban heat island effect [20].

Hotel Mountain Brook [21] is a gem of Tannersville. The exterior is complemented by green spaces, there is practically no concrete coating and asphalt on the land plot. The frequency of positive mentions of the quality and environmental criteria of USA hotels for 50 reviews is given on Fig. 4. Frequency of positive mentions of quality and environmental criteria of USA hotels, % given on Fig. 5.

Fig. 4 shows that more often than other hotels mentioned positive service, leisure and rooms when describing Hotel Mountain Brook, natural attractions - Edgewood Tahoe Resort, exterior - Bardessono Eco Resort and Spa. Interestingly, one hotel received leadership in three categories, while not actively positioning its environmental principles.

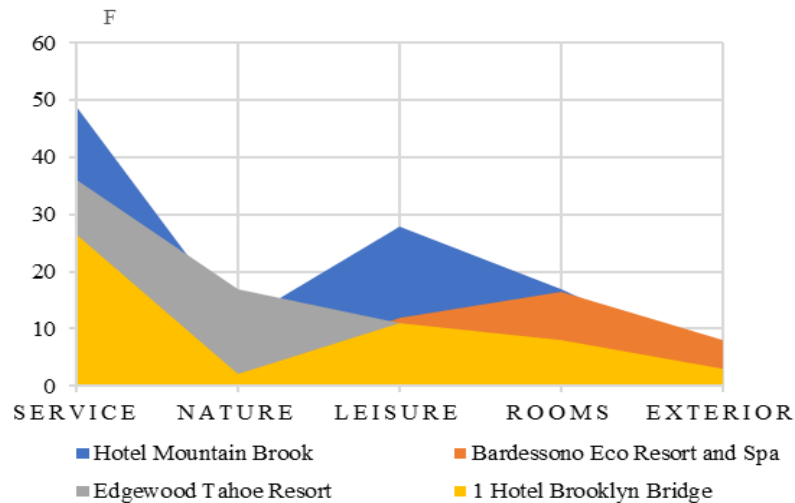


Figure 4 Frequency of positive mentions of quality and environmental criteria of USA hotels per 50 reviews (Levytska O.)

Of course, this hotel has the potential to add a few environmental innovations, possibly certifying itself to eco-standards and presenting itself as an eco-friendly resort. The features of the exterior, the creativity of architectural solutions were mentioned quite rarely for all the options considered. As in the case of Canadian resorts, in the design of USA resorts, designers do not focus on the unusualness and load of the exterior and interior in order to emphasize the identity and beauty of natural beauty.

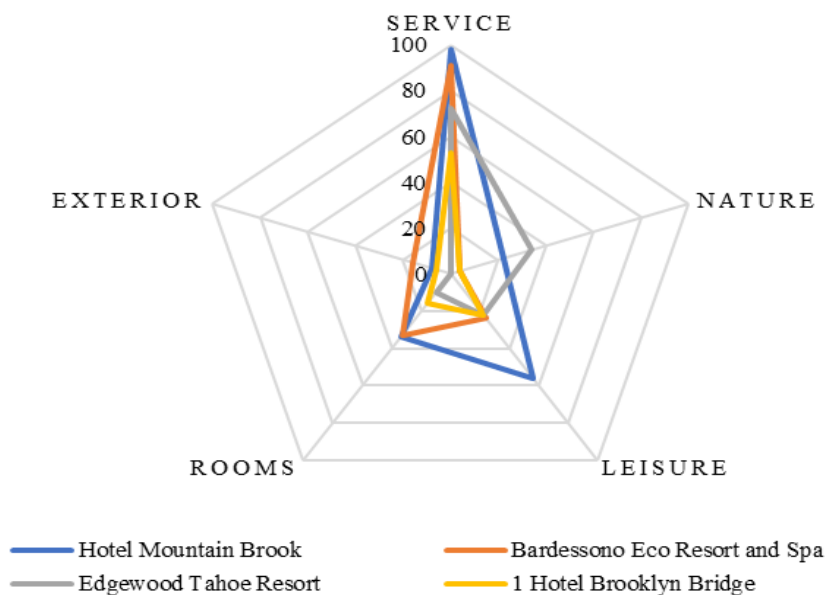


Figure 5 Frequency of positive mentions of quality and environmental criteria of USA hotels, % (Levytska O.)

Considering the percentage of mentions of the criteria for quality and environmental friendliness of USA resorts, it should be noted the positive result of Hotel Mountain Brook (criteria for service, leisure and quality of rooms). The high frequency of mentions of quality service is also demonstrated by Bardessono Eco Resort and Spa and Edgewood Tahoe Resort. Edgewood Tahoe Resort has the highest percentage of positive mentions of natural beauty.

However, both this hotel and others are very rarely mentioned with a description of nature, although they located in stunningly beautiful places. Obviously, tourists come already with an understanding of the advantages of natural attractions and get what they expect. Traditionally exterior doesn't play a predominant role for visitors - they are rarely mentioned in reviews. In evaluating the room, visitors are interested in the comfort of beds, ergonomic indicators, lack of noise and cleanliness.

Las Guacamayas Lodge Resort [22] is located in the area of the Montes Azules Biosphere Reserve, where you can see hundreds of thousands of hectares of tropical evergreen forests, as well as wildlife can be seen. In 1991, with the support of the National Institute of Indigenous Peoples, a project for the conservation of the scarlet macaw was launched with the placement of 30 artificial nests. In 1996, the Ara Macao cooperative society was created with 16 members, but today a working group of 20 members takes care of the preservation of the species and the ecosystem [23]. The living rooms are decorated using natural materials.

Zamas hotel, Tulum [24] offers a stunning green area with the use of natural materials in the organization of interiors and exteriors. Decorative elements, furniture, decorative fences are made of wood and wood materials. There are practically no plastic products in the rooms. The rooms are very spacious with mechanical fans, roofs made with natural materials. The interior of one of the rooms is shown on Fig. 6. The hotel has a large territory, thanks to this, not dense development was provided.

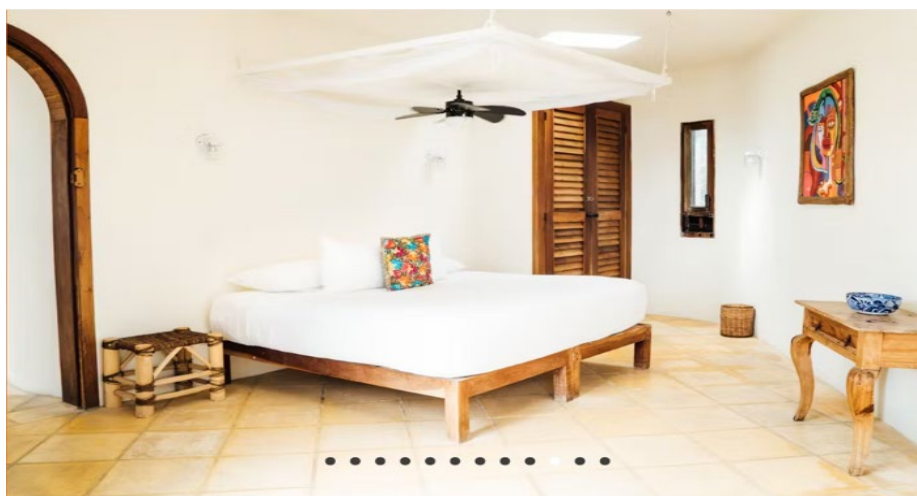


Figure 6 Screenshot from the website of Casa Laura в Zamas hotel, Tulum [25]

Cocolia Hotel, Mazunte [26] offers 28 private bungalows, while offering stunning views of the densely landscaped hills and the ocean [26]. The hotel also offers a veranda with a four-poster bed (Fig. 6) with stunning landscapes that open up to visitors [26]. Solar energy is used to meet all energy needs, rainwater is controlled to prevent erosion and is used for irrigation during the dry season, the hotel uses organic and local products [26].

Tubohotel, Tepozltan [27] is a hostel consisting of tube rooms. The pipes are made of concrete. The rooms have a large-scale window-door, wide beds. The territory has many green spaces. The frequency of positive mentions of the quality and environmental criteria of Mexican hotels for 50 reviews is shown on Fig. 8. Frequency of positive mentions of quality and environmental criteria for hotels in Mexico per 50 reviews are on Fig. 7.

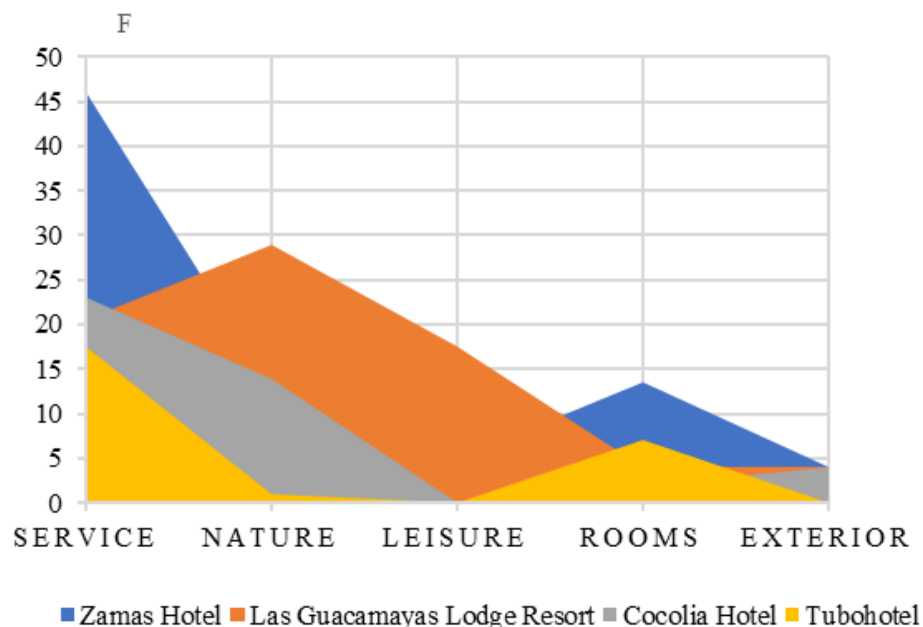


Figure 7 Frequency of positive mentions of quality and environmental criteria for hotels in Mexico per 50 reviews (Levytska O.)

From Fig. 7 it can be seen that the best service is offered by Zamas Hotel, most often the beauty of nature was remembered by guests of Las Guacamayas Lodge Resort. The highest rates among the reviewed hotels in terms of quality leisure are also demonstrated by Las Guacamayas Lodge Resort. When evaluating all the hotels considered, both the quality of accommodation in the rooms and the features of the interior were not mentioned so often. Frequency of positive mentions of quality and environmental criteria for hotels in Mexico, % given on Fig. 8.

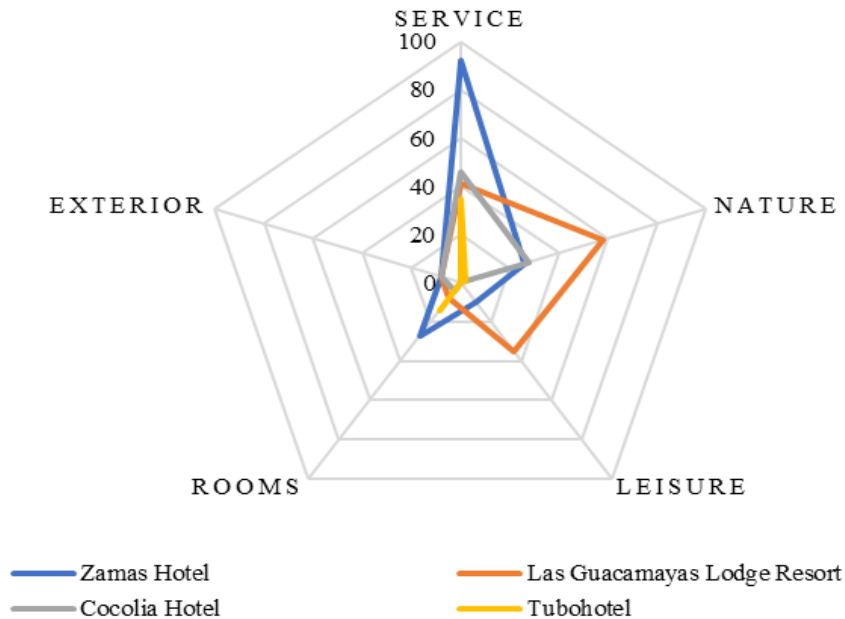


Figure 8 Frequency of positive mentions of quality and environmental criteria of hotels in Mexico, % (Levytska O.)

As can be seen from Fig. 8, positive mentions in more than 50% of reviews are typical only when evaluating the service of Zamas Hotel and the natural advantages of Las Guacamayas Lodge Resort. At the same time, the assessments of such criteria as service in Las Guacamayas Lodge Resort and Cocolia Hotel are close to the 50% mark. In Mexican hotels, they look for and positively assess cleanliness and proximity to infrastructure facilities (shops, bicycle rentals), sometimes they complain about the low quality of roads to the resort and the lack of parking on the territory of the resort.

The ratings of all the resorts considered are shown in Fig. 9. It shows that the leaders of public opinion among the resorts considered were Hotel Mountain Brook (USA), close to the leadership are Island Lake Lodge (Canada), Bardessono Eco Resort and Spa (USA), Edgewood Tahoe Resort (USA).

At the same time, the advantages of the first are not intricate design solutions, not ultra-modern technical innovations, but namely an almost homely atmosphere, extreme hospitality of owners and staff, comfort in the organization of rooms. A huge number of positive reviews were collected by gatherings at dinner by an ordinary fire in the fresh air, carriers with old films that guests can watch and feel nostalgic. Of course, the resorts located near nature reserves, lakes, dense forests and warm natural springs are highly valued.

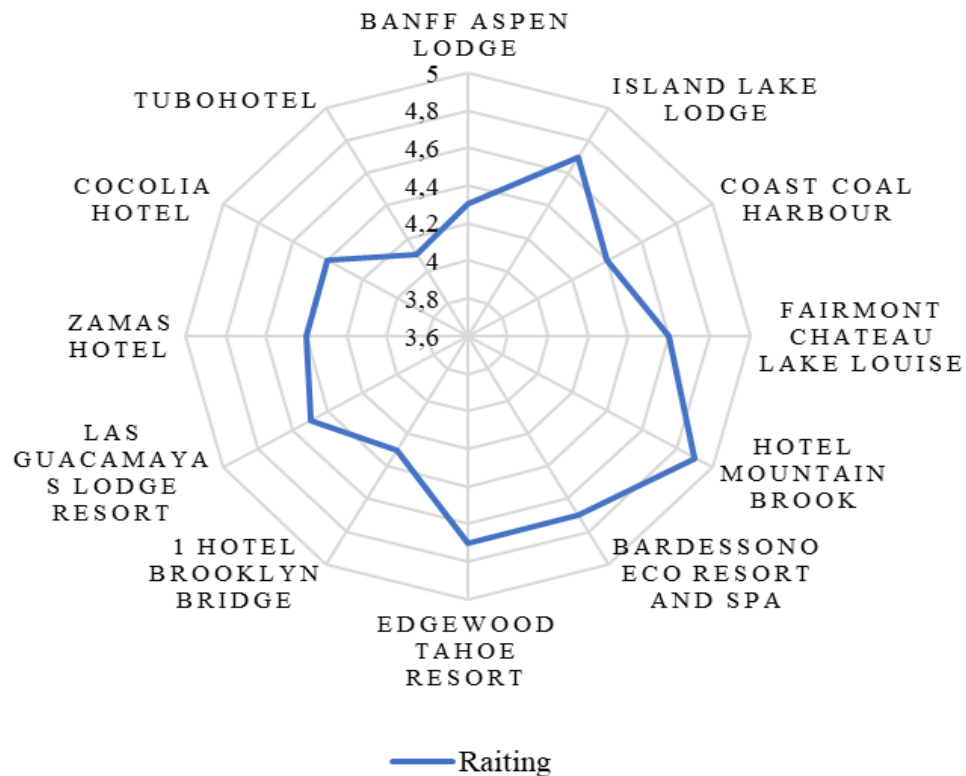


Figure 9. Comparative assessment of the ratings of North American resorts [8]

Infrastructure facilities in such places are only obliged to competently emphasize the natural advantages, offering quality service, food, cleanliness, convenience and noise insulation of rooms, technical means for organizing recreation (skis, canoes, boats, etc.).

Environmental initiatives are generally positively assessed, but when it comes to furniture or décor items made from recycled materials, vacationers may ask questions about the inflated cost of hotel accommodation. However, initiatives such as organic or locally crafted food cannot be cheap.

Conclusions. Eco-hotels are now increasing eco-initiatives, offering organic food, and participating in public projects. Visitors positively assess such work, are happy to choose eco-oriented resorts, and also want to relax closer to natural ecosystems untouched by humans. Outdoor activities are gaining popularity: canoeing, boating, skiing, etc. Comparing the ratings of visitors to the resorts, we can talk about higher results for the considered establishments in the USA and Canada, they, according to the guests of the resource Google hotel search engine [8], have high-quality service and provide interesting leisure. Nevertheless, all the hotels reviewed in the article have a significant number of positive reviews. Traditionally, visitors prefer cleanliness, large area, convenient ergonomics and noise insulation of rooms, and much

less often remember the design features of the interiors. There are quite a few positive mentions of exteriors. As a rule, visitors understand the concept and see the architectural features of the resort in the photo even before arrival, so it is difficult to surprise them. Nevertheless, coming to the resort located on the territory of the reserve, in the forest or on the shore of the lake, visitors emphasize in the reviews the amazing beauty of natural objects, want a view from the window directly on these beauties and are even ready to change the room for the sake of the view. The desire of a person to be closer to nature is, of course, natural, but society as a whole is striving to preserve both natural and man-touched urban systems today. Therefore, without a doubt, one of the relevant steps towards this is the construction of eco-oriented resorts, and the prospects for the development of this area are enormous.

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Анотація

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Від півночі до півдня: екологічні переваги резортів Північної Америки

У статті популяризуються готелі та курорти, які пропонують екологічні ініціативи. Розглядається досвід екоорієнтованих закладів у Північній Америці, зокрема, сертифікація будівництва за міжнародними стандартами, безпечні матеріали в інтер'єрі та екстер'єрі, використання вторинної сировини, енергозбереження, а також дозвілля, пов'язане із взаємодією з природою. Метою роботи є визначення типових екоініціатив для курортів, що розглядаються в регіоні, а також оцінка цих ініціатив та загального враження від перебування гостей у готелях та курортах. Зокрема, оцінювалися сервіс, природа, дозвілля, номери та екстер'єр. Частота позитивних відгуків покупців розраховувалася за заданими критеріями. Визначено, що сервіс став важливим і часто згадуваним критерієм. Важливим критерієм у виборі курорту є близькість до природи, наприклад, до озера, лісу, гір. Побувавши в таких місцях, гості часто згадують у відгуках активний відпочинок, наприклад, катання на лижах, каное, велосипеді. При цьому не має значення, чи пропонує готель такі розваги, або служба з надання таких послуг розташована неподалік від курортів. При оцінці кімнат часто виділяють великий простір, наявність звукоізоляції, зручне ліжко і чистоту. Про особливості екстер'єру згадують рідко. У роботі проведено порівняльну оцінку курортів Канади, США та Мексики. Вказано їх особливості та переваги для туристів.

Ключові слова: енергозбереження; вторинна сировина; природа; сервіс; номери; екстер'єр.