

Collaboration and Cause-related Marketing in Eco-friendly Hospitality*

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Abstract—The following article focuses on collaboration and Cause-related Marketing (CRM) in eco-friendly hospitality. Authors analyze key options of ecological hotel, present the results of customer survey and statistics, confirming the relevance of environmental trends in CRM. The main purpose is to describe the aspects of collaboration and partnership in ecological oriented hotel management, define the relations between tools examined and different quality aspects of hotel product, examine the effect of collaboration. Special attention is devoted to the examples of partnership in generating the eco-friendly hotel services in Russian and international practice.

Keywords—ecological hotel; collaboration; guest; resources; services; hospitality

I. INTRODUCTION

The subject of ecological goods and services market development does not lose the relevance. On the contrary it is getting more urgent while anthropogenic loading increase. This point is confirmed by result of the conducted researches. The data characterize growth of the markets of ecological products and services. The turnover in 2016 was estimated at about \$885 billion [1]. Independent partnership "The ecological union" define that 74% of buyers pay attention to the ecological marking and they are ready to overpay for such goods and services to 30% [2].

According to Trip Advisor poll which is dedicated to Travel Trends more than 10% of respondents choose the hotels offering reasonable use of natural resources and 70% would prefer to check in them. 90% of respondents are ready to choose the restaurants with organic friendly products [1]. As we can summarize ecological aspects of atmosphere,

*Fund: The article has been prepared with the support of RUDN grant "Formation of the regional recreational system in the Caspian region as the main factor of sustainable development of the international tourism cluster" №203207-0-000

setting, services, and resources in a hotel become a competitive advantages and major factors of consumer choice. In spite of the high expenditure of the "green" technologies implementation those hotels, which have already invested in resource-saving technologies, gain positive effect. For example, just the installation of mixers of low pressure and aerators In Holiday Inn hotel (Toronto) for a shower allowed saving about 13.5 thousand dollars. This solution influences not only on commercial indicators but also on the image of the company.

In the OTA's Booking.com international research "Ecological trips reports", the following results are published. 59% of the hotels have the special ecological programs directed to the environment. 43% of the hotels notify local communities support. About 51% of the hotels have certificate of the international organizations, such as International Ecotourism Association. It declares the official criteria of environmental friendliness. Further polls of travelers about "Green" future show 62% of respondents claim that they are going to be placed in one of eco-options, 50% – they've started to consider ecological factors making reservations [3].

In case of eco-friendly hospitality development the main purpose of the following article is to describe the aspects of partnership in ecological oriented hotel management, define the relations between collaboration and different quality aspects of hotel product, examine the effect of collaboration and CRM.

II. THE KEY ELEMENTS OF ECOLOGICAL HOSPITALITY

It is significant to note that there is no uniform definition of a concept "ecological hotel". This term is also not reflected in the existing normative documents in Russia, including the new official provision on hotel classification of 2019. In this work we are guided of WTO definition of the term "ecological tourism". According to it Ecotourism

includes all forms of natural tourism which the main motivation of tourists is observation and familiarizing with the nature[4].

However in practice we have 2 main types of ecological hotels. The first type includes the hotels which are equipped with resources-saving technologies, innovation and have appropriate certificates. The second type joins the place to stay which are located in natural zones or relating to ethnic society: the houses and centers of rest, the recreational centers, villages of rest, the houses of the hunter (fisherman), camping, and ecological centers.

Philipp Kotler allocates 3 types of hotel product quality: technical, functional and social quality [5]. Ecological aspects play an important role in forming of value and quality of eco-friendly product. We considered the most widespread tourists acknowledgments about environmental friendliness of hotel in to order to 3 types of quality in "Table I": material, belonging to material objects: the territory, the building, resources, the organizational aspect concerning service and cultural aspect about the atmosphere in hotel.

TABLE I. ECOLOGICAL ASPECTS OF HOTEL PRODUCT QUALITY

No	Quality type	Ecological aspect
1	Technical quality	<ul style="list-style-type: none"> - Ecological certification - Availability/access to recreational resources - Ecological materials - Organic products - Ecological design - Spa-services - Access of the ethnic environment - Contact zoos, zones for fishing, collecting of berries, mushrooms, vegetables and fruit - Innovations and resource-saving technologies - Sale of traditional souvenirs, farmer products
2	Functional quality	<ul style="list-style-type: none"> - The innovation approach in service - Conceptuality of service. - Following the ecological principles - Interaction in activities (fishing, care of animals, gathering berries etc.) - Interaction with locals in the course of holding actions and activities - Interaction with farmers - Observance of ecological rules - Knowledge of local flora and fauna
3	Cultural quality	<ul style="list-style-type: none"> - Atmosphere of a relaxation and silence, natural interaction with the environment - Engagement in global ecological problems and society; - Immersion on ethnic life - Respect for traditions

In the next parts we examine the examples of collaborations and CRM and define the ecological aspects, and the quality type of a hotel product they influence.

III. COLLABORATION IN ECO-FRIENDLY HOTEL PRODUCT GENERATING

The word "Collaboration" strongly enters into a lexicon of business communications. "Collaboration" means collateral activity of two or more physical and/or legal entities in achievement a common goal. Caroline S. Wagner defines it as cooperation and partnership in her paper [6]. In order to ecological hospitality the main purpose of collaboration is generating eco-friendly hotel product with a various additional services and options, which wide the possibilities of interaction with the environment.

To define the most relevant directions for collaboration we will consider analysis results of guests' reviews about their satisfaction of staying at the ecological hotels in Russia and Europe. More than 300 guests' reviews from professional on-line TripAdvisor resource were examined. Responses were left by guests from 2016 to 2018. Both positive and negative reviews are under consideration and of interest. A research purpose is to define the most important

factors of guests' satisfaction on the basis of the frequency of mentions. The results are introduced in "Table II".

TABLE II. THE ANALYSIS AND RANGING OF FACTORS OF PERCEPTION OF ECO-FRIENDLY HOTEL SERVICES MENTIONED IN GUESTS' REVIEWS FROM TRIPADVISOR

Factor	Frequency of mentions	Rang of factor
Food quality	71,20%	1
Service quality	63,60%	2
Quality of material base	57,30%	3
Access wellness resources	52,60%	4
Quality of houskeeping	40,80%	5
Location	35,00%	6
Relaxation atmosphere	15,80%	7
Wide range of additional services	12,00%	8
Resource-saving technologies	9,60%	9
Eco-friendly accommodation	5,20%	10

Tabular data show focusing of consumers' attention on such common aspects of hospitality as service quality, food quality, and quality of material resources. The majority of guests' reviews contain assessment and the attitude towards food quality, in some responses this factor is the only one. Also guests pay much attention to wellness conditions.

Among the ecological hotels there are many small enterprises. Not all from them have the developed infrastructure and opportunities to satisfy the main factors we considered. To reach the maximum compliance and satisfaction, many hotels use partner programs. The examples of collaboration in various directions of hospitality are given below.

As we noted before a key factor of guests satisfaction the food quality is. Guests of eco-friendly would prefer organic food. For many hotels cooperation with local farmers is the only opportunity to provide a high-quality food. The eco-hotel can be located in the territory adjoining to farm, an apiary or the private territory available to collecting of berries and mushrooms. We have to specify in this case such partnership can be caused not only interaction of two or more legal entities. An interesting example is the collaboration of farmer community of the Carpathians village which is called Izki with the management of the same name hotel "Izki". They arrange together the annual festival of the first cheese. The festival is held at the beginning of May. Countrymen participate in cheese making, guests also have an opportunity to be involved in this process. They can milk a goat or just to observe an action. Also locals pick berries and herbs for authentic kitchen of restaurant of "Izki" hotel.

One more example of collaboration is connected with generating an ecological product by recreational and wellness options. Traditionally in Russia only those tourists and vacationers who chose the sanatoria for their staying can use an opportunity to visit pump rooms of mineral waters, thermal pools and other wellness and recreational places. However, now we can observe wellness options implementation in successful ecological hotel projects. Actually these hotels as usually do not have sanatorium status, but all the guests of such kind hospitality objects can use the recreational and wellness resources via special programs. Four stars ecological hotel "Echo" which is located in virgin place in Altay region (Belokurikha) in Russia provides to their guests high level of hotel service, ecological design of rooms, high-quality materials and organic food. All the guests are offered to visit and to take a procedures and wellness treatments in the sanatorium Belokurikha complex located next to hotel.

Other example of cooperation demonstrates the participation of locals in the managing and arranging of cultural leisure and events, and acquaintance to ethnic roots. The invitation of authentic musicians and other actors are very popular. Locals are actively engaged in sale of traditional souvenirs and can produce them together with guests. For example residents of the ecovillage "Kartoshino" in Central region of Russia are actively involved in interaction with guests of eco-friendly hotel "At Frolov". Moreover all furniture is made on private production of ecovillage "Kartoshino" and that creates additional value for guests.

So, we can observe as the collaboration positively affects various aspects of quality. Due to a partnership with locals and local organizations it is possible to improve a technical aspects of quality, for example food-quality, the range of

services, room setting and material quality. Interaction in cultural sphere and promotion of local traditions positively influence to organizational and social aspects of quality via the friendship atmosphere and national colors.

IV. CAUSE-RELATED MARKETING IN HOSPITALITY GREEN ASPECTS

The modern market development leads to complicating and improving of new communication channels and promotion methods. Some researchers note that the subject of competitive advantages becomes more and more closely connected with image of the company. The set of certain social and psychological factors create the positive consumers' attitude to the company. Interaction with audience on social networks (Social Media Marketing), analysis clients' feedback, event marketing, and sponsoring are the daily PR-tools of modern marketing directed to maintain the image of the company.

Cause Related Marketing (CRM) is a socially oriented marketing which is connected with significant social problem. It became one of the marketing directions which is widely spread and adopted in order to image generating. This term is defined as the strategic positioning connecting with net between company, brand or a trademark and a socially important problem. The focus of CRM is achievement the joint advantages directed to clients' satisfaction via the alliance with charitable companies [7]. As we have noted CRM demands one more partner in addition to a seller and a buyer. Therefore we can consider CRM as a special case of collaboration. It is revealed that consumers are ready to switch to goods and services of other company if it is associated with social effect. The customers observe real efforts of the company on the solution of social problems they have chosen. It creates more positive image of the company. Some economists consider that CRM has to become the integral part of philosophy and mission of the company [8].

In general the technology of socially oriented marketing is the investment to social programs. One company declares that it contribute a fee to a certain socially important program. As a rule the deposit amount is generated from the expense of buyers. It varies from 1 to 5% of the price of goods or service. However there are also other methods of involvement the company, its image, and clients in social marketing. The key directions which are mentioned in CRM: medicine and health care, problems of hunger, ecology, education.

In order to eco-friendly hospitality it's advisably to examine ecology.

Thanks to growth and promotion of ecological tourism we are able to consider socially oriented management as a successful marketing concept. Not always the common CRM scheme is used in ecological hospitality. We mean guest the guests' investment to charitable purposes. Sometimes guests participate in practical ecological activities, for example, plant trees. The possibility of direct participation in an ecological activities can be an additional cause and impact factor for the guests.

We offer to divide socially oriented programs in eco-friendly hospitalities into several groups:

- Promotion and participation in ecological programs and projects (woods restoration, the, protection of rare species of animals and plants) including ecological events and investment;
- Carrying out researches, methodological base on organic agriculture generating for locals involved in the agricultural industry;
- Ecological management promotion (holding lectures, master classes for employees, guests and locals)
- Promotion of a healthy lifestyle, healthy food;
- Managing the expeditions for the observation of animals and birds, rare plants.

Further we give several examples of socially oriented marketing throughout ecological hotels. The management of "Beyond" hotels chain (Africa, South America) cares for education of local population. They are trained a methods of the organization of the organic agricultural industry, ethical beekeeping. One of tourist groups of network participated in reintroduction of bulls-gaurov [9]. The Accor network in 2012 started the PLANET 21 program that includes lectures for employees and guests about disease~ prevention, resource-saving, innovations of ecologically of products and services market, healthy nutrition [10]. The hotel Island Retreat is located in Hawaii. Hotel guests get acquainted with rules of garbage sorting, resource saving, and learn how to live in the modern world and not to do much harm to the nature. One of the programs for the businessmen is called "The principles and practice of eco-office".

At the "Lodge at Sun Ranch hotel" (Montana) the rates of accommodation are very expensive, but each guest sponsors landing of 10 trees on Amazon. "Cousine Island Resort and Spa" hotel in one of the Seychelles has the special program of saving populations of huge turtles. Thanks to CRM 5000 trees are planted, populations of local disappearing birds grew, country houses are constructed, energy saving lamps are used and solar batteries are mounted. "The Emirates Wolgan Valley Resort & Spa" eco-hotel (Australia) is well-known among environmentalists for large-scale planting of trees. They plant particular pines of Vollemi which is considered one of the most ancient representatives on Earth [11]. The "Kimi Ora Eco Resort" hotel works with Nature Department for restoration of wetlands in nearest national park. Employees planted more than 2000 trees [12].

V. CONCLUSION

In conclusion we have to note that active partnership and collaboration in eco-friendly hospitality allow affecting to all types of hotel product quality, generating an additional value for the consumer and improving the image of the company. The collaboration and CRM positively affect to staff motivation and guests' loyalty. The consideration of the theory and practical examples of collaboration and CRM implementation leads to conclusion that they are the main tools of maintaining the ecological status of hotel. Socially

important activities in hotel influence to followers the ideas of ecology and healthy lifestyle, and attract target audience. Thanks to CRM and collaboration the community of participants of ecological events is generated. Such actions help to make a social mission of the hotel or tourist cluster. This mission could be directed to updating of the existing environment problems, distribution of the relevant information, managing the problems solving.

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