

# **Within The Concept Of Sustainable Tourism, Certification And Eco-Labeling Systems In Accommodation Management: The Case Of Alanya/Manavgat**

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## **Abstract**

Tourism sector which has started to increase in size since the second half the 19th century has become an important industry in the world due to its economic and social effects. Tourism's economic profits have caused to not only management support but also local and national support in promoting tourism's development and investments. However, this fast and planless growth has caused to bad results. The attention has been drawn to the fact that natural sources are being using up fast and that has brought new tourism terms and alternative tourism types which are compatible with nature. Under the roof of sustainable tourism, tourism which is sensitive to environment and local cultures has predicted that all tourism types can be sustainable if the specific rules are followed. Sustainable tourism's essential

principle is to save cultural and environmental values and try to provide planned and controlled growth. Also, it tries to make sustainable tourism a concrete concept. Certification and eco-labelling systems are used to measure with concrete data. Varying in purposes and extent, certification and eco-labelling systems show the good and bad sides of businesses about environmental awareness, hygiene, social responsibility, security, energy consumption, waste management and staff education. And it gives information to customers about management. Besides, it is seen that businesses use this as a marketing tool.

The aim of this study is to specify the certification and eco-labelling systems used in tourism managements and present the reasons why they obtained these certification systems, and determine whether certification systems show changes according to management types. Alanya and Manavgat districts of Antalya have been chosen as an application area. Population is four and five star hotels operating in Alanya and Manavgat. Research has been done by reaching one manager in each population with questionnaire technique. Obtained data has been analysed with SPSS packet program.

**Keywords:** Tourism, Sustainable Tourism, Certification and Eco-Labelling Systems, Accommodation Management, Green Marketing, Alanya, Manavgat,

## 1. INTRODUCTION

The rapid development of tourism, after World War II, into a formidable industry has been argued to be as a result of increases in household income that subsequently afforded families more discretionary income to be spent on leisure. Other factors such as paid holiday, a better educated population that is willing to learn and explore and increased business travel have also been identified (Oriade and Evans, 2011: 70). According to the World Tourism Organization (UNWTO), international arrivals worldwide have more than doubled since 1990, rising from 435 million to 675 million in 2000, and to 940 million in 2010. In 2011, the World Travel & Tourism Council (WTTC) expects it to contribute almost US\$6 trillion to the global economy, or 9% of global gross domestic product (GDP) (WTTC, 2011: 2).

The fact that tourism industry has grown fast in the world brought many positive results as well as many negative results. It is well known that, the unplanned and excessive growth of tourism industry has caused many effects such as; air, water, and soil pollution, the loss of cultural traditions, and decreasing plant diversity and so on.

## 2. TOURISM AND SUSTAINABLE TOURISM CONCEPT

World Tourism Organization defines sustainable tourism as; Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future (Cernat and Gourdon, 2007: 1). In general, sustainable tourism is a form of development, which protects the environments of which human being interacted and ecological periods and biological diversity are sustained and all the resources

in the visited region are managed to be able to meet the economical, social and aesthetics needs of people and tourists (Özbey, 2002: 8). Sustainable tourism is a form of production which is not the victim of growing society and culture but benefits from this growth (Kahraman ve Türkay, 2004: 88).

Sustainable tourism concept has emerged from the notion of Sustainable Development, which has developed in the second part of the 20th century. (Berno and Bricker, 2001: 3). Many meetings started under the leadership of United Nations to stop the increasing environment pollution and unplanned growth with the industrialization during 60s and 70s (Sarkım, 2008: 3). The report titled "Our future" by World Environment Organization in 1987 has identified basic principles of sustainable investment and sustainable tourism concept (Tekeli, 2001: 39). The main goal of sustainable tourism is to contribute to the region's economy and social life constantly without harming the environment society, history, natural and cultural properties (Karaca, 2002: 677). The basic principle of sustainable tourism concept aiming to rise the satisfaction level of tourist and economical contribution to locals were given below (CESD, 2007: 6);

To create economic continuity in the destinations and tourism enterprises to benefit in long term.

To create local development by providing the highest level of contribution to the tourism destination.

Generating employment by increasing other business lines.

Providing social equity by supplying it social and economic benefits.

Preparing a secure, satisfactory and unproblematic place

Providing an active role during the tourism planning for locals and deciding period.

Respecting historical places, local culture and traditions.

Minimizing air, water and soil pollution.

Providing the continuity of biological diversity.

Paying attention to used recycling materials to that we can protect the environment.

While alternative tourism types are being come up, studies show that environmental consciousness is rapidly increasing and developing among tourists.

The survey by travel foundation in 2009 has shown that 67% of English tourists are disturbed by the affects of mass tourism on environments; however, this is not the first factor while choosing their holiday destination. Also, the same survey results have shown that British tourists started to be disturbed by the negative effects of tourism to the environments belonging to the places they travel, 23% worry about the climate changes, 24% choose authentic experiences due to these concerns, and 9% completely prefer certificate of green facilities.

According to a survey by Dodds and friends, among the participants, 95% of the tourists in Indonesia and 79% of the tourists in Thailand, who are mainly from Sweden, Britain, and Canada stated that they are willing to pay extra sum if it would help to protect the environment. Also, 87% of the visitors in Indonesia and 84% in Thailand stated that they could pay \$2 extra, the proportion, which consists of people who can pay more than \$10 is 42% in Indonesia and 25% in Thailand.

According to a survey by Malta Tourism Authority 80% of the participants who visited Malta are susceptible about environmental issues, 47% of it stated they chose paid attention to that while choosing their hotels. Besides, the participants stated that they were willing to pay 8% extra to stay at a hotel which is environment friendly.

### **3. ECO-LABELS / CERTIFICATE SYSTEMS**

Certification is specific standards which has written assurance of product, process, facilities and service (CESD, 2007: 7) Certification is one of the tools that motivate tourism businesses to improve their economic, social and environmental performance, while being rewarded, in tangible or intangible way, for these achievements (Remus, vd., 2009: 331). They usually address three main aspects, namely: 1) environmental performance of companies, operations and destinations; 2) product quality; and 3) corporate social responsibility of operations. (WTO, 2003: 1). The reasons why tourism establishments use certification and eco-label systems are lined below (CESD, 2007: 10-11) ;

- To increase the quality and performance of the facilities and staff,
- To do the right things to protect the environment and local societies.
- To reduce the expenses.
- To create a marketing advantage
- Distinguishing the difference of faked environmentalist establishments..

According to the results of a survey about 4 and 5 star hotels in Ankara by Ünlüönen and friends (2011) has shown that hotel managements, which have system management documents, got these documents mostly as they see them a kind of prestige, image, competitiveness factors. So, it can be emphasized that the establishments, which have these certificates and documents, see these documents as a mean of providing competitiveness advantage and creating positive image.

According to the results of a survey by Millar and Baloglu (2011) the customers who choice their rooms pay attention whether the room has environmental friend room certificate.

Giving stars to the hotels is accepted as the first certification sample in tourism. This precautions not only majors the quality of touristic product but also it gives an assurance in terms of health, hygiene and security (CESD, 2007: 7-8). Many national and international certificate and eco-label systems have been started to use in tourism industry after increasing importance of sustainable tourism concept. Some of them are which are quite important were given below;

- Blue Flag
- Green Globe
- Travelife
- Green Leaf
- ISO 14001 Environmental Management Systems
- Green Key
- Green Seal
- Nordic Swan
- Green Star

#### 4. RESEARCH OBJECTIVES AND SIGNIFICANCE

The main purpose of this study is to specify the certification and eco-labelling systems used in tourism managements and present the reasons why they obtained or not these certification systems. Alanya and Manavgat districts of Antalya have been chosen as an application area. Population is four and five star hotels operating in Alanya and Manavgat. Research has been done by reaching one manager in each population with questionnaire technique. In order to design the survey the theoretical and empirical studies of the related literature (Ünlüönen) were examined. The questionnaire consists of three parts. Before managers filled in questionnaires face to face interviews were undertaken with them.

Due to the research done in the winter it was not possible to reach each hotel. According to the study, which were done by Cevirgen and Üngüren (2012) was determined that, 85% of all hotels operating seasonally in region. Therefore, the research was conducted with 24 hotels. The instrument questions answered on a 1-10 likert scales labeled “strongly disagree” (1) and “strongly agree” (10). SPSS 16.0 was used for statistical analysis. Descriptive statistical methods were used in this study. Percentage and frequency analysis was applied to the data. The informations of hotels obtained on the eco-label certification and documentation as a result of the frequency and percentage analysis were tabulated with frequency and percentage distributions.

#### 5. FINDINGS AND DISCUSSIONS

The results related to information of hotels such as hotel type, pension type, are indicated in Table 1. The number of 5 star hotels is 20 (83%), and the rest is 4-star hotels (17%). Out of 20 five-star hotel, 11 (55%) of them showed activity all year round, 9 (45%) or them operate seasonally. 4 star hotels enterprises the entire seasonally.

**Table 1:** Periods of activity of Hotels in the Scope of Research

Period of Activity	Hotel Type			Total
		5 Stars	4 Stars	
Seasonal	n	9	4	13
	%	45,0%	100,0%	54,2%
Full year	n	11	0	11
	%	55,0%	,0%	45,8%

Total	n	20	4	24
	%	100,0%	100,0%	100,0%

Pension types applied by the hotels are given in Table 2. Applied research within 24 hotels using the all inclusive system. In addition, 3 (15%) of five star hotels, and 1 (25%) of 4-star hotels are implemented half-board system. Full-board system is only 1 (5%) applied by the hotel, bed and breakfast system is implemented by any hotels.

**Table 2: Types of Covered Pension Applied Hotels**

Hotels		Pension Types							
		BB		HB		FB		AI	
		Yes	No	Yes	No	Yes	No	Yes	No
5 Star	n	0	20	3	17	1	19	20	0
	%	0 %	100,0%	15,0%	85,0%	5,0%	95,0%	100,0%	0 %
4 Star	n	0	4	1	3	0	4	4	0
	%	0%	100,0%	25,0%	75,0%	,0%	100,0%	100,0%	0%
Total	n	0	24	4	20	1	23	24	0
	%	0%	100,0%	16,7%	83,3%	4,2%	95,8%	100,0%	0%

Distributions regarding to the tourist nationalities to the hotels are shown in Table 3. German tourists have the biggest share in five star hotels with an average of 50%, with an average of 28% receive 4th rank in 4 star hotels. The average is around 20% of Russians, in 5 star hotels, and this ratio comes 50% in 4 star hotels. We've found that the Scandinavian tourists have an average of 18% in 5 star hotels, in 4 star hotels, this ratio increases to 32%. Anticipating the tourists prefer 4 star hotels from the United Kingdom, 5 star hotels are the average of 9%. As a result, the 5 star and 4 star hotels vary depending on the nationalities of their customers.

**Table 3: Distribution of Tourists According to the Hotels Stars**

Hotel	Nationalities	N	Minimum	Maximum	Mean	Std. Deviation
5 Star	German %	18	% 10	% 90	% 49,66	% 26,92
	Russian %	12	% 5	% 50	% 19,25	% 13,76
	Scandinavia %	9	% 2	% 50	% 17,66	% 19,01
	Netherlands %	12	% 5	% 60	% 15,25	% 14,76
	United Kingdom %	4	% 4	% 20	% 8,75	% 7,54
	Ukrainian %	4	% 3	% 10	% 6,50	% 4,04
	Poland %	4	% 1	% 10	% 6,00	% 3,91
	Other %	12	% 5	% 50	% 21,50	% 15,91
4 Star	Russian %	1	%50	%50	%50	.
	Scandinavia %	2	%30	%35	%32,50	%3,53
	Poland %	1	%30	%30	%30,0	-
	German %	3	%20	%35	%28,33	%7,63
	Netherlands %	2	%20	%30	%25,00	%7,07

United Kingdom %	0	-	-	-	-
Ukrainian %	0	-	-	-	-
Other %	2	%10,00	%10,00	%10,0000	,00

Table 4 shows that, according to the type of hotels owned the Quality and Standard Documents and own them new requirement durations. ISO 9001 Quality Management System used by (10) 5 star hotels and (1) 4 Star Hotel and a total of 11 (45%) the Standard Certificate of Quality has been the most commonly used with the hotels. ISO 22000 Food Safety System used by 7 (30%), ISO 10002 Customer Satisfaction Management System used by 6 (25%) 5 star hotels. ISO 14001 Environmental Management System and ISO 18001 the Occupational Health and Safety Management Certificates used by 3 (12%) 5 Star hotels. Looking at the Quality and Standard Certificates, new requirements period, the documents use of ISO 14001 Environmental Management System and ISO 18001 Occupational Health and Safety Management Certificate with an average of 6.5 years has been in use for a long time

**Table 4:** Duration of Quality and Standard Certificate Ownership by Hotel Type

Hotel	Quality Certificate	N	Minimum	Maximum	Mean	Std. Deviation
5 Star	ISO 9001 duration	10	1,00	9,00	4,90	3,17
	ISO 14001 duration	3	3,00	9,00	6,33	3,05
	ISO 18001 duration	3	3,00	9,00	6,33	3,05
	ISO 22000 duration	7	1,00	9,00	4,00	3,31
	ISO 10002 duration	6	1,00	2,00	1,33	,51
Hotel	Quality Certificate	N	Minimum	Maximum	Mean	Std. Deviation
4 Star	ISO 9001 duration	1	1,00	1,00	1,00	

Table 5 shows that hotels eco-label and is being used for documents and show that them how. None of 4 Star hotels use any eco-label system, 5 star hotels two (8%) of them, while the implementation of the Green Star and White Star, 1 (4%) of them use the Travelife system. As a result, certification and eco-labeling systems are widely applied in five star hotels.

**Table 5:** Duration of the Eco-Label Certification Ownership by Hotel Type

Hotel	Eco-Label Certificate	N	Minimum	Maximum	Mean	Std. Deviation
5 Star	Gren Star duration	2	1,00	2,00	1,50	,70
	White Star duration	2	1,00	3,00	2,00	1,41
	Travelife duration	1	1,00	1,00	1,00	
	None	20	-	-	-	-
Hotel	Eco-Label Certificate	N	Minimum	Maximum	Mean	Std. Deviation
4 Star	None	4	-	-	-	-

The questions in table 6 have been asked to businesses to learn their ideas about eco-labelling and certification systems of their competitors. While 5-star hotels give 7.55 points out of 10 to the idea that competitors use eco-labelling and certification systems to provide a competitive advantage, this rate increases to 8.50 at 4-star hotels. In the option of their being sensitive to environment, while 5-star hotels average is 7.40, 4-stars hotels average decreases

to 5.75. While 4-star hotels think their competitors use eco-labelling and certification systems as they provide marketing convenience, this rate decreases to 7.57 at 5-star hotels.

**Table 6:** The Reasons of Competitors' Having Eco-Labelling and Certification Documents

Suggestions	Otel	n	x	Minimum	Maximum
1.To Get Competitive Advantage	5 Star	20	7,55	1,00	10,00
	4 Star	4	8,50	4,00	10,00
2.To Be Sensitive to Environment	5 Star	20	7,40	1,00	10,00
	4 Star	4	5,75	3,00	10,00
3.To Have a Positive Image	5 Star	20	7,75	1,00	10,00
	4 Star	4	8,00	4,00	10,00
4.As They are Wanted by Customers	5 Star	20	7,05	2,00	10,00
	4 Star	4	7,50	5,00	10,00
5.To Get Marketing Advantage	5 Star	19	7,57	2,00	10,00
	4 Star	4	9,25	9,00	10,00
6.As They are cared by Agencies	5 Star	20	7,75	2,00	10,00
	4 Star	4	8,50	7,00	10,00
7.To Increase Employees' Performance	5 Star	20	6,85	1,00	10,00
	4 Star	4	6,00	5,00	7,00
8.To Improve Employees' Motivation	5 Star	20	6,90	1,00	10,00
	4 Star	4	6,25	5,00	8,00

**1: strongly disagree 10: Strongly agree**

Table 7 shows businesses' ideas about eco-labelling and certification systems. While 5-star hotels agree on the idea that certification systems help to protect environment with 8.45, this rate falls 6.75 at 4-star hotels. Although the statement "It is important for customers" is accepted by 4-star hotels with a high rate of 8.75, only 1 out of 4 has certification system and this shows the conflict between statement and application. While 5-star hotels agree on the statement that certificate systems improve staff qualifications, this rate falls to 7.00 at 4-star hotels. "eco-labelling affects the prestige and image of businesses positively" is accepted by 5-star hotels with 9.15 and by 4 star hotel with a high rate of 9.00. However, the number (5) of eco-labelling of 4 and 5 star hotels shows a conflict at this point.

**Table 7:** Businesses' Ideas About Eco-Labelling And Certification Systems

Suggestions	Otel	Certifications				Eco-Labelling			
		n	x	Min	Max.	n	x	Min	Max.
1. They Help to Get a Positive Prestige and Image	5 Star	20	9,10	5	10	20	9,15	6	10
	4 Star	4	10,00	10	10	4	9,00	8	10
2. They Increases Sales	5 Star	20	8,00	2	10	20	7,90	2	10
	4 Star	4	7,25	5	10	4	7,00	5	9
3. They Are Important for Visitors	5 Star	20	8,70	3	10	20	8,30	4	10
	4 Star	4	8,75	8	10	4	8,25	7	10
4. They Help to Take Marketing Advantages	5 Star	20	8,40	2	10	20	8,15	4	10
	4 Star	4	8,25	7	10	4	7,00	5	9
5. They are Important for Travel Agencies	5 Star	20	8,00	2	10	20	7,45	1	10
	4 Star	4	8,00	7	10	4	7,00	7	7



6. They Help to Protect the Environment	5 Star	20	8,45	5	10	20	8,70	3	10
	4 Star	4	6,75	3	10	4	8,50	7	10
7. They Positively Affect to Businesses' Productivity	5 Star	20	8,25	3	10	20	7,70	1	10
	4 Star	4	8,00	7	9	4	7,75	7	9
8. They Help to Increase Employees' Quality	5 Star	20	8,55	3	10	20	7,50	1	10
	4 Star	4	7,00	5	9	4	7,25	5	10
9. They Increase Employees' Motivation	5 Star	20	7,15	1	10	20	6,65	1	10
	4 Star	4	6,25	5	8	4	6,75	5	9

**1: strongly disagree 10: Strongly agree**

## 6. RESULT

As a result of study, it has been seen that certification systems are used (30) more than eco-labeling (5) at hotels. Also, 5-star hotels have more certification systems and eco-labeling than 4-star hotels. The most used certification systems have been ISO9001 Quality Management System (10), ISO22000 Food Security System (7), and ISO10002 Customer Satisfaction Management System (6). It has been observed that the hotels have been using the certificate systems for about 3 years. In the end of the study, it has been revealed that businesses see certificate and eco-labeling systems as an element of prestige and image and they think these documents are important for customers. In spite of this, as businesses don't have enough certificate and eco-labeling systems in obtained results, this brings out an inconsistent situation. Besides, businesses have stated that certification and eco-labeling systems don't have much effect on the motivation of employees. 4-star hotels have stated that their competitors use eco-labeling and certificate systems as they provide a marketing convenience. It has been revealed that hotels are inadequate especially about eco-labeling. As the term of sustainability has been gaining importance recent years, businesses have to give importance to eco-labeling. Businesses can't be expected to be indifferent to environmental sensitivity which has been becoming important among customers.

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